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Hello! Money: strategies applied by European banks to brand their financial products (current accounts)

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In general, from a marketing communications perspective, brands need, on the one hand, to make both rational and emotional appeals and, on the other hand, to enhance their recognition.

The purpose of this paper is to reveal the branding strategies pursued by European banks in view of their financial products (current accounts). Some banks use, for example, tree or animal names, musical styles as well as compound names which carry connotations pointing to success and wealth.

To answer this research question we created a corpus of names of current accounts from banks in different European countries (Italy, Romania, Austria, France, Hungary etc.), which we analyzed qualitatively from a phono-graphematic, morphological and semantic point of view.