



---

# How to market western products in China

Prepare by Greg Zhang  
**ABODA Communications**



# My Chinese name

---

- **DONGSHENG**
- My English name is Greg
- A test of if you remember my name at the end
- which name is easier to be remembered





---

Market your products with a localized  
Chinese name



---

# A case of world-class train manufacture in China

Naming the product with ABC

# Background of Adtranz

---

- Joint ventured by ABB & Daimler-Chrysler
- First high speed train imported by Chinese government
- Enhance speed at the existing railway track
- Rent it by the ministry of Railway, to lower risk



# Name of the product

---

- Adtranz, company name
- Hard to be pronounced by Chinese
- Product is high speed train
- Need name of the product in Chinese



# Tool application of ABC

---

- ABC- ABODA Branding Concept
  - A tool to help western product naming their products or even a company's name
- Find the name for Adtranz locomotive in Chinese

## – **XinShiSu**

- High speed
- New technology
- Easy to be remembered by local people
- Avoid wrong pronunciation and other wrong meaning



# Xinshisu - inauguration

First high speed imported train to China



# Result of the Adtranz

---

- Over 40% from their predict sales
- Got another order in 1 year
- Many passengers special order Xinshishu's tickets



# Remember

---

- You don't name your products yourself, people will name it themselves, then you got thousands of the different names in the market in China.






---

# Adtranz now belongs to a our Canadian corporation

It becomes the large transportation supplier  
in China





---

Positioning of your product works well in western countries doesn't mean it will work in China



# Case study II: A world class furniture company comes into China market

Repositioning the brand in China



# Background

---

- Many furniture malls surround
- How to be different from others
- International positioning: mass consuming



# Target analysis

---

- Who are the target groups in western countries
  - Colleague students
  - People just live alone or young couple
  - Cheap image
- Such target groups in China doesn't affordable to the products



# Repositioning campaign, a Brand strategy from ABODA

---

- Strategy: Repositioning, and target to
  - white collar consumers
  - Middle level income consumers
  - Who buy apartment and affordable to buy the new lifestyle
  - ‘lifestyle’ concept, rather than ‘furniture mall’
  - Buy furniture and enjoy DIY
  - 36 show rooms every years



# The result of the brand strategy

---

- A must-see place when people design their home
- Almost of all buy even a small stuff when they come to the store. Increase the sales
- Most income stream comes from small stuff
- Even the restaurant brings over 10m turnover, better than some regular restaurant industrial business
- Lead a new furniture trends



# IKEA in China



---

About us: **ABODA**



# ABODA Communications



A China Agency With  
International Outlook



# ABODA services

---

- ABODA's USP
  - **not only** strategic plan  
but **also** deliver a turnkey solutions
- Analysis – Marketing Strategy
- Vision-Culture-Positioning
- Media –Ads- Events
- Identify right local Chinese partner
- Communications improvement



# Major ABODA Clients



**ABODA Communications**  
Beijing – Shanghai-Toronto  
[www.Aboda.com.cn](http://www.Aboda.com.cn)

**Canada:** Tel: 1-416 368 0130

Fax: 1-416 594 1888

**China:** Tel: 86-10-8463 9781

Fax:86-10-8463 9783

