

Az országnevek mint márkanevek

Készítette: Papp-Váry Árpád, 2018

„Are you hungry? Are you Hungary?”

A finn Viking Line komp reklámja a 2008. szeptember 25-től október 26-ig tartó magyar hetekre



Sok ország nevével ismerünk vicceket –
Sosem szabad lebecsülni ezek hatását



Névváltások egyes országok bélyegein



Basutó föld – Lesotho



Francia Szudán – Mali



Evanderstamps

www.delcampe.net

Becsuánaföld – Botswana



Ceylon – Sri Lanka

Csehországban több mint egy évtizeden át zajlott a vita,
míg a Czech Republic mellett a Czechia is hivatalos név lett

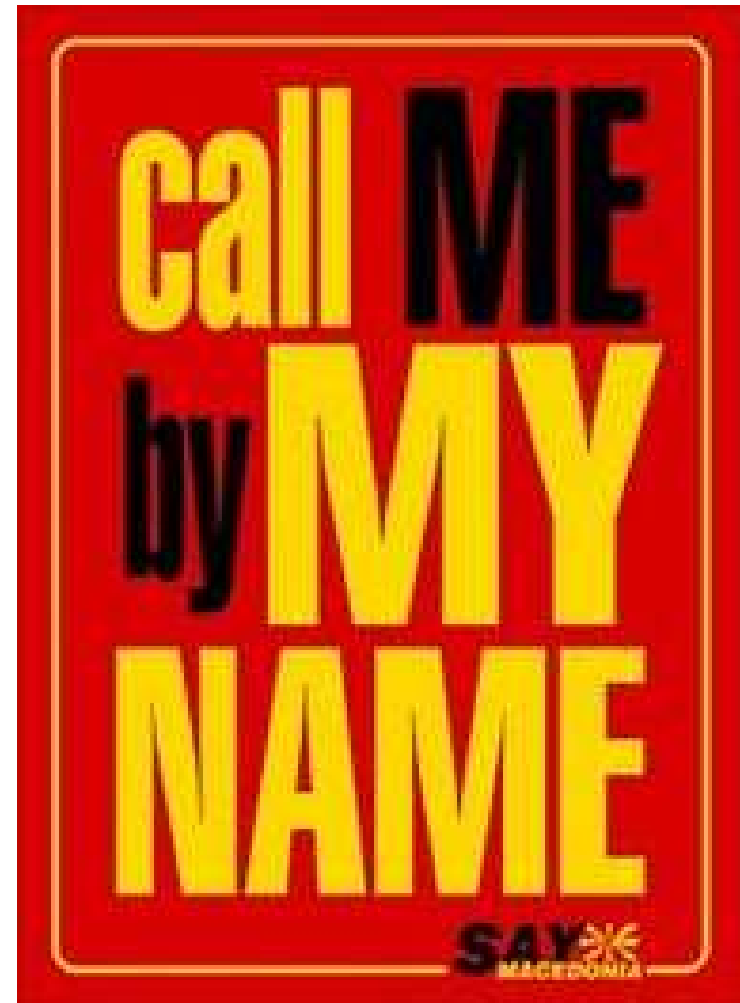


Szlovákiát és Szlovéniát gyakran összekeverik a két (márka)név hasonlósága miatt

Brief comparison of these two countries in English:

Short Country Name	Slovakia	Slovenia
Formal Country Name	Slovak Republic	Republic of Slovenia
National Flag		
Location in the Central Europe		
A Hint...	ex-Czechoslovakia	ex-Yugoslavia
Capital City	Bratislava	Ljubljana
Local Short Country Name	Slovensko	Slovenija
Formal Local Country Name	Slovenska Republika	Republika Slovenija
ISO Codes	SK, SVK, 703	SI, SVN, 705
International Road Sign	SK	SLO
Internet Top Domain	.sk	.si

Ne FYROM-ozz! Hívj Macedóniának!



Nagy-Britannia egyes arculati anyagain elhagyta a „Nagy” szót.
A rövidebb név márkaszempontból is szerencsésebb
és az egykori gyarmatokon is kevesebb negatív asszociációt kelt.



György király levele 1917-ből, melyben deklarálja, hogy a királyi család neve mostantól Windsor és minden német titulus használatát eltörlik

TUESDAY, 17 JULY, 1917.

BY THE KING.

A PROCLAMATION

DECLARING THAT THE NAME OF WINDSOR IS TO BE BORNE BY HIS ROYAL HOUSE AND FAMILY AND RELINQUISHING THE USE OF ALL GERMAN TITLES AND DIGNITIES.

GEORGE R.I.

WHEREAS We, having taken into consideration the Name and Title of Our Royal House and Family, have determined that henceforth Our House and Family shall be styled and known as the House and Family of Windsor:

And whereas We have further determined for Ourselves and for and on behalf of Our descendants and all other the descendants of Our Grandmother Queen Victoria of blessed and glorious memory to relinquish and discontinue the use of all German Titles and Dignities:

And whereas We have declared these Our determinations in Our Privy Council:

Now, therefore, We, out of Our Royal Will and Authority, do hereby declare and announce that as from the date of this Our Royal Pro-

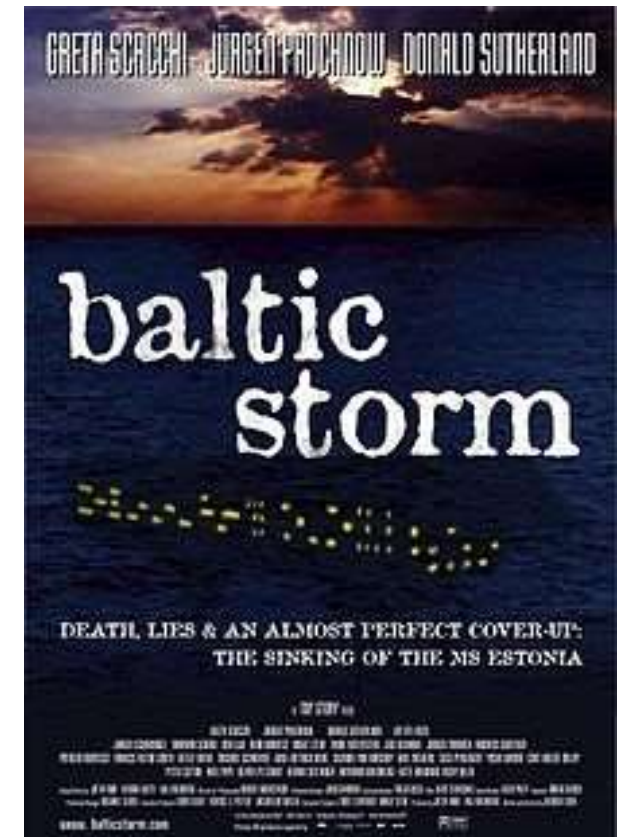
clamation Our House and Family shall be styled and known as the House and Family of Windsor, and that all the descendants in the male line of Our said Grandmother Queen Victoria who are subjects of these Realms, other than female descendants who may marry or may have married, shall bear the said Name of Windsor:

And do hereby further declare and announce that We for Ourselves and for and on behalf of Our descendants and all other the descendants of Our said Grandmother Queen Victoria who are subjects of these Realms, relinquish and enjoin the discontinuance of the use of the Degrees, Styles, Dignities, Titles and Honours of Dukes and Duchesses of Saxony and Princes and Princesses of Saxe-Coburg and Gotha, and all other German Degrees, Styles, Dignities, Titles, Honours and Appellations to Us or to them heretofore belonging or appertaining.

Given at Our Court at *Buckingham Palace*, this Seventeenth day of *July*, in the year of our Lord One thousand nine hundred and seventeen, and in the Eighth year of Our Reign.

GOD SAVE THE KING.

Észtország esetében akkor merült fel az első névváltás, amikor az Estonia nevű komp 1994-ben elsüllyedt és 852 ember vesztette életét. Minderről később mozifilm is készült.



Litvánia esetében is felmerült a névcsere, mégpedig 2008-ban

REUTERS
UK

THOMSON REUTERS

LATEST NEWS UNITED UTILITIES PLANS WATER BILL'S RISE

Reuters Mobile Alerts
Business News
Get the latest business news on your mobile.
[Sign up now](#)

REUTERS BUSINESS & FINANCE

Top stories r
▶ United Utilities p
▶ Mortgage costs l
▶ Manufacturers' c

You are here: [Home](#) > [News](#) > [Oddly Enough](#) > Article

HOME
BUSINESS & FINANCE
NEWS

Top News
UK
World
Sports
Technology
Travel
Entertainment
Science & Health
Environment
Motoring
Oddly Enough
Lifestyle
Blogs
Special Reports
Video

Lithuania considers name change in makeover plan

Fri Jan 25, 2008 6:28pm GMT

[Email](#) | [Print](#) | [Share](#) | [Single Page](#) | [Recommend \(11\)](#) [-] Text [+]

VILNIUS (Reuters) - Lithuania is thinking about changing its name in English to something easier to pronounce in plans to boost its image, officials said on Friday.

The small southern Baltic state, in the shadow of neighbours Russia, Germany and Poland, wants to raise its profile to attract more investments and tourists.

A commission led by the prime minister approved a marketing concept which says the country of 3.4 million people should promote itself as daring. A name change is also being mulled.

"Lithuania's transcription in English is difficult to pronounce and remember for non-native English speakers, but the name change is only an idea under consideration," said government spokesman Laurynas Bucalis, who led the group behind the recommendations.

Guatemala esetében logikus is lehet a Guetamaya névre való csere,
utalva a maja örökségre és látnivalókra



Wales arculati kézikönyve előírja, hogy amikor csak lehet, a kétnyelvű logót kell használni, így megjelenik az ország mindkét neve

Marque/logotype lock-up
featuring 'Cymru Wales Sans'



Magyarország hangzása néhány nyelven



Attila, a hunok vezérének „fővárosa” a mai Budapest volt, amiben a Buda (Bleda) név nem más, mint Attila testvére



Az országnevek mint márkanevek

Készítette: Papp-Váry Árpád, 2018