The Irish language in branding:
An evaluation of current practices in Irish business

Karen Campbell

September 2008

This dissertation is submitted in partial fulfilment of the requirements for the Degree of MSc in Marketing Practice

Presented to:

Billy Bennett
School of Business
Letterkenny Institute of Technology

Disclaimer 1

I hereby certify that this material, which I now submit in partial fulfilment of the requirements of the Degree of Master of Science in Marketing Practice, is entirely my own work and has not been obtained from the work of any other, except any work that has been cited and acknowledged within the text of my work.

Signed:

Disclaimer 2

I agree that this thesis may be used by Letterkenny Institute of Technology for teaching purposes on future Masters Programmes.

Signed:

Abstract

This research was undertaken in order to examine the current practices in relation to the use of the Irish language in manufacturing and internationally traded services. The research focuses specifically on company and brand names in Irish. The aim of the research was to identify the motivations for the use of Irish as well as the benefits and limitations associated with its use. The research also examined the use of Irish in marketing communications and its effectiveness in this area of business.

A survey was used to examine the views of the companies in relation to their use of the Irish language. Depth interviews were then used to further explore the key issues with a number of companies and industry experts.

The research highlighted the companies' wish to support the use of the Irish language and also identified customer loyalty and awareness as key benefits. The fact that companies believe customers do not often use Irish was identified in the research however they do believe that customers value companies using Irish. The research also identified that companies associate major difficulties with the use of Irish in marketing communications, specifically the effectiveness of Irish in marketing communications and the ease of running a full marketing campaign in Irish.

The government needs to increase the level of support for businesses in their use of Irish as well as developing further measures to increase the use of the language within the country as a whole. Companies seem to be unaware of the benefits that Irish can bring them and increased levels of market research within companies may help to improve their perceptions of Irish within business.

Acknowledgements

Firstly I would like to thank my son, Jack, who put up with his mum sitting at the computer all summer. He showed great patience and consideration and never complained.

I would like to thank my research supervisor, Billy Bennett, whose help and guidance was invaluable. Thank you for the pep talks that kept me going. Sometimes they were badly needed.

I would like to thank my family and friends who helped so much by simply offering support and a listening ear.

I would also like to thank all the companies who took part in the research whether in the form of answering questionnaires or taking part in the depth interviews, obviously without your help this research would not have been possible.

I would like to thank all of my lecturers and classmates who made taking part in the Masters programme worthwhile and enjoyable.

I would also like to thank my employers, Declan and Brendan Ward, their support and understanding is greatly appreciated.

Finally, I would like to thank the library staff of Letterkenny Institute of Technology and in particular Isobel who was always so helpful.

Table of Contents

List of Figures and Tables

Chapter 1 Introduction

Brands are the core asset of the company (Muzellec *et al.*, 2003) and corporate identity and branding according to Hatch and Schultz (2003) increases the visibility of the company as well as recognition and reputation in more ways than possible with product branding alone. These authors and many more (Aaker, 1992, Lee *et al.*, 2007, Kohli *et al.*, 2005) have all examined the importance of branding and corporate identity. Other authors including Kelly Holmes (2006), Cunliffe and Roberts-Young (2005) and Roberts *et al.* (2007) have examined minority languages and their place in today's society.

This research takes this further by examining the role of a minority language, the Irish language, in branding and corporate identity. This research also examines the use of Irish in marketing communications. The aims of the research were to examine the current practices of companies in relation to Irish and to identify their views on the benefits and limitations that exist as a result of their use of the language. The researcher also wanted to establish the use of Irish in marketing communications and to identify the views of companies in relation to its use.

The Irish government has put a language policy in place that aims to see a bilingual society by 2026 and this prompted the researcher to examine the use of Irish in business. As a native speaker the researcher felt that the Irish language is an important part of Ireland's culture and the researcher wanted to examine the role of the Irish language in today's global marketplace.

It was felt that the research would form a piece of information that would be of benefit to both the companies using Irish and those government agencies which assist businesses in the use of the language. Through this research the author aims to identify areas of importance for the companies currently using Irish, those considering its use and the agencies supporting its use. Also the researcher hopes to highlight key areas that will be of interest to government to note in its future development of plans for the Irish language and its further use in business.

Chapter 2 Literature Review

2.1 Introduction

'Brands are omnipresent in the everyday life of consumers' (Albert et *al*., 2007). According to Wong and Merrilees (2007) branding has enormous potential for international marketing. They state the importance of the brand as a resource and also how brand orientation can be used as a strategy to gain a competitive advantage. Pitta and Franzak (2008) believe that a brand is the personification of the product.

Farquhar (1989) states a brand is a name, symbol, design or mark that can enhance the value of a product or service. Muzellec *et al.* (2003) state that brands are the core asset of a company and this is central to the marketing discipline and should be part of the corporate culture. According to Wood (2000) the brand often acts as the main point of differentiation for customers between product offerings and this is of importance for companies to note.

A strong brand according to Kay (2006) is a substantial resource for managers in that it has many benefits for a company – it can aid the establishment of distribution networks, help in customer's acceptance of brand extensions and also allow flexibility in pricing.

This paper reviews the literature on branding and the benefits associated specifically from the point of view of the companies. The other areas of branding discussed include brand equity, which is of vital importance to most businesses; brand loyalty and the areas surrounding this are also considered in relation to the literature available. Minority languages and their place within branding are examined in the context of the available literature and particular emphasis is given to the Irish language and its role in business.

2.2 Benefits of branding

Aaker (1992) lists a number of benefits of branding for a company. These include: efficiency and effectiveness of marketing programmes, brand loyalty (addressed in Section 2.3.2), prices and margins, brand extensions, trade leverage, and competitive advantage.

2.2.1 Competitive advantage

The perceived value of brands is defined by Myers (2003) as the value of the brand for the company in terms of competition in the marketplace. Companies need to be aware of the value that a brand can add in the long-term as well as in the short-term and in the long-term offering a competitive advantage is one of the main benefits.

Aaker (1992) describes how brand equity can provide value to a company in that it helps create a competitive advantage. The level of awareness, reputation and loyalty towards brands (Wong and Merrilees 2001) can impact on a company's financial performance and the advantage they have over competitors.

Branding is an important tool used to differentiate products (Usunier and Lee, 2005, Kay, 2006) and this can offer companies the chance to gain a competitive advantage over lesser-known products/services. The brand image and name are necessary requirements that are used to differentiate a product from the products of competitors (Kayaman and Arasil, 2007). In the development of loyalty positive attitudes must be built in favour of the brand (Jensen and Hansen, 2006) and marketers must understand this if they are to encourage loyalty and gain competitive advantage in the long-term..

2.2.2 Premium pricing

Yoo and Donthu (2000) and Aaker (1992) refer to the ability of brand equity to influence financial performance; they noted that brand equity can have a positive impact on the cash flow of the company in the long-term and the willingness of consumers to pay a premium price. The research supports the positive impacts of

3

brand equity and how this translated in to advantages for the company. Méndez *et al.* (2008) emphasise that in many cases a consumer only pays a premium price for a product based on the brand image of that product and what it represents to them.

The true value of a brand has been identified as having the ability to transform the reputation and the loyalties associated with the brand into long-term profit streams as the customers become less price sensitive (Eagle *et al.*, 2003, Kay, 2006, Wood, 2000, Rowley, 2004). Hamann *et al.* (2007) stated that consumers will choose branded products and are prepared to pay a premium price even when given a choice between products with similar benefits and features.

2.2.3 Effective and efficient marketing communications

Ewing *et al.* (2001) refer to the impact of marketing on the brand and how it can influence the knowledge consumers have of brands and this is supported by Wong and Merrilees (2001) who refer to the importance of the marketing mix and the overall need to reflect the brand through marketing communications.

Eagle *et al.* (2003) stated that advertising can have a positive effect on brand equity and Tai (2007) found in her research of Chinese brands that brands with high market share are more likely to have their advertising messages accepted by consumers because of their established brand reputation. The research of Lee *et al.* (2007) stated that brands are bought for the positive benefits they represent. Customers who are loyal to the brand are more responsive to advertising.

Jensen and Hansen (2006) believe that although advertising can create loyalty, it is sales promotion which can be used to create brand switching. Advertising is not the only way to create a brand but it is used to communicate and position the brand in the mind of the consumer (Eagle *et al.*, 2003). This is an important factor for companies to consider when deciding on the marketing mix and highlights the importance of an integrated mix of promotional tools.

Branding can be used effectively as a marketing tool and according to Sweeney and Swait (2008) can be used defensively to retain current customers and act as an offensive tool to attract new customers.

2.3 Brand equity

Brand equity is the overall measure of the value of a brand (Keller, 1998). Aaker (1992) proposed five assets of brand equity: brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets e.g. patents, trademarks, channel relationships.

Companies must be aware of these assets when developing their brand as they impact on consumer perceptions and these assets can be used to create value for both company and consumer (Morling and Strannegard, 2004, Fanning, 2003). Companies must understand the source of brand equity in relation to their brands and competitor's brands and according to Myers (2003) this knowledge can be used to increase the brand equity of the company compared to that of competitors.

Myers (2003) refers to the fact that although marketers are convinced of the importance of brand equity the same does not necessarily apply to finance and senior managers. Brand equity is built over a long period of time however if careful consideration is given to the brand name it can add immediate credibility and strength to the brand (Kohli *et al*., 2005). Abratt and Motlana (2002) refer to the high level of brand equity of local brands in comparison to the lower equity of well-known global brands in local markets. Brand equity infers that there is a certain amount of knowledge about the brand on the part of the consumer (Torres and Bijmolt, (2008) and this results in the different responses consumers have to brand marketing.

Brand equity according to Myers (2003) can be measured using financial, being stock market prices or brand replacement, or consumer related methods. He states that measuring brand equity usually falls into two groups, the first being the perceptions of the consumer and these include awareness, brand associations, or the perceived

quality and the second being based on consumer behaviour including loyalty and willingness to pay a premium price.

2.3.1 Brand awareness

The brand name acts as the starting point for awareness and is the core indicator of the brand (Muzellec *et al*., 2003) and the name is an important element in the relationship between the company and the customer. Brand awareness is an essential element of branding and it is this which gives brands their strength (Aaker, 1992). One of the main objectives of marketing is to create and maintain brand awareness (MacDonald and Sharp, 2000) to influence a consumer's decision-making process.

Brand awareness is the important first stage in buyer readiness, to encourage a customer to develop a preference and move towards the point of purchase (Ross and Harradine, 2007, MacDonald and Sharp, 2000). Wong and Merrilees (2001) state that by creating awareness of the brand companies can encourage customers to move towards trial. MacDonald and Sharp (2000) identified that when given a choice consumers expressed curiosity towards other brands but when making the final choice their preference was for the more well known brand and when a consumer is aware of one brand they tend to sample fewer brands in product trials.

Peer groups form an important source of information in relation to brands and this according to Valkenburg and Biujzen (2005) influences the consumers' level of brand awareness. Brand familiarity is a result of the experiences a customer has with the brand, according to Tam (2008) this includes exposures to advertising, salesperson interactions, word of mouth, trial and consumption and the importance of brand familiarity has long been recognised by marketing professionals and marketing academics (Dawar and Lei, 2008). Consumers' choices are guided by brand names and are based on past experiences and information they have heard about the brand (Abratt and Motlana, 2002).

In branding, companies use meaningful or non-meaningful brand names according to Kohli *et al*. (2001) and it is easier for customers to remember a meaningful brand

name. They use the Keller *et al.* (1998) description of a meaningful name as one that communicates information relevant to the product or describes a product attribute or creates a connection between the actual product category and the product. A consumer's decision is affected by their ability to recognise and recall brands (Valkenburg and Buijzen, 2005) and it is an important factor in the brand choices they make.

2.3.2 Brand loyalty

Loyalty can range from the occasional buyer, to the buyer who is satisfied with the product, to those who are totally committed to the brand and Aaker (1992) refers to the benefit of reduced marketing costs as the cost of retaining customers is much less than the cost of gaining new ones. Consumer loyalty is one of the main objectives of companies (Flavián *et al.*, 2001, Jensen and Hansen, 2006) and customer loyalty is also one of the main indicators companies use to measure the success of marketing strategies.

A company must build and maintain a positive brand image in order to develop loyalty (Kayaman and Arasil, 2007, Sweeney and Swait, 2008). Myers (2003) notes that the use of brand names or symbols as a means of enhancing the value of a product can be used to help build brand loyalty and equity.

According to Paswan *et al.* (2007) when a consumer has to settle for a different brand to their preferred brand it can lead to some level of disappointment. This can impact on the customers' loyalty to products and services and may affect future choices. Jensen and Hansen (2006) state that some customers are more disposed to brand switching and will be more influenced by competitors' promotional offers and they are more likely to give up their preferred brand in situations where it is out of stock. It is important for companies to encourage customers to become brand loyal but companies must build brand loyalty over time and thus increase their chances of attracting the indifferent customers.

Chioveanu (2008) states that by increasing advertising companies can encourage customers to become brand loyal. However this effect will not be immediate as the impact of a change in advertising can take time as opposed to changes in pricing where the effects are more immediate. Customers who continue to purchase the product are assumed to evaluate the brand positively (Tam, 2008) and this helps to build brand loyalty.

2.3.3 Brand associations

Usunier and Lee (2005) stated that companies must be careful of the image they wish to convey and the brand name is an important part of the image. Brand image is an important element of customer based brand equity (Torres and Bijmolt 2005). They state that the brands value is a result of what consumers have learned about the brand and the experiences they have had, the associations they have in their memory represent the brand image and this impacts on their behaviour. So it is important for companies to note that a positive brand image must be created to gain positive brand equity.

Brand image has the ability to lead to a positive influence on all other messages related to the brand (Hsieh and Li, 2008, Hatch and Schultz, 2003). They state that a favourable brand image can have a positive impact on loyalty and can influence the trust consumers have in companies. Aaker (1992) described how brand associations can help customers to process and retrieve information, provide them with a reason to buy; it can also create positive feelings or attitude towards the brand.

Albert *et al*. (2007) found that brands may remind customers of specific positive and important memories and act as a link to nostalgic sentiment. Chioveanu (2008) refers to the emotional content of advertising campaigns and how this content is used to attract customers through an association with attitudes or feelings that have no immediate relevant relationship to the product.

Milberg and Sinn (2008) stated that by giving a new product a brand name which consumers are familiar with, a brand extension, gives consumers a feeling of

familiarity and immediate trust even when they have no specific knowledge about the product. Lewis and Stubbs (1999) refer to the positive or negative associations that customers can have with local brands and how this can have an impact on a brand.

2.3.4 Perceived quality

Kayaman and Arasil (2007) identified strong brands allows customers to visualise and understand the intangible side of the products and services and this influences the perceptions of customers in relation to quality. Creating a strong brand can help to remove some of the perceived risk associated with purchasing particular types of products or services.

Perceptions in relation to quality are a fundamental part of brand equity and Milberg and Sinn (2008) refer to the link this has to financial success. Wong and Merrilees (2001) noted the ability of brand awareness and the perception of quality in attracting new customers to brands and the influence on advertising spend in relation to creating and developing awareness and the positive impacts of advertising on brand loyalty.

2.3.5 Other proprietary assets e.g. patents, trademarks, channel relationships

Wong and Merrilees (2001) refer to the importance of the distribution strategy and the need for this to be considered in relation to the overall strategy of the firm, in that the distribution strategy should not damage the brand, they use the example of selling a premium brand in a discount outlet. Brand equity can also act as leverage for companies with distributors as they have a preference in dealing with well recognised brands and the advantages of dealing with a proven brand name (Aaker, 1992).

2.4 Minority Languages and their use in branding

Consumers can develop preference for domestic brands. The theoretical foundation for domestic preference can be found in patriotism or what is known as ethnocentrism (Pecotich and Rosenthal, 2001). Consumers can favour domestic goods for many

reasons including familiarity and there is also a belief that it can help the economy and provide jobs as well as encourage national pride (Pecotich and Ward, 2007). The language used in a brand name can impact on the views a consumer has of the brand and can influence their choice of brands. Communication is culturally bound (De Run, 2007) and minority languages form part of cultures and ethnicity and can impact on marketing communications.

Marketers can create an identity for their brand in an ethnic niche (Larsen *et al.*, 2007) by considering the cultural embeddedness of the product category to which the brand belongs and the way people in the niche use the brand for construction of their self-identities.

The world is a global marketplace and consumers can buy products from anywhere in the world through the use of the Internet. However, Pecotich and Ward (2007) noted that nationalism can form the basis of a powerful appeal that is too strong for firms to disregard. It is important for firms to be aware of the importance placed by consumers on brand names and national identity.

Lewis and Stubbs (1999) raise the issue of the need for awareness in the international marketing of brands in relation to language and especially regarding translingual homonyms – these are words which actually sound like words in the foreign language. They mentioned a number of different examples of this including Zit, which is a brand of French ice-lolly or Craps, a German chocolate brand. Companies need to be aware of the possible downsides to using the existing brand name in other countries where the word may have different meanings.

Vida and Reardon's (2008) research has shown that local brands are in fact gaining larger market shares in many emerging markets. By differentiating a brand based on its local appeal can have very positive effects for the company and can also have benefits as mentioned previously for marketing communications.

2.4.1 Language in marketing communications

Language is an important part of marketing communications and it is becoming increasingly important as companies are facing a global marketplace and in communicating information language is a key component and is also considered as highly influential (Marcella and Davies, 2004). Cunliffe and Roberts-Young (2005) refer to the importance of the branding of a company especially in a bilingual context.

De Run (2007) states that advertising makes up a large part of a companies marketing budget and that communication is culturally bound and as a result of this advertising needs to be closely scrutinised before a decision can be made whether to adopt a standardised or adapted strategy of advertising. Companies face the issue of whether to use the native language of their country or whether adopting a policy of using a common language is the best method of communicating with consumers.

Cultural differences are an important aspect of international marketing research as people's cultural norms and beliefs are major forces in shaping people's perceptions and their behaviours (Yeniyurt and Townsend, 2003) and these factors influence people's loyalty to products which they identify with their culture.

2.4.2 Minority languages: the role they play in branding

Cunliffe and Roberts-Young (2005) state that the European Bureau of Lesser Used Languages noted that there are around 40 million people who use a language other than the majority language of their state; in most cases these tend to be native minority languages such as Welsh.

Many minority languages have been seen to decline in recent times however many are still in everyday use such as Irish, Welsh, Manx and Maori. The native speakers of these languages are strong supporters of their native tongue in everyday life. The concept of a native speaker is however is in no way clear in what it means to be a native speaker of a language or what a native speaker knows by virtue of being a native speaker (Myhill, 2003). The fact that native speakers form part of a companies target audience must be taken into consideration.

The status of many minority languages has risen recently especially within Europe and demands for their use in the public sector is increasing (Roberts *et al.*, 2007) and this will no doubt influence the business community in relation to their communications. There are over 800 different languages used by the people of Southeast Asia and this is one of the main areas of difference among the people (Kaufman-Scarborough, 2000) and often they prefer to use their own language to communicate rather than using English. She also identifies that many Asian Americans tend to use their native tongue when making evaluations in relation to products or brands. This highlights the importance of the need for consideration of the language of the customers companies wish to target.

The Welsh language, Cymraeg and the fact that it still exists is seen to exclude and therefore challenge the dominance of English and according to Pritchard and Morgan (2001) is often the focal point of derision. Atkinson and Kelly Holmes (2006) refer to Catalonia as being similar to Wales in that it too has a history of separate language, identity and culture and it is this which differentiates it from Spain. Many minority languages are in this position with their use being challenged by an increasingly common language such as English.

In discussing minority languages and the Spanish language of U.S. Latinos in particular Carreria (2002) stated that they bind widely divergent communities together and that these communities can differ in many other ways such as location, educational background but their languages link them together. This can provide businesses with markets to which they can target their products and services. Garland (2006) disagrees with this and believes that as the world is becoming more integrated a common tongue is more important in the promotion of business. He believes that those who speak minority languages are at a distinct disadvantage. However languages such as Catalan have a strong representation in the media with a number of dedicated television channels (Atkinson and Kelly Holmes, 2006). This can also be seen with the Irish language which has TG4 as its own dedicated language station.

Many companies use their national language to differentiate their brand and encourage a strong following from the nationals of that country. In marketing the brand is the most visible extrinsic cue that provides identification and continuity in

the marketplace (Pecotich and Ward, 2007) and the selection of a brand name is vitally important to a company and it is important that the correct decision is made in the early stages. Kay (2006) highlighted the fact that strong brands can become part of a person's cultural identity in that they act as cultural symbols. Roberts *et al.* (2007) stated that there is a lack of research into cross-cultural communication and the significance of language especially in relation to minority languages.

2.4.2.1 The advantages of using a minority language

Wales uses its minority language as an asset to its tourism in that it is a country with its own separate language and culture (Pritchard and Morgan, 2001) which distinguishes it from the rest of the United Kingdom. They state that the Welsh language and culture is used as a marketing advantage in overseas countries.

Pitta and Franzak (2008) say that global brands do not have as much power as people may assume especially in terms of seducing customers away from local brands. Customers, it would seem, build up loyalty to their local products and remain loyal so long as the product meets their requirements.

Jamal (2005) discusses the increase in cultural diversity and how it must be seen as a global occurrence and he identifies the importance for local and multinational firms in understanding the diversity of consumers who identify unique patterns in their lifestyle and consumption behaviours. A society which is linguistically inclusive can help to maintain and rejuvenate minority languages according to Cunliffe and Roberts-Young (2005).

Vida and Reardon (2008) identified in their research that the attachment a customer has for their country, people and the symbols of the nation can influence shoppers' preferences for domestic vs. international products, brands and institutions. This is very important for marketers to consider as they can build the customers attachment to the brand by developing their patriotic attitudes towards the products.

Atkinson and Kelly Holmes (2006) refer to commercial advertising and how it is of interest in a multilingual context. Companies must be aware that the use of a minority

language can when used in advertising or other methods of communication impact on the brand and the consumers opinion towards it.

A regional language or dialect word can be used by a company in order to highlight to customers and potential customers the regional origin of the product itself (Lewis and Stubbs, 1999) and this can be used effectively to identify the product and build a loyal customer base from those in the region. One example of this given by Lewis and Stubbs (1999) is the heather flavoured Scottish beer "Fraoch", which is the Irish for heather.

2.4.2.2 The limitations associated with using a minority language

Lewis and Stubbs (1999) mention that language issues in regional markets would not be of as much importance as in international marketing, however they do say it could be an issue for brands in minority language regions. When selecting a domestic product/brand a number of factors can effect product consumption and these include perceptions of quality, the consumers' opinion of domestically produced goods and patriotism, especially in the context of new European Union countries (Vida and Reardon, 2008).

The impacts of cross cultural marketing on unintended audiences have not been assessed, it is possible that audiences could be alienated and lead to negative word of mouth among consumers (De Run, 2007).

Cunliffe and Roberts-Young (2005) refer to the complexities involved in designing websites for bilingual communities and how poor design can marginalise the languages even further. Careful consideration must be given when using a minority language in any forms of communications with potential customers

2.5 The Irish language

Romaine (2002) stated that language revitalisation efforts are usually made up of campaigns for official status and also other additional legislation in support of the minority language and this has been evident in Ireland in recent years. Irish has now

14

been included as an official language of the European Union since January 2007; it has given recognition to Irish as a working business language. Irish companies can now utilise the Irish language skills of employees as an additional asset that can provide unique differentiation. Kelly Holmes (2006) stated that the Irish language is not a minority language as it is the first official language of the state with English also being recognised for use. However she also states that the language has a number of the same problems faced by other minority languages as throughout Ireland English is seen as the main language of use in communication (Kelly Holmes and Atkinson, 2007).

Romaine (2002) stated that the policy in relation to the language in Ireland up until recently has been more focused on maintaining it rather than restoring the language. However the Irish Government has since announced its 'Government Statement on the Irish Language' with the vision to create a bilingual society over the next twenty years (Foras na Gaeilge, 2007). This represents the commitment of the Irish government to develop the use of the Irish languages within business and the country as a whole.

The Irish language itself has been increasing in use throughout the country. The 2006 census recorded 1.6million people as competent Irish speakers; this is an increase from 1996 when the figure was 1.4million (Central Statistics Office, 2006). The media is heavily involved in resurgence of the use of the Irish language with an Irish television station and a number of Irish newspaper publications. Irish speakers make up 70.8 percent of the population which are aged over three years and over in the Gaeltacht areas in 2006 with fewer Irish speakers in urban areas in comparison to rural areas according to the census of the population in 2006.

Given the increased use of the language businesses must consider the options available to them in relation to branding and marketing communications and how the language can be used to target the customers. This is also relevant for other companies operating in countries with minority languages. Consideration however must be given to the possibility that the use of a minority language could possibly alienate those who are not targeted with the language specific campaign (De Run, 2007) and the implications of this for the company.

Kelly Holmes and Atkinson (2007) identified that those who had to comply with policies and planning directives in relation to the language used Irish in their advertising whereas use outside of this, use by businesses was minimal. Kelly Holmes (2006) in her research on the Irish language use on the Internet identifies that although Irish has the support of the state and is used extensively for cultural purposes that it is still under pressure from the dominant language used on the Internet. Research shows that there is limited use made of Irish in marketing communication by commercial businesses however implementation of government policies and directives within Ireland aim to increase the overall use of Irish in business.

A TNS MRBI survey commissioned in 2007 by Foras na Gaeilge showed 65 percent of people surveyed in the Republic of Ireland are in favour of an increased amount of use in advertising and marketing. Thirty five percent of those surveyed had limited or no ability in speaking the Irish language (Marketing Age, 2007). However the 2008 TNS MRBI survey for Foras Na Gaeilge showed that 54 percent of the population show favourability towards the use of Irish by businesses, this figure has risen by six percent since the 2005 survey (Foras na Gaeilge, 2008).

Kelly Holmes (2006) recognises that English is still the main language used in business and the English language dominates that Irish media. She also states that Irish has not traditionally been associated with markets and marketing however with the public, who are essentially the customers, expressing an increased interest in the use of Irish by businesses as well as the governments backing of the language we could see a tide of change towards the use of Irish in business. However before this happens it is important to examine the role of the Irish within business as it is today and to identify the current practices and attitudes of companies in relation to Irish. This will provide a better understanding of how businesses can be helped to increase the use of Irish and how government and supporting agencies can aid companies in understanding the benefits of becoming part of a bilingual society.

Chapter 3 Research Methodology

3.1 Introduction

The research took involved three separate phases. Phase one involved developing a sampling frame of manufacturing and internationally traded services companies using an Irish language company name or product/brand name. This phase was used to complete the first research objective.

The second phase involved conducting a survey which would yield answers to the second, third, fourth and fifth research objectives. A postal survey was used to contact all companies identified in the sampling frame from phase one. The responses were analysed using Excel.

The final phase of research involved depth interviews. These further explored the companies' reasons and motivations for using the Irish language. Experts with experience in the use of Irish language in business were also interviewed to give a different perspective to that of the companies'. This yielded answers to research objective six.

3.2 Research objectives

1. To develop a list of companies using an Irish language company name or an Irish language product/brand name. The companies will conform to the definition set out by Enterprise Ireland of manufacturing companies and internationally traded services. The companies will be located in the 26 counties of the Republic of Ireland. Currently no such list of companies exists.

2. To identify the current practices of companies in relation to branding using the Irish language.

3. To identify the benefits companies associate with using the Irish language in branding.

4. To determine the limitations associated with using the Irish language in branding.

5. To ascertain the use of Irish in marketing communications.

6. To explore in depth the reasoning and motivations behind companies' use of the Irish language and their position in relation to the benefits and limitations of the use of the language. To further explore the use of the Irish language in marketing communications and customer relationships.

(More detailed objectives are contained in Appendix A)

3.3 Phase 1 - Frame development

First, the researcher compiled a list of companies using an Irish language company name or product/brand name. No such current list existed.

The following sources were used to compile the database:
Kompass Online directory – an Internet search was performed and 29 manufacturing and internationally traded services companies were identified.

The following agencies were contacted by post to request information:
- 34 County Enterprise Board offices
- 12 Enterprise Ireland offices
- 5 Údarás na Gaeltachta offices
- 1 Gaillimh le Gaeilge office

Letters were posted in the first week of June 2008. One week later follow up phone calls and emails were used to encourage further responses. A total of 52 agency offices were contacted and responses were received from 42 offices.

A list of companies using the Irish language as either a company or product/brand name was developed. A list of 384 companies was identified. This list is included in Appendix B.

3.4 Phase 2 - Survey research

A survey was used to as the main data collection method as it was felt this would yield the most information in the given time frame giving consideration to the number of companies involved in the research.

3.4.1 Data collection

Survey research was used to collect information from the 384 companies identified in the first phase of research. The data were collected over a five week period beginning the first week in July 2008. A postal survey was used to collect the information. This was the most convenient method given the time frame, locations and numbers of companies involved. Follow up phone calls were made to 243 companies (for whom telephone numbers were available) one week after the questionnaire was posted.

It has been shown that postal surveys have a better response rate if respondents are interested in the subject involved and if they feel that their efforts in completing the questionnaire are valued (Schmidt and Hollenson, 2006 and Hague 2002). The cover letter included with questionnaire made respondents aware of the importance of their response and the reason for the research (Appendix C). It was felt companies using Irish would actively support the research and the respondents were offered feedback on the findings. Prepaid return envelopes were also used.

Crouch and Houdsen (2003) stated that postal surveys are used to reach respondents in a wide geographical area due to cost and that it is a fast method of research as the majority of questionnaires will be returned within the first few weeks. They also state that the ability to use postal research is dependent of the existence of an up-to-date mailing list. Research objective one was used to develop an up-to-date list.

3.4.2 Measurement

A self-completed questionnaire was used (Appendix D). Structured questions were used as it allowed respondents to express their views in relation to specific matters relevant to their organisation. The questionnaire was standardised for all respondents containing questions asked in a pre-arranged order. A direct approach was used, as each respondent was made aware of the purpose of the research.

Fixed response questions were utilised with respondents required to select their answer from a predetermined set of responses. Non-comparative scales were used to evaluate only one issue at a time. The Likert itemised rating scale was used in questions 10, 12, 13, 15, 16 and 20. Respondents were provided with a scale containing a short description associated with each individual category. Respondents were required to select the specific category which best described their opinion. The scale had 5 response categories ranging from "strongly agree" to "strongly disagree" as described by Stevens *et al*. (2005). The Likert scale is easy to construct and administer and the advantage is that respondents easily understand how to use the scale (Grover and Vriens, 2006) and is suitable for use in a mail survey.

Classification questions were used to establish the involvement of the respondent. Hague (2002) refers to the use of classification questions to build a profile of the companies.

Multiple-choice questions were used where respondents were asked to select one or more of the alternative responses given. The option of "other" was given for respondents to include areas that were specific to their company. Grover and Vriens (2006) state that an "other, please specify" category should be included where it is considered appropriate and the choices given should cover the full range of possible alternatives.

Dichotomous questions were used where respondents were required to select from "yes" or "no" responses. Smith and Albaum (2004) identified these questions as being the least demanding for the respondent, in terms of their formulation and expression of an answer.

Crouch and Houdsen (2003) identify that response rates for self-completion questionnaires of 5 percent are not uncommon. They highlight the fact that self-completion questionnaires work well if the respondents are merely required to tick relevant boxes, this was one of the main aims of the researchers questionnaire as it was felt that if it was easy to complete then the response rate would improve.

3.4.3 Sampling

Phase 1 of the research formed the basis for the sampling frame used. The population was defined as all companies using an Irish language company or product/brand name that fall under the Enterprise Ireland definition of manufacturing and internationally traded services companies. A census of 384 companies was used to gather the data. Smith and Albaum (2004) stated that in some cases where possible using a census is preferable to that of a sample; in the case of this research the population identified allowed for the use of a census in the research.

The questionnaire was pilot tested with 10 companies including manufacturing and internationally traded services. The results showed that a number of the statements used had to be altered to clarify their meanings. Once the questionnaire was refined it was posted to the census population.

Of the 374 questionnaires posted 165 responses were received. This gives a response rate of 43 percent. Of the responses received 98 were valid. With the 98 valid responses a response rate of 26 percent was achieved.

3.4.4 Analysis

The analysis was mainly quantitative and this was undertaken using Excel. The results from each valid questionnaire were entered into Excel to allow the researcher to analyse each question individually. The analysis utilised frequencies and cross-tabulations. It was felt that examining the frequency of the responses for each question and each individual statement would allow for a clear analysis of the results.

3.5 Phase 3 – Depth Interviews

Depth interviews were used as the researcher aimed to further explore the reasoning and motivations of the companies for using Irish in branding and in marketing communications. The interviews were conducted over a two week period in the second and third weeks in August 2008. Each interview lasted on average 35 minutes. Schmidt and Hollenson (2006) and Nykiel (2007) identify depth interviews as an effective method of gathering information and the open structure allows unexpected facts and attitudes to be identified.

Theme sheets were used for the depth interviews to gather information form the respondents (Appendix E). The theme sheets covered the following topics: the reasons for the selection of an Irish name, the importance of branding in Irish, the benefits and limitations of branding in Irish, funding, and marketing communications and Irish. These topics were discussed in order to gain answers to research objective six.

Judgement sampling was used in this phase of research. Two types of respondents were selected, the first were selected based on their involvement in the promotion of the Irish language in business and the remaining respondents were selected based on their companies' use of the Irish language. Schmidt and Hollenson (2006) identify that the researcher selects the individuals they feel constitute the sample and that will provide the relevant information. Seven companies across Ireland and one expert were selected for interview (Appendix F). It was felt that these respondents could provide a deeper insight into the use of the Irish language and its role in branding for Irish companies. Crouch and Houdsen (2003) stated that judgement sampling is in many cases the most sensible method of approaching the sample selection problem.

The interviews were analysed based on the themes discussed and the responses were grouped in to relevant themes. This was done in order for the researcher to identify the overall views of respondents on the themes discussed (Appendix G).

3.6 Limitations

A limitation of postal surveys is that the researcher can only use them for short surveys and the majority of questions have to be closed questions (Proctor, 2005). Crouch and Houdsen (2003) state that the type of data collected from postal surveys is limited in both quantity and quality which gave the reason for the use of the qualitative interviews. They also refer to the lack of statistical purity of purity of judgement sampling and this is one of the limitations involved in this research. Schmidt and Hollenson (2006) refer to judgement samples as being highly subjective and prone to error. There are also limitations in terms of an imperfect sampling frame.

Chapter 4 Findings and Analysis

4.1 Introduction

The findings of the research are highlighted in the following chapter and are examined based on the current practices in relation to the use of Irish, the benefits and limitations associated with the use of Irish and the effectiveness of the Irish language in marketing communications. The analysis identifies the key areas of interest that arose as a result of the research. The views of the companies involved in the depth interviews are also examined.

4.2 Respondent profile

The respondents came from three main regions as follows: North West (37 percent), West (32 percent) and South West (21 per cent). The remaining regions of Dublin, Midlands, North East, South East and Mid West had a combined response of 10 percent.

Figure 4.1 shows the nature of business of the respondents. Sixty three percent are involved in international trading and therefore have experience of using Irish in international markets.
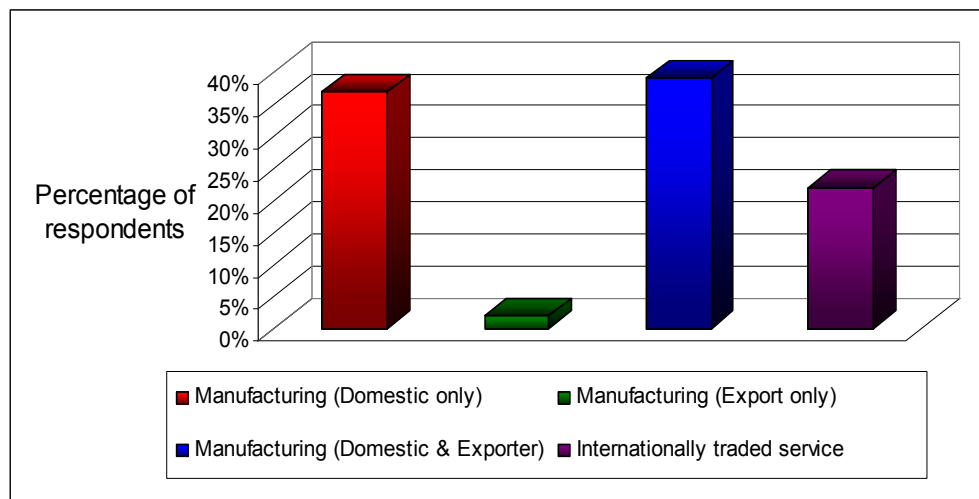

Figure 4.1   The nature of business of respondents

Ninety four percent of the companies are located in a Gaeltacht area and this links to the three main regions previously identified. This confirms that the Irish language is most commonly used in Gaeltacht areas (Central Statistics Office, 2006) with 70.8 percent of the population of the Gaeltacht being Irish speakers.

It is apparent from Figure 4.2 and Figure 4.3 that the use of Irish is a decision made by companies when starting in business and this is not often changed. Sixty three percent of companies have been in business for over 10 years and 60 percent have used Irish as a company/brand name for over 10 years.
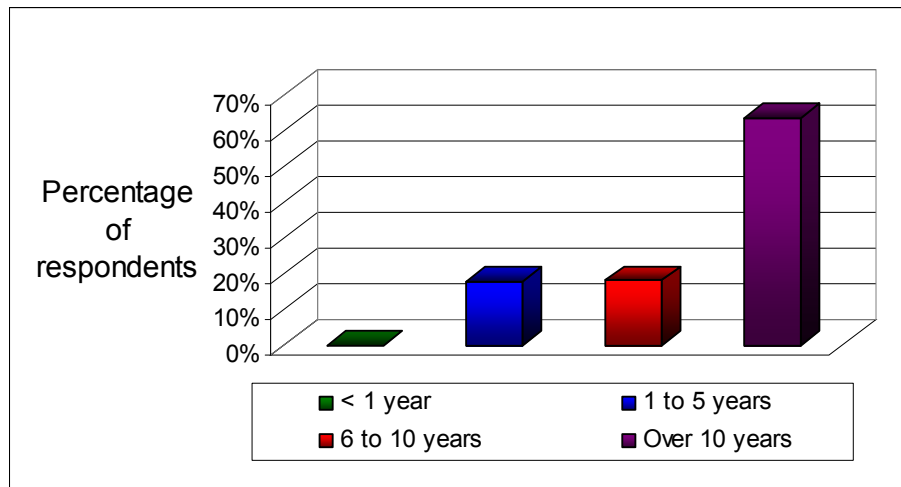

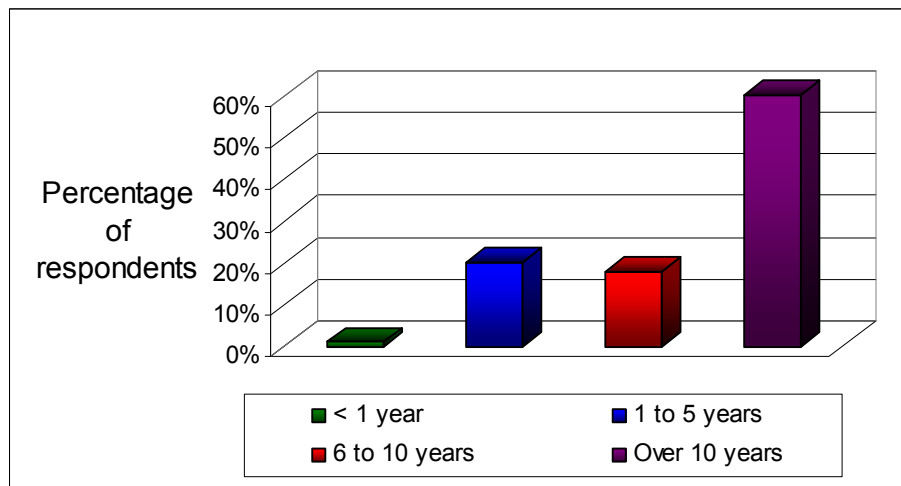Figure 4.2   Length of time in business

Figure 4.3   Length of time Irish has been in use

The majority are small companies with 88 percent employing 50 people or less full-time and 95 percent employing 50 people or less on a part-time basis as shown in Table 4.1. The use of Irish is more apparent among smaller companies specifically those employing 50 people or less.

Table 4.1   Number of employees within the companies

	None	**<10**	**10 – 50**	**51 – 249**	**250 or more**
Full-time		43%	45%	12%	0%
Part-time	39%	50%	6%	5%	0%

4.3 Current practices in relation to Irish language branding

It is interesting to note that only two percent of respondents use Irish in their product/brand names only with 98 percent using Irish in their company name as shown in Figure 4.4. It is evident that the majority of companies use either a small or large amount of Irish in their product branding with only one quarter using 26 to 75 percent of Irish brand names.
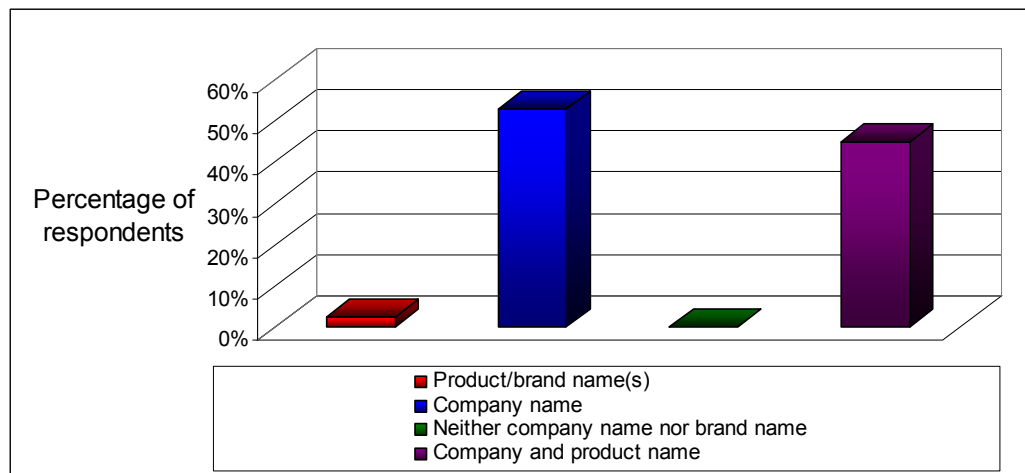

Figure 4.4   How Irish is used within companies

Figure 4.5 indicates that competitors' choice of an Irish name is not a major consideration when selecting a name with only one percent indicating this as a factor.
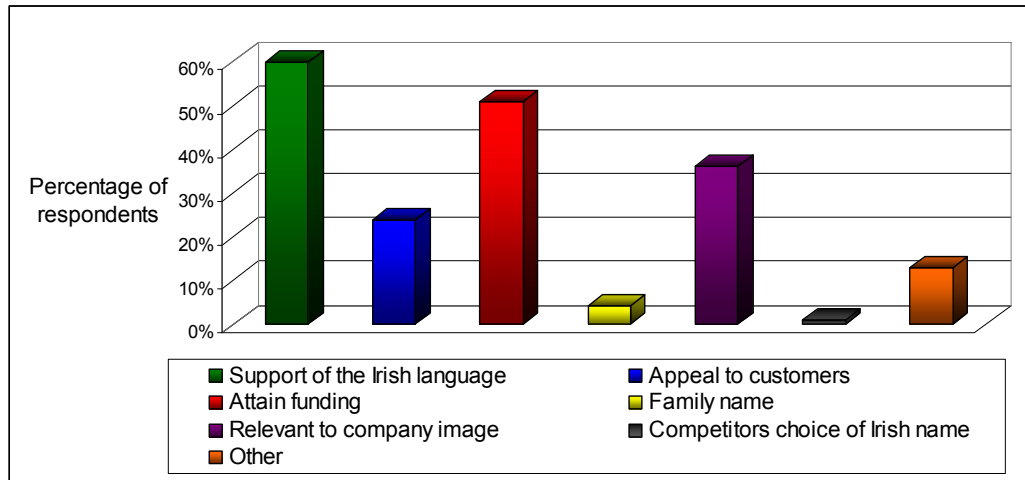

Figure 4.5   Reasons for the selection of an Irish language name

Of the six factors in relation to the selection of an Irish company/brand name the two most important were support of the Irish language and the ability to attain funding with 60 percent and 51 percent respectively indicating these factors as being important. Thirty six percent of respondents highlighted the name being relevant to the company image and 24 percent indicated the importance of the appeal to customers as two other major factors of importance.

The depth interview revealed a strong level of support for the Irish language with the majority of companies highlighting this as their main reason for choosing an Irish language name. One company stated that they '…felt very passionate about the language it was important to us…we promote the company as an Irish language company'. Interestingly enough only one company identified the availability of funding as their main reason, '…I think if I'm being honest it had a lot to do with the fact that we could get funding. It would be nice to be able to say we were doing it because we want to use Irish but it was mainly to do with the funding…'

Of the companies who selected the support of the Irish language as a response, 46 percent were manufacturing companies (domestic only) and 55 percent trade in international markets. This is interesting to note, as the latter percentage of the

companies would have to face the challenges of using a minority language in an international market. One interviewee pointed out that 'in international markets I feel that a lot of people are drawn to the product and are full of encouragement...they want to support an Irish company that uses the language'.

Additional considerations identified by 14 percent of respondents included:

- Location in the Gaeltacht
- Requirements for Gaeltacht of companies in the
- Availability of grants
- Location and relevance to the area
- Named after a river
- Use of an acronym

Figure 4.6 shows over half the respondents agreed that branding in Irish is important within their business. Of interest is the fact that 31 per cent of companies chose to select the neither agree nor disagree in relation to the necessity for a strong Irish language brand to succeed in business. The researcher feels that this can be explained by the fact that only 47 per cent of respondents use Irish in their brand names.

Figure 4.6   The importance of branding and corporate identity

Sixty four percent of respondents agreed that Irish is important in their corporate identity. However 23 percent disagreed and as previously mentioned 51 percent of companies use Irish as it allowed them to attain funding and perhaps this can explain the response to this statement.

It is evident that corporate identity is the most important element in relation to branding. It would seem apparent that it is important for many to companies to use Irish in order to express their support of the language as was identified by 60 percent of companies.

Interviewees identified the importance they place on corporate identity in Irish and one interviewee said 'Having the company name in Irish was very important to us because of our views on the Irish language'. However one interviewee said, 'The name of the company doesn't mean anything to people so at the moment even we are looking at changing…and give it a different trading name'

Almost half of the respondents indicated the translation of the English name and the image it would portray to customers as important considerations when selecting their Irish name as shown in Figure 4.7.
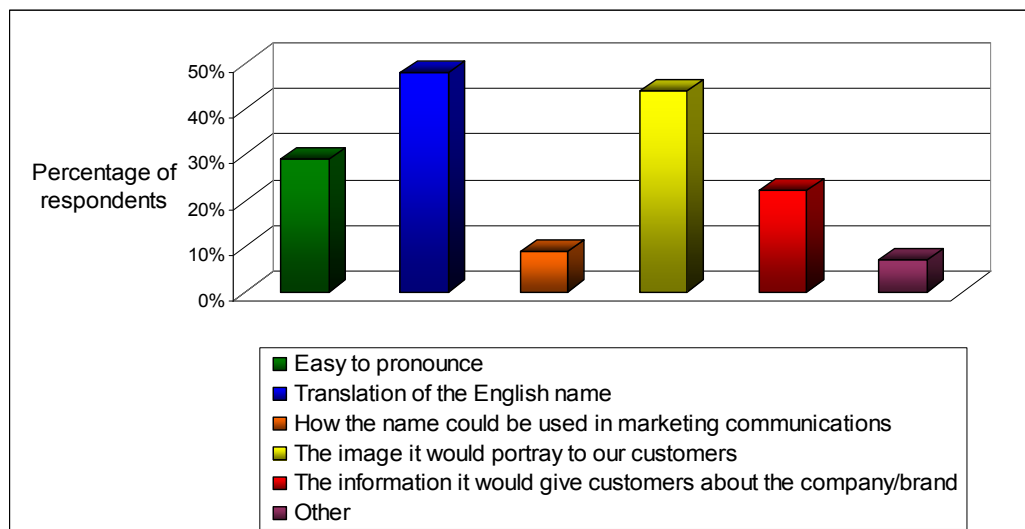

Figure 4.7   The important considerations when selecting a name

29

Having a name that was easy to pronounce was important to over one quarter of the companies and this is a challenge that is faced when using a minority language and especially so when trading in international markets which is the case for 63 percent of respondents. This view was supported by one of the interviewees who said 'We were aware of the problem surrounding confusion in foreign names and this played a part in our choice of name because we wanted something that would be easy to pronounce…'

The literature discusses the importance of brand image (Kayman and Arasil, 2007) and it is shown that almost half the companies gave consideration to the image the name would portray to customers. This research shows that very little consideration was given to marketing communications and how the name could be used. The literature highlighted the importance of marketing communications and how branding should be taken into consideration and used in the marketing strategy (Wong and Merrilees, 2001).

Other considerations that were identified included:
- Refusal by the companies' office for the original name
- Dual working name in both English and Irish
- Family names
- Requirement of Údarás na Gaeltachta
- Support of the language
- Named by the founder

4.4 The benefits associated with using Irish company/brand names

Over one third of companies felt that using Irish in their brand names increased customer loyalty and awareness as stated in the literature (Aaker, 1992). This research indicates that the companies do not agree with the literature (Hamann et al, 2007) when it comes to being able to charge a premium price as shown in Table 4.2. This could be explained by the perceptions of companies in relation to what the customer is prepared to pay for products and could also be dictated by other more popular brands.

Table 4.2   The benefits associated with using Irish brand names

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	%	%	%	%	%
S1 - A strong Irish language brand increases our sales volume	6	14	43	31	6
S2 - Irish language branding offers us a competitive advantage	7	31	28	30	5
S3 - Irish language branding allows us to charge a premium price	2	6	34	38	20
S4 - Irish language brands increase the degree of customer awareness	5	30	39	20	6
S5 - Irish language branding increases customer loyalty	6	35	33	21	5
S6 - A strong Irish brand increases the acceptance of brand extensions	3	11	58	21	6

Each of the statements recorded a high number of neither agree nor disagree responses, the author feels that this can be explained as only 47 percent of companies surveyed use an Irish language product/brand name. Twenty seven percent of respondents indicated that a strong Irish brand did not increase the acceptance of brand extensions and this differs from the literature (Kay, 2006).

It is interesting to note that despite indicating that Irish offers benefits in increasing customer awareness and loyalty that companies do not feel that this translates into the ability to charge a premium price. High levels of competition from global brands could explain the companies' reluctance to charge a premium price although the

literature (Pecotich and Ward, 2007) confirms that customers tend to have preference for domestic brands over global brands.

This view was heavily supported by the companies involved in the depth interviews. One company stated that '…the service has to be good and I don't think the name helps you in that respect to charge a premium price' and another interviewee said 'There's no big advantage in terms of price because you have to compete with other big brands…'

Thirty seven percent of respondents identified their disagreement that having a strong Irish language brand increases sales volumes. Only 20 percent of the companies agreed with this indicating that many of the companies do not associate this as a benefit that the Irish language can offer them. The companies' views were evenly spread in relation to the benefit of competitive advantage with 38 percent in agreement and 35 percent in disagreement.

An Irish language company name offers benefits in increasing customer loyalty and awareness with 39 and 45 percent of respondents respectively in agreement as Table 4.3 shows. Despite feeling that these benefits were offered by the use of an Irish name the companies felt that it did not help sales volumes as identified by 45 percent of respondents.

This research showed that companies had much stronger opinions in relation to the benefits associated with corporate branding. One interviewee identified that 'There was a time probably that you could have got an advantage from using Irish … but not nowadays every job you do now has to be turned around so quick and pricewise it's so competitive…'

Table 4.3   The benefits associated with using Irish company names

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	%	%	%	%	%
S1 - An Irish language company name increases our sales volume	4	12	39	42	3
S2 - An Irish language company name offers us competitive advantage	9	24	31	32	4
S3 - An Irish language company name increases the degree of customer awareness	10	35	28	23	4
S4 - An Irish language company name increases customer loyalty	9	30	32	24	5
S5 - An Irish language company name allows us to charge a premium price	2	5	31	41	21

In contrast to the literature (Eagle et al, 2003) 62 percent of companies highlighted their disagreement with the ability to charge a premium price. Although many authors (Kay, 2006, Wood, 2000, Rowley, 2004) highlighted this benefit it is clear that the companies do not support this view. It is interesting to note in relation to both product branding and corporate branding the strong levels of disagreement of companies in relation to pricing. Seven percent of companies felt that their use of Irish had an influence on their ability to charge premium prices. It is interesting to note this low level of agreement however the researcher feels that the fact that the world is becoming a global marketplace companies have to do everything they can to stay competitive and possibly use price in order to increase customer purchases. The depth interviews identified that '…it all comes down to value for money…'

The views in relation to competitive advantage were evenly spread with 35 percent in agreement and 36 percent indicating disagreement. The opinions on competitive

advantage were evenly spread in relation to both Irish language company names and brand names. The companies may have views that it is other elements of their product or service that offers them a competitive advantage rather than the use of Irish.

Eighty one percent of companies have at some time received funding towards the use of Irish with 79 percent indicating that the funding was awarded by Údarás na Gaeltachta as shown in Figure 4.8. A total of 94 percent of the companies are located in a Gaeltacht area and Údarás na Gaeltachta is the main funding agency for companies in the Gaeltacht.
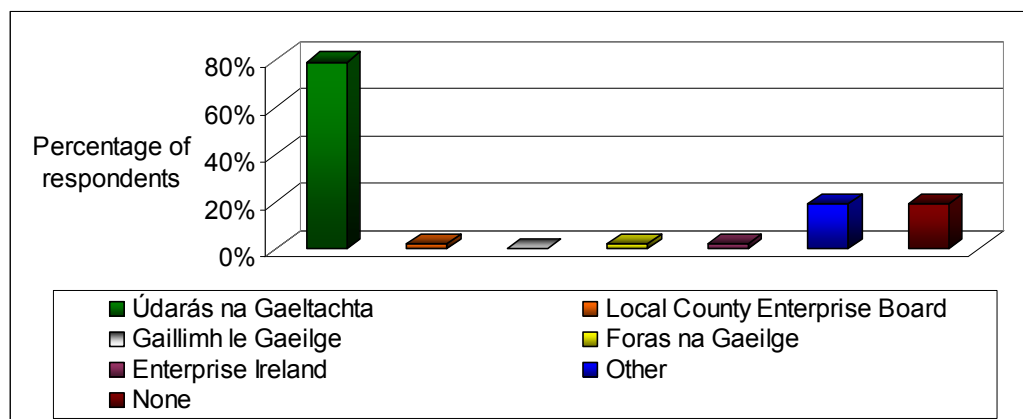

Figure 4.8   Funding agencies

Fifty five percent of companies agreed that the availability of funding influenced their choice of an Irish language name as shown in Figure 4.9 However 28 percent of companies disagreed and it was noted that 60 percent of respondents indicated that Irish was chosen to support the language. It is evident that many companies use Irish to attain funding many also use Irish regardless of the benefits it brings in terms of funding.

Many of the companies interviewed supported the view that they would have used Irish whether funding was available or not. One interviewee noted that 'We did get funding but this had no influence on our Irish name we would have gone ahead and used Irish one way or the other'. Another interviewee stated that 'the choice of an Irish name was our own personal preference rather than any motivation of funding'.
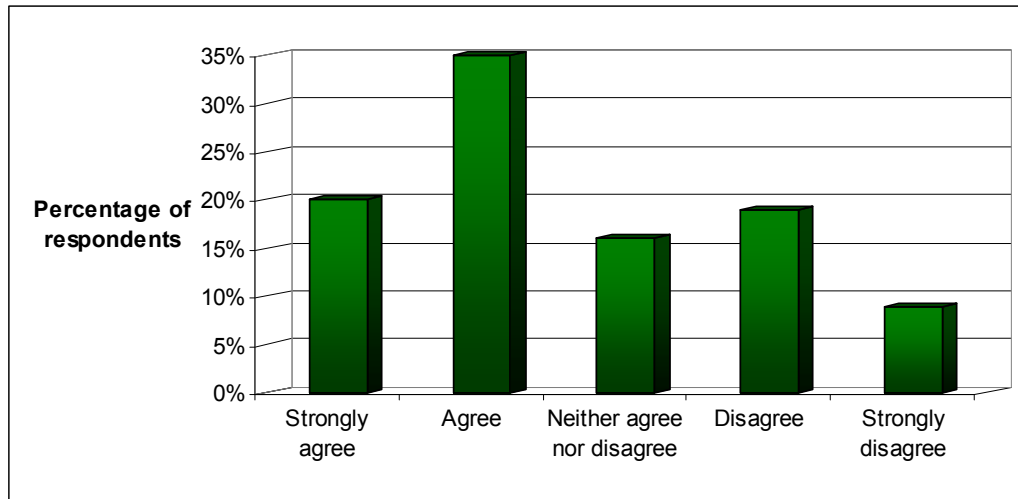
Figure 4.9   The influence of funding on the choice of company/brand names

4.5 The limitations associated with the use of Irish

In relation to the limitations associated with using an Irish language company/brand name 60 percent of respondents agreed that Irish can alienate customers who do not understand the language and this supports the views of De Run (2007). Forty six percent of companies agreed that it was more difficult to enter a foreign market using the Irish language. In relation to this statement 23 percent of companies identified that they neither agreed nor disagreed, as shown in Table 4.4. The researcher feels that this can be explained by the fact that 37 percent of companies operate in the domestic market only.

Seventy eight percent of companies expressed a strong level of agreement with the statement Irish is not often used by customers. It is interesting to note that only seven percent of companies selected neither agree nor disagree in relation to this statement. This indicates that companies have strong views in relation to the customers' frequency of use of Irish. Fifty four percent of respondents agreed that English language company/brand names are more accepted by international customers. Sixty three percent of respondents trade in an international market and would have experience of dealing with foreign customers and the challenges surrounding the use of Irish.

Table 4.4 The limitations associated with using Irish company/brand names

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	%	%	%	%	%
S1 - Using Irish can alienate customers who do not understand the language	12	48	11	22	6
S2 - It is more difficult to enter a foreign market with an Irish language company/brand name	14	32	23	22	8
S3 - Irish is not often used by Irish customers	18	60	7	11	3
S4 - English language company/brand names are more accepted by international customers	17	37	29	15	2

Companies identified other limitations they associated with the use of the Irish language. These included:

- Pronunciation difficulties
- A name that would work in both languages
- Space on packaging and the need to have everything in both languages
- Customers don't understand the company name
- Difficulties of foreign customers understanding Irish
- The need to adapt language usage to suit the market
- Irish is not useful in promoting industrial exported products.

Of the 46 percent of companies who indicated their agreement with the difficulties in entering a foreign market it is interesting to note that 53 percent are located in the North West and only 29 percent and 13 percent being located in the West and South West respectively as shown in Figure 4.10. Forty seven percent of companies in the North West also indicated a high level of agreement that English names more accepted.
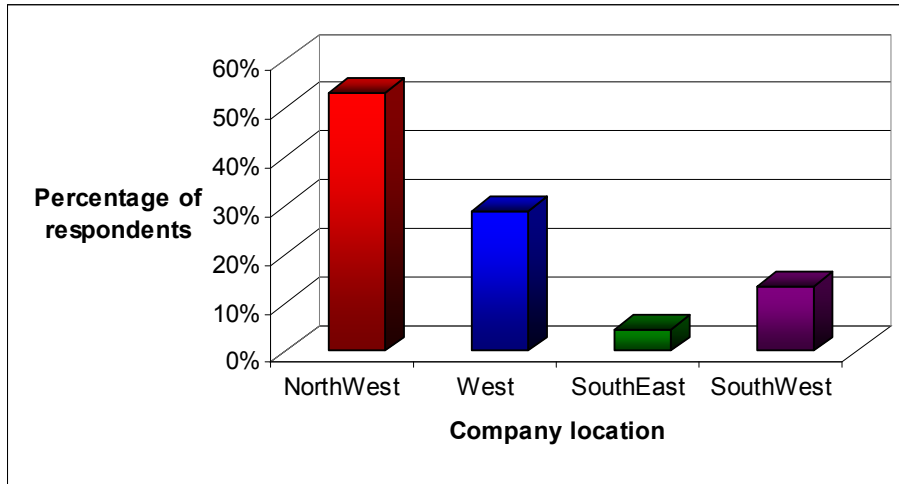
Figure 4.10   Location of companies in agreement with statement two (difficult to enter a foreign market)

Figure 4.11 shows that of the companies who agreed that using Irish can alienate customers who do not understand the language 44 percent were located in the North West. However 46 percent of North West companies identified their agreement with the availability of funding influenced their choice of an Irish name. It is evident that these companies despite holding a belief that Irish can alienate customers they were prepared to sacrifice this in order to gain the funding offered as a result of using Irish.
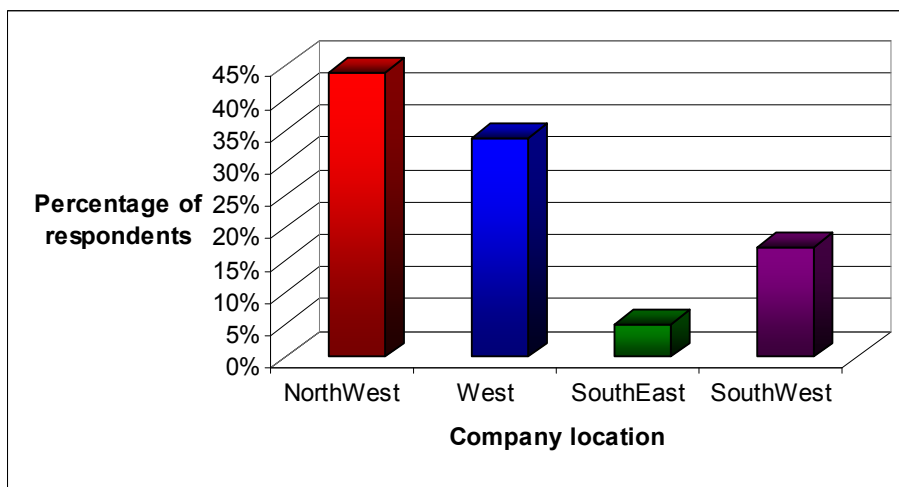

Figure 4.11   Location of companies in agreement with statement one (alienate)

The depth interviews identified a number of limitations with using Irish and one interviewee noted that '…you can't deal in language people don't understand, it's not

going to benefit you in any way and it can only cause confusion'. It was also identified that '…we employed someone to compile a report…on the company name and this was a thing he came up with … that we change it in order to get more business from…companies that are not in the Gaeltacht'. However one interviewee stated that 'I have had no negative response at all' and another noted that 'I don't think there are any limitations. You take the good with the bad and some customers might not understand what you do but a lot do'.

4.6 Promotional tools and the use of Irish

The promotional tools most frequently used in the last 12 months were websites, brochures and print advertising as shown in Figure 4.12. Just under half of the respondents use a mixture of both English and Irish for their websites and brochures and 48 percent use both English and Irish in their print advertising.
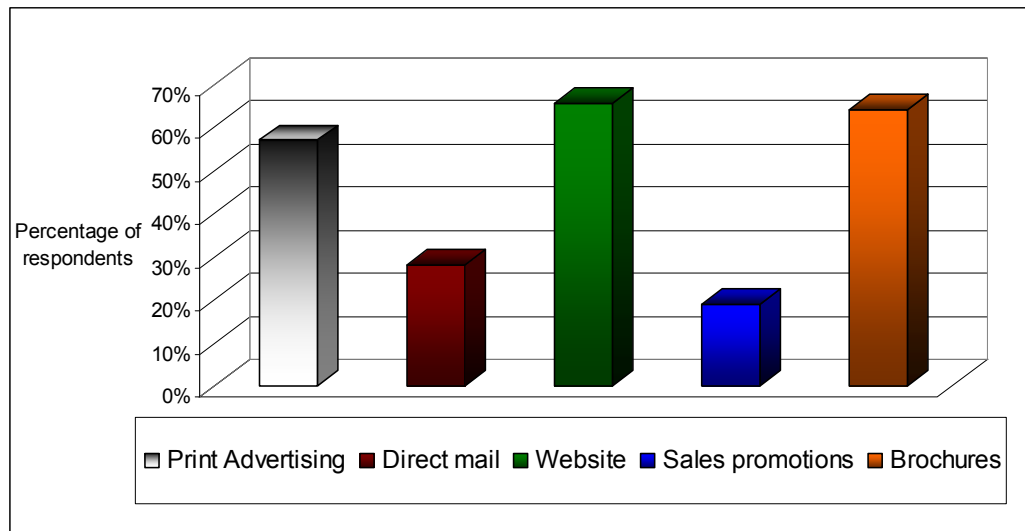
Figure 4.12   The main promotional tools used in the last 12 months

The least used method was television advertising with only four percent of respondents having used this promotional tool and as 88 percent of the companies are small companies employing 50 people or fewer the cost of television advertising is possibly prohibitive for these companies. Radio advertising (13 percent) and outdoor billboards (10 percent) were other promotional tools identified. Only nine percent of

companies indicated that they used Irish only in their promotional tools as Table 4.5 shows.

Direct mail (28 percent) and sales promotions (19 percent) were identified as frequently used promotional. Fifty three percent of companies indicated that they use a mixture of both Irish and English in their sales promotions. Sales promotions recorded the second highest usage of both English and Irish with only radio advertising recording a higher usage.

Table 4.5   Language usage in promotional tools

Promotional tools	Promotional tool usage Total	Cross tabulation by language		
		Usage of Irish in promotional tools	Usage of English in promotional tools	Usage of both English and Irish in promotional tools
	%	%	%	%
Television advertising	4	25	25	50
Radio advertising	13	15	31	54
Print advertising	57	5	46	48
Direct mail	28	4	52	44
Website	66	0	57	43
Sales promotions	19	0	47	53
Brochures	64	0	57	43
Outdoor billboards	10	10	60	30
Other	15	7	20	40

It is evident that websites are the most frequently used promotional tool with usage by 66 percent of companies and again due to the global nature of today's marketplace this would be the best method for companies in order to reach the maximum number of potential customers with their marketing messages.

Companies most frequently use English only promotional tools but this is closely followed by companies using a mixture of both English and Irish. However Irish only

is used as mentioned by only nine percent of respondents and this could be due to the specific customers being targeted with a specifically Irish related product/service.

Seventy eight percent of respondents indicated Irish is not often used by customers and this could be the reason that Irish is used so little on its own in marketing communications. It is evident that companies feel they may alienate customers by using Irish only and prefer to use a mix of Irish and English. However one interviewee had a contrasting view saying '…that research has shown lately there is an increases in [the] interest in Irish and that translates as the potential customer base…product developers when it comes to branding and packaging and marketing can actually tie Irish in to get their message across to rise above this whole sea of huge competitiveness'.

Other promotional tools used include:
- Sponsorship and Public Relations
- Trade shows
- Guerrilla marketing
- Business Cards
- Vehicle signage
- Posters and flyers
- Internet newsletter
- Word of mouth

In relation to the usage of Irish in marketing communications only seven percent of companies agree that it is easy to run a full marketing communications campaign in Irish and this was noted previously with nine percent of respondents indicating that they used Irish only in their promotional tools. 'We love to do business through our own language but sadly the problem we have is that there isn't enough business out there to justify doing business solely in Irish', this was the response given by one interviewee when asked about running full marketing communications campaigns in Irish.

The literature (Cunliffe and Roberts-Young, 2005) refers to the importance of branding in a bilingual context and this research shows that very few companies use only Irish in their marketing communications with the majority using English only or a mixture of both Irish and English. The three main promotional tools of brochures, websites and print advertising showed a high usage of both English and Irish although further research could explore this area by identifying how Irish is used within these tools.

One interviewee highlighted the importance of bilingual promotional tools saying that 'Companies have to look at their market…it depends on where that market is. '…If you are dealing abroad establishing a bilingual identity is important and would be valuable abroad' and another said 'I know bilingualism is not optimum but…it would be the way forward'.

Table 4.6 shows that 44 percent of companies indicated their disagreement with statement one (increase effectiveness) whereas the literature (Sweeney and Swait, 2008) notes that branding can be used as an effective marketing tool. One interviewee responded to this by saying that 'I don't think it is [effective in marketing communications], no and that's the reason we have to change our company name'. Another interviewee held a different opinion and said 'The key to the Irish language is that it can offer you that extra point of difference…marketing you can only do so much with so what is…the last natural resource we have left in Ireland to differentiate. It is our language'.

This research identified that 56 percent of respondents agreed that Irish customers value companies that use Irish and interestingly only eight percent of companies disagreed with this which confirms Pitta and Franzks (2008) view of the power of local brands despite the fact that 78 percent of companies agreed that Irish is not often used by customers. This is interesting to note as companies previously identified that the use of Irish company and brand names brought them benefits in terms of customer awareness and loyalty. It is evident that they feel their use of Irish is valued by customers even though they do not feel that it has any impact on sales volumes or pricing.

Table 4.6   The use of Irish in marketing communications

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
	%	%	%	%	%
S1 -Using Irish increases the effectiveness of our marketing communications	3	15	38	37	7
S2 - It is easy to run a full marketing communications campaign in Irish	2	5	24	51	17
S3 - Irish and international customers can be confused by Irish language wording	8	63	15	12	1
S4 - Using Irish helps to build relationships with customers	7	36	39	17	1
S5 - Irish customers value companies that use the Irish language	11	45	36	8	0
S6 - International customers value Irish companies that use their national language	3	19	51	26	1
S7 - Customers do not care if Irish is used	8	45	29	15	3

Forty three percent of respondents agreed that Irish helps to build relationships with customers. This was highlighted by one interviewee who said '…customers in Ireland were very very happy with us deciding to have an Irish name to promote the language and that is within…the Gaeltacht and English speaking people as well, they were very supportive to us'.

A large number of companies agreed with statement three (confused by wording) with 63 percent agreeing and eight percent strongly agreeing as shown in Figure 4.13 and this was highlighted in the literature by Lewis and Stubbs (1999). It is interesting to note that only 15 percent of the companies selected the neither agree nor disagree option with the large majority of companies preferring to express their opinion. Of the

companies who agreed with statement three 62 percent of these companies trade in an international market and have experience of dealing with customers in international markets.
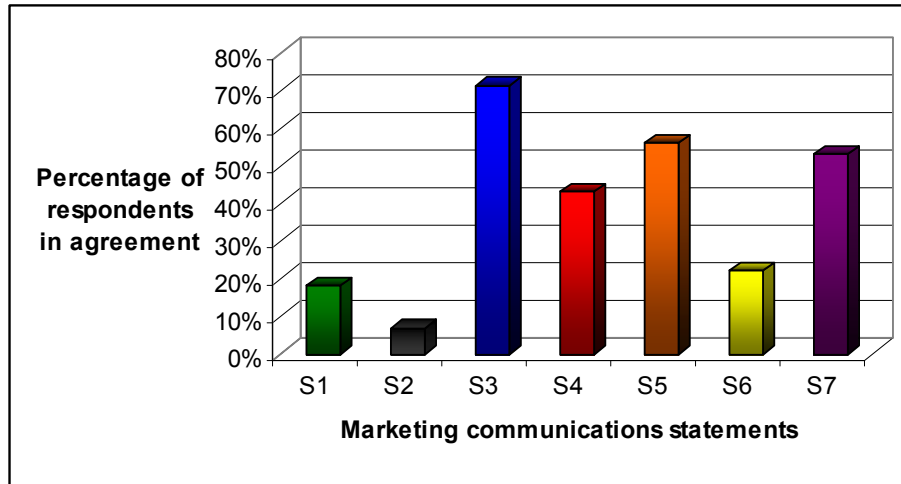

Figure 4.13   The level of agreement with the marketing communications statements

One interviewee stated that 'It's very limiting in that if you say the Irish name no one wants to know that because they don't understand it' and another agreed with this saying 'I suppose Irish can confuse people but like I said I think it'll only be a problem if you let it'.

It is interesting to note the strong neither agree nor disagree response to international customers valuing Irish companies that use their national language despite the fact that 63 percent of companies trade in international markets.

Over half the respondents agreed that customers do not care if Irish is used and perhaps this can explain why Irish is used so little in marketing communications and business in general. Forty one percent of the companies who agreed with this statement were manufacturing companies trading in the domestic market with 59 percent of the companies trading in an international market as shown in Figure 4.14.

It is evident that companies believe that customers do not use Irish and this could be the reason Irish is not often used by businesses. However it is interesting to note the opinion of one interviewee who said 'Irish is becoming more important to customers

43

and they want to see it used more often and it means a lot to them to see that companies make the effort to use Irish'.

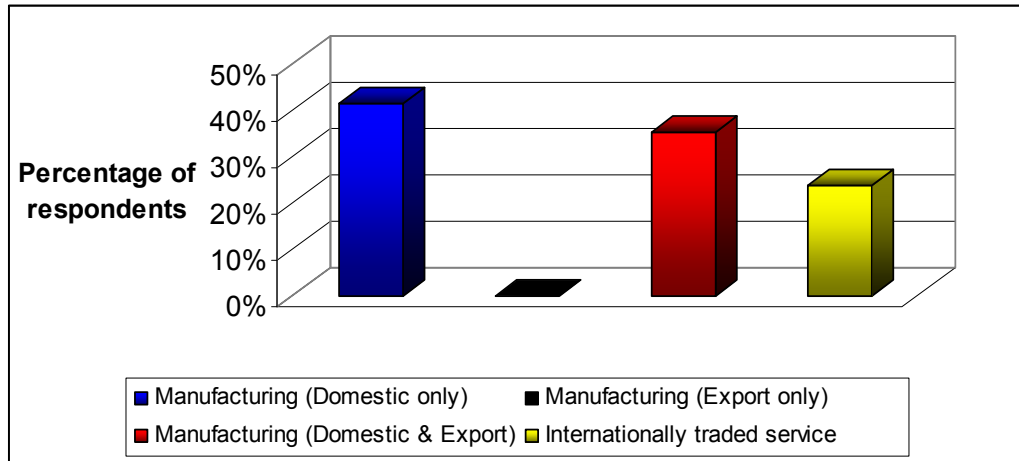

Figure 4.14   Nature of business of the companies in agreement with statement seven (customers do not care if Irish is used)

Chapter 5 Conclusions and Recommendations

5.1 Conclusions

There are only a small number of companies operating in Ireland in the manufacturing and internationally traded services industries using the Irish language. This research identified 384 companies using Irish in their company/brand names. Despite the fact that Irish has seen resurgence in recent years with the introduction of an Irish language television station and the introduction of a number of Irish only newspapers the same cannot be said for Irish named companies or brands.

Kelly Holmes (2006) identified that English is still the main language used in business and this research supports this view. Ninety four percent of companies using Irish are located in Gaeltacht areas where the availability of funding has a strong influence on the decision to use Irish in the company or brand name. It is evident that companies make the initial decision to use Irish when setting up the company and only three percent of the companies identified that they changed to using Irish a number of years later.

It is apparent that the majority of companies use Irish in order to support the language and this shows the commitment these companies have to their national language. However over half of the companies chose an Irish name due to the advantages it would bring them in terms of the ability to gain funding. Seventy nine percent of companies indicated that they had received funding from Údarás na Gaeltachta and over half the companies agreed that the availability of funding influenced their choice of name.

The need for strong corporate identity and strong brands are highlighted throughout the literature and this view is supported by the research. However the need to have a strong Irish brand to succeed in business is not viewed as important by many of the companies. The view of corporate identity in Irish as being important was identified by 64 percent of respondents. As the depth interviews highlighted it important to the companies to support the use of the Irish language and many of the companies

interviewed said that they would have selected an Irish language name whether there was funding available to them or not. Their main reason for the selection of the name was to support the language.

The literature identifies the benefits associated with branding and the companies support a number of these benefits specifically the increase in customer loyalty and customer awareness. However despite these benefits the companies did not indicate agreement with the remaining benefits of the ability of corporate or product branding to increase sales volumes or charge a premium price. Although one would assume that an increase in loyalty and awareness would have a positive effect on sales volumes.

The majority of companies identified that Irish can alienate customers who do not understand the language and also that Irish is not often used by customers. The latter statement recorded a high level of agreement with 78 percent of companies indicating that they believe Irish is not often used. Many of the companies interviewed felt that although there are limitations associated with using Irish these can be overcome but that the ability of companies to do this depends on the level of passion the company has for the use of the language.

What was interesting to note was that 56 percent of companies felt that Irish customers' value companies that use Irish yet 53 percent of companies are of the opinion that customers do not care if Irish is used.

Companies also felt that Irish could not be used to increase the effectiveness of marketing communications nor is it easy for a company to run a full marketing communications campaign in Irish. Seventy one percent of respondents also felt that Irish and international customers can be confused by Irish language wording and this belief is evident in the limited use of Irish only in marketing communications.

Despite highlighting the importance of using Irish in branding and corporate identity the companies still recognise that there are limitations associated with the use of Irish. English is seen as the common language in order to communicate with customers and companies have a preference for using English only or a mixture of both English and

Irish in their marketing communications. It is not evident from this research what level of Irish is used within marketing communications.

5.2 Recommendations

Further research could provide a greater insight into the full extent of the usage of Irish in promotional tools. This research was confined to identifying if Irish was used in promotional tools but not the extent of its use. This would be of interest to study further in order to identify the level of bilingualism in promotional tools and marketing communications

As mentioned in the research a number of statements recorded high levels of neither agree nor disagree responses and the researcher felt that this was possibly due to the lack of market research undertaken by companies into examining the effectiveness of the use of Irish. Further research could explore the levels of market research conducted by companies and also examine the impacts of their use of Irish in relation to the customers' opinions

As was highlighted in one interview the government have a responsibility to examine the way Irish is taught within the educational system and perhaps by making the language more user friendly could encourage an increased use of Irish. Within the educational system Irish is taught as a very grammatical language rather than as a means of communicating with people and this is what possibly leads to a lack of use after completing education.

The government are moving towards creating a bilingual society by 2026 and have put measures in to effect to achieve this. However the researcher feels that further attempts could be made to support businesses in their use of Irish by offering additional support for its use and assistance for its use in marketing communications. As one interviewee highlighted all companies cannot use completely bilingual promotional material as some areas of business are just too specific and will have little effect on the customers.

A gradual education of the customers with small amounts of Irish can pave the way for an increased use of Irish in the future. The funding agencies supporting the use of Irish could offer additional assistance and guidance in the development of promotional materials leading to the eventual use of bilingual materials. Recent research by TNS MRBI for Foras na Gaeilge (2008) highlighted that over half the population would like to see an increased use of Irish by companies, this related to signage, packaging and websites. The research also highlighted that 65 percent of people are in favour of an increased use of Irish in advertising.

This research highlighted that companies believe that customers do not care if Irish is used however it is evident that customers are indeed in favour of companies using Irish. Companies need to be aware of this an therefore incorporate more Irish in to their marketing communications with customers and as a result of this they may then begin to see an increase in the effectiveness of its use.

5.3 Research reflections

The researcher has identified the importance of establishing firm research objectives at the outset of the research, as it is these objectives which guides the formulation of any primary research which is then used.

The researcher also noted the difficulty in obtaining response as a result of a postal survey and the challenges that are involved in this method of data collection. It was necessary to follow up with a large number of companies and even then it was difficult to obtain responses.

A good understanding of the literature is also vital in order to identify the areas that will be important to the research and this helps to identify key areas for the focus of the research.

References

Aaker, D. (1992) 'The value of brand equity', *Journal of Business Strategy*.

Abratt, R. and Motlana, P. (2002) 'Managing co-branding strategies: global brands into local markets', *Business Horizons*.

Albert, N., Merunka, D. and Valette-Florence, P. (2007) 'When consumers love their brands: Exploring the concept and its dimensions', *Journal of Business Research*.

Atkinson, D. and Kelly Holmes, H., (2006) 'Linguistic Normalisation and the market', *Language Problems and Language Planning*, Vol. 30, No. 3.

Bech-Larsen, T., Esbjerg, L., Grunert, K., Juhl, H. and Brunso, K. (2007) 'The Supermalt identity: how Brixton-based Afro-Caribbean consumers construct a Danish malt beer brand as one of their own', *Journal of Product and Brand Management*, Vol. 16, No. 1.

Bradley, N. (2007) *Marketing Research: Tools and Techniques* (1st edn), Oxford University Press.

Carreri, M. (2002) 'The media, marketing and critical mass: portents of linguistic maintenance', *Southwest Journal of Linguistics*, Vol. 21, Issue 2.

Central Statistics Office Census 2006 [Online] (cited 11 February 2008) Available from <URL:http//www.cso.ie>

Chioveanu, I. (2008) 'Advertising, brand loyalty and pricing', *Games and Economic Behaviour*.

Crouch S. and Housden, M. (2003) *Marketing Research for Managers* (2nd edn), Butterworth-Heinemann

Cunliffe, D. and Roberts-Young, D. (2005) 'Online design for bilingual civil society: a Welsh perspective', *Interacting With Computers*, Vol. 17.

Dawar, N. and Lei, J. (2008) 'Brand crises: The roles of brand familiarity and crises relevance in determining the impact on brand evaluations', *Journal of Business Research*, 2008.

De Run. E. C. (2007) 'Ethically targeted advertising: views of those not targeted', *Asia Pacific Journal of Marketing and Logistics*, Vol.19, No. 3.

Eagle, L. Kitchen, P. J. Rose, L. and Moyle, B. (2003) 'Brand equity and vulnerability', *European Journal of Marketing*, Vol. 37, No. 10.

Ewing, M.T. Napoli, J. and Pitt, L.F. (2001) 'Managing Southeast Asian brands in the global economy', *Business Horizons*, Vol. 44, No. 3.

Fanning, J. (2003) 'Irish advertising – bhfuil sé or won't sé?', *Irish Marketing Review*, Vol. 16, No. 2.

Farquhar, P. (1989) 'Managing brand equity', *Marketing Research*, Vol. 1, September.

Flavián, C. Martínez, E. and Polo, Y. (2001) 'Loyalty to grocery stores in the Spanish market of the 1990s', *Journal of Retailing and Consumer Services*, Vol. 8.

Garland. E. (2006) 'Can minority languages be saved?', *The Futurist*, July/August 2006.

Grover, R. and Vriens, M. (2006) *The Handbook of Marketing Research: Uses, Misuses, and Future Advances* (1st edn), Sage, 2006.

Hamann, D. Williams, R. and Omar, M. (2007), 'Branding strategy and consumer high-technology product', *Journal of Product and Brand Management*, Vol. 16, No. 2.

Hatch, M. and Schultz, M. (2003), 'Bringing the corporation into corporate branding', *European Journal of Marketing*, Vol. 37, No. 7/8.

Hague, P. N. (2002) *Market Research: A Guide to Planning, Methodology and Evaluation* (3rd edn), Kogan Page Publishers.

Hsieh, A. T. and Li, C. K. (2008) 'The moderating effect of brand image on public relations perception and customer loyalty', *Marketing Intelligence and Planning*, Vol. 25, No.1.

Jamal, A. (2005) 'Playing to win: an explorative study of marketing strategies of small ethnic retail entrepreneurs in the UK', *Journal of Retailing and Consumer Services*, Vol. 12.

Jensen, J. M. and Hansen, T. (2006) 'An empirical examination of brand loyalty', *Journal of Product and Brand Management*, Vol. 15, No. 7.

Jackson, J. (2006) 'Little Shopping Horrors', The Times, 20 March.

Kaufman-Scarborough, C. (2000) 'Asian-American consumers as a unique market segment: fact or fallacy?', *Journal of Consumer Marketing*, Vol. 17, No. 3.

Kay, M. J. (2006) 'Strong brands and corporate brands', *European Journal of Marketing*, Vol. 40, No 7/8.

Kayaman, R. and Arasil, H. (2007) 'Customer based brand equity: evidence from the hotel industry', *Managing Service Quality*, Vol. 17, No. 1.

Keller, K.L. (1998) *Strategic brand management: Building, measuring and managing brand equity* (1st edn), Prentice Hall.

Kelly Holmes, H. and Atkinson, D. (2007) 'Minority language advertising: A profile of two Irish language newspapers', *Journal of Multilingual and Multicultural Development*, Vol. 28, No.1.

Kelly Holmes, H. (2006) 'Irish on the World Wide Web, Searches and sites', *Journal of Language and Politics*, Vol. 5, No. 2.

Kohli, C. S. Harich, K. R. and Leuthesser, L. (2005) 'Creating brand identity: a study of evaluation of new brand names', *Journal of Business Research*, Vol. 58.

Kotler, P. and Keller, K. (2006) *Marketing Management* (12th edn), Prentice Hall.

Lee, M. S. W. Motion, J. and Conroy, D. (2008) 'Anti-consumption and brand avoidance', *Journal of Business Research*.

Lewis, C. and Stubbs, S. (1999) 'National expansion of British regional brands: parallels with internationalisation', *Journal of Product and Brand Management*, Vol. 8, No. 5.

Loosemore, M. and Lee, P. (2002) 'Communication problems with ethnic minorities in the construction industry', *International Journal of Project Management*, Vol. 20, Issue 7.

MacDonald, E. K. and Sharp, B. M. (2000) 'Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication', *Journal of Business Research*, Vol. 48.

Marcella, R. and Davies, S. (2004) 'The use of customer language in international marketing communication in the Scottish food and drink industry' *European Journal of Marketing*, Vol. 38, No. 11/12.

Marketing Age, the Official Magazine of the Marketing Institute of Ireland, Volume 1, issue 4, winter 2007.

Méndez, J. L. Oubina, J. and Rubio, N. (2008) 'Expert quality evaluation and price of store vs. manufacturer brands: An analysis of the Spanish mass market', *Journal of Retailing and Consumer Services*, Vol. 15.

Milberg, S. J. and Sinn, F. (2008) 'Vulnerability of global brands to negative feedback effects', *Journal of Business Research*, Vol. 61.

Muzellec, L. Doogan, M. and Lambkin, M. (2003) 'Corporate rebranding – an exploratory review', *Irish Marketing Review*, Vol. 16, No. 2.

Myers, C. A. (2003) 'Managing Brand equity: a look at the impacts of attributes', *Journal of Product and Brand Management*, Vol. 12, No. 1.

Myhill, J. (2003) 'The native speaker, identity and the authentic hierarchy', *Language Sciences*, Vol. 25, Issue 1.

Nykiel, R. A. (2007) *Handbook of Marketing Research Methodologies for Hospitality and Tourism* (1st edn), Haworth Press.

Paswan, A. Spears, N. and Ganesh, G. (2007) 'The effects of obtaining one's preferred service brand on consumer satisfaction and brand loyalty', *Journal of Services Marketing*, Vol. 21, No. 2.

Pecoitch, A. and Ward, S. (2007) 'Global branding, country of origin and expertise', *International Marketing Review*, Vol. 24, No. 3.

Pecoitch, A. and Rosenthal, M. (2001) 'The impact of consumer ethnocentrism on the country of origin effect', *Journal of Global Marketing*, Vol. 15, No. 2.

Pitchard, A. and Morgan, Nn J. (2001) 'Culture, identity and tourism representation: marketing Cymru or Wales?', *Tourism Management*, Vol. 22.

Pitta, D. A. and Franzak, F. J., 'Foundations for building share of heart in global brands', *Journal of Product and Brand Management*, Vol. 17, No. 2.

Proctor, T. (2005) *Essentials of Marketing Research* (4th edn), Pearson Education.

Roberts, G. W. Irvine, F. Jones, P. Spencer, L. Baker, C. and Williams, C. (2007) 'Language awareness in the bilingual healthcare setting: A national survey', *International Journal of Nursing Studies*, Vol. 44, Issue 7, 2007.

Romaine, S. (2002) 'The impact of language policy on endangered languages', *International Journal on Multicultural Societies*, Vol. 4, No. 2.

Ross, J. and Harradine, R. (2007) 'Branding: a generation gap?', *Journal of Fashion Marketing and Management*, Vol. 11 No. 2.

Ross, J. and Harradine, R. (2004) 'I'm not wearing that! Branding and young children', *Journal of Fashion Marketing and Management*, Vol. 8, No. 1.

Rowley, J. (2004) 'Online branding', *Online Information Review*, Volume 28, No. 2.

Salzer-Mörling, M. and Strannegard, L. (2004) 'Silence of the brands', *European Journal of Marketing*, Volume 38, No.1/2.

Smith, S. M. and Albaum, G. S. (2004) *Fundamentals of Marketing Research* (1st edn), Sage.

Schmidt M. J. and Hollensen S. (2006) *Marketing Research: An International Approach* (1st edn), Pearson Education.

Stevens, R. E. Wrenn, B. Sherwood, P. K. and Ruddick, M. E. (2005) *The Marketing Research Guide* (2nd edn), Haworth Press.

Sweeney, J. and Swait, J. (2008) 'The effects of brand credibility on customer loyalty', *Journal of Retailing and Consumer Services*, Vol. 15.

Tai, S. (2007) 'Correlates of successful brand advertising in China', *Asia Pacific Journal of Marketing and Logistics*, Vol. 19, No. 1.

Tam, J. L.M. (2008) 'Brand familiarity: its effects on satisfaction evaluations', *Journal of Services Marketing*, Vol. 22, No. 1.

Torres, A. and Bijmolt, T. H. A. (2008) 'Assessing brand image through communalities and asymmetries in brand-to-attribute and attribute-to-brand associations', *European Journal of Operational Research*, 2008.

Trimble, G. 2007, pers. Comm., 9 December, Foras Na Gaeilge.

Trimble, G, 2008, pers. Comm., 1 September, Foras Na Gaeilge

Usunier, J. C. and Lee, J. A. (2005) *Marketing Across Cultures* (4th edn), Prentice Hall.

Valkenburg, P. M. and Buijzen, M. (2005) 'Identifying determinants of young children's brand awareness: 'Television, parents, and peers'', *Applied Developmental Psychology*, Vol. 26.

Vida, I. and Reardon, J. (2008) 'Domestic consumption: rational, affective or normative choice?', *Journal of Consumer Marketing*, Vol. 25, No. 1.

Wong, H. Y. and Merrilees, B. (2007) 'Multiple roles for branding in international marketing', *International Marketing Review*, Vol. 24, No. 4.

Wood, L. (2000) 'Brands and brand equity: definition and management', *Management Decision*, Vol.38, No. 9.

Yeniyurt, S. and Townsend, J. (2003) 'Does culture explain acceptance of new products in a country?', *International Marketing Review*, Vol. 20, No. 4.

Yoo, B. and Donthu, N. (2000) 'Developing and validating a multidimensional consumer-based brand equity scale', *Journal of Business Research*, Vol. 52.

Appendices

Appendix A – Research objectives

1. To develop a list of companies using an Irish language company name or an Irish language product/brand name. The companies will conform to the definition set out by Enterprise Ireland of manufacturing companies and internationally traded services. The companies will be located in the 26 counties of the Republic of Ireland. Currently no such list of companies exists.

2. To identify the current practices of companies in relation to branding using the Irish language.

   - To establish the importance companies place on product or corporate branding in Irish.
   - To determine the motivations of companies regarding the selection of Irish language company or brand names.
     To identify the ability of companies to build a relationship with customers based on the use of Irish.

3. To identify the benefits companies associate with using the Irish language in branding.

     -To find out if the Irish language can increase product/company awareness among customers.
     - To establish the ability of Irish language branding to build customer loyalty.
     - To determine companies' use of the Irish language to attain agency funding.

4. To determine the limitations associated with using the Irish language in branding.

- To find out if using Irish alienates some customers who do not use the language.
- To identify the difficulties associated with competing in markets using an Irish company or brand name.

5. To ascertain the use of Irish in marketing communications.
- To establish the marketing communications tools companies use to promote their brands.
- To identify the extent of the use of Irish in marketing communications
- To determine the benefits associated with using Irish in marketing communications
- To determine the ability of companies to run full marketing communications campaigns using Irish
- To identify the difficulties with mispronunciations of the Irish language in other countries

6. To explore in depth the reasoning and motivations behind companies' use of the Irish language and their position in relation to the benefits and limitations of the use of the language. To further explore the use of the Irish language in marketing communications and customer relationships.

Appendix B – List of companies using the Irish language

Abu Media Teo
A.C.N. Tairgi Adhmaid Teoranta
A Ó Loinsigh
Adhmaid Cill Na Martra Teoranta
Aerphort Idirnáisiúnta Dhún Na Ngall
Aer Arann Group Teoranta
Aimsitheoir Deantoireacht Teoranta
Alionah Teoranta
An Chistin Teoranta
An Craobh Dearg Teoranta
An Fhislinn Teoranta
An Grúpa Edman Teo
An Siopa Poitigeara Teoranta
An T-Ionad Pacala Teoranta
Anois Teoranta
Anuna Teoranta
Aodh Ó Hearcáin
Aran Na Heireann Teoranta
Arán Pita Éireann Teo
Aro Cumarsaid Teo
Arrachtain Teoranta
Arramara Teo
Ba Dhun Na Ngall Teoranta
Babogai Chroichli Teoranta
Baboró
Bácús Uí Bhaoill Teo
Badclos An Daingean Teoranta
Baid Alumanain Na Heireann Teoranta
Baile Ard (Dhun Na Ngall) Teoranta
Bainne Beo Teoranta
Bard Na Ngleann Teo
Bealach Na Bo Finne Teoranta
Bearna Gaoithe Teoranta
Bia Bunbeag Teoranta
Bia Gaoth Dobhair Teo
Bia Gaoth Barra Teo
Blath Na Hoige Teoranta
Bogearrai An Bhlascaoid Teoranta
Bradán Fanad Teo
Bradán Maoil Rua Teo
Bradán Próiséal Teo

Breacan Teoranta
Brian De Staic Teo
Bruscar Bhearna Teo
Caidéil M.P. Teo
Cairealacht Chill-Bhride Teoranta
Caireil Chiobhain Teoranta
Cais Cuil-Aodha Teoranta
Caisc Na Ndeise Teoranta
Caislean Carraigin Teoranta
Caislean Foods (Bia An Chaislean) Teoranta
Carpeidi Fhite Dun Na Ngall Teoranta
Casla Mara Teoranta
Casla Munlai Teoranta
C.C. Déantús Ruibéar Teo
C.C. Forbartha Árann Teo
C.C. Shailearna Teo
C-Celt Teoranta
Ceadogan
Ceangaltoiri Iarthair Teoranta
Ceolnua Agus Ceolbeo Idirnaisiunta Teoranta
Chaireil Na Sceilge Teoranta
Chill Na Martra Troscain Teoranta
Chillchiaráin Éisc Teo
Cill Mhantain Iompar Teoranta
Cisti Gugan Barra Teo
Cisti Jackie Teoranta
Clann Lir Teoranta
Cle Teoranta
Clo Iar-Chonnachta Teoranta
Cloch A Minard Teoranta
Cluad Earraí Nual Teo
Cludaigh O'luasa Teoranta
Clódóirí Lurgan Teo
Cloch Ó Múrchadhá Teo
Cmea Teoranta
Cniotail Cladai Teoranta
Cniotail Gaeltarra Teoranta
Cniotáil Inis Meáin Teo
Cniotail Rossan Teoranta
Cniotail Ui Cheallaigh Teoranta
Coillte Teoranta
Cóin Agus Abhlanna Éireannach
Cois Life Teoranta
Cois Mara Teoranta

Colm De Ris Pottery

Comhar Teoranta

Comhar Iorrais Teo

Comhlacht Anraith Bia Mhara An Daingean Teoranta

Comhlacht Eisc Inismor Teoranta

Comhlacht Leictreonach Arainn Teoranta

Comluct Baguin Na H-Eireann Teoranta (The Bacon Company Of Ireland Limited)

Comhlacht Clo-Buailte Na Gaillime, Teo (The Galway Printing Co. Limited)

Comhlacht Mhic Nuadhait Dhún Na Ngall Teo

Concorde Anois Teoranta

Concreite Muscrai Teoranta

Concréit Inis Meain

Concreid Réamh Mheasctha Mhic Giolla Easboic Teo

Connemara Mountain Water Teoranta

Cora Tine Teo

CTL Táistáil Teo

Crann Iorrais Éire Teo

Crévin Teo

Criostal Ceilteach Chonamara

Crusa Teoranta

Cuan Tamhnaigh Teo

Cuileogai Dhun Na Ngall Teoranta

Cul A Tigh Teoranta

Cumar Baile Mhic Íre Teo

Dalloga Na Rosann Teoranta

Datacom Eireann Teoranta

Darnai Ceard Teo

De Brún Iasc Teo

Deantú Acla Teo

D.C.F. Teo

De Paor Teoranta

Dearadh Teoranta

Deise Tv Teoranta

Doicimeidi Na Gaillimhe Teo

Donal O'liathain, (Fearas Ar Cois) Teoranta

Donal Mac Monagail & Mhic Teo

Carbhait Dhun Na Ngall Teoranta

Donhar Teoranta

Donnacha O'tuama (Iompair) Teoranta

Dromchla Cumhacht Teoranta

Dubhlinn Riomhaireachta Teoranta

Duibhne Diltoir Loin Teoranta

Dun Mac Snaith Teo

Dúncrua Teo

Eachuisce Eireann Teoranta
Eachtraí Uisce Teo
Eadai Fastnet Teoranta
Ealiona Ard Na Geise Teoranta
Earagail Éisc Teo
Earrai Adhmaid Teo
Earraí Coillte Chonnacht Teo
Earrai Imshaoil Reamhchoirithe Eireann Teoranta
Earrai Spoirt Ui Chonghaile Teoranta
Earrai Traidisiunta Teoranta
Eco Ola Biofuels
E-Direach Teoranta
Éirecomposites Teo
Eire Cumarsaide Teoranta
Eireanna Teoranta
Eirnor Teoranta
Eisc Geal Teoranta
Eisc Ui Fhlatharta Teoranta
Eoghan Mac Fhionnaile Innealtoireacht Teoranta
Eotech (Eire) Teoranta
Euro Iompú Teo
Faisc Miotail Eireann Teoranta
Feadog Teoranta
Feamainn Maghcuilinn Teoranta (Seaweed Ltd)
Feileacan Teo
Feirm Eisc Cleire Teoranta
Feirm Farraige Oilean Chliara Teoranta
Feirm Mara Connamara Teoranta
Feirm Sliogeisc Mara Teoranta
Feoil O Criostoir Teoranta
Fior Fhuar Teoranta
Fior Uisce Thuar Mhic Eide Teoranta
Fios Feasa
Fis Na Milaoise Teoranta
Fis Thir Chonaill Teoranta
Flipeadoiri Longphort Teoranta
Folláin Teo
Fraoch Ban Teoranta
Fuinneoga Atlantach Teoranta
Fuinneoigai Fhanada Teoranta
Fuinneoigi Chonnamara Teoranta
Fuinseog Teo
Gabhal Maoth Foods Limited
G & M Déantúsaíochta Teo

Gaelmedia Teo

Gael Chniotáil Teo

Gal Ard Teo

Gaoth Tec Teoranta

Gairmeidi Teo

Gcj Iasc Teoranta

G C Leictreach Teo

Gleann Greinne Teoranta

Gleann Tur Teoranta

Gloraíl Teo

Gníomh Fhiontair Uí Dhonnabhá

Gno Plas Teoranta

Griangeal Teo

Gum Dearg Teoranta

Iarann Buailte Blasta Teoranta

Iarann Neartaithe Ghaoth Dobhair Teoranta

Iasc Bhaile Ui She Teoranta

Iasc Mara Teo

Iasc Ui Mathuna Teoranta

Iascaigh Innishbarra Teoranta

Iascaigh Oileain Iolair Teoranta

Iascaigh Scrib Teoranta

Iasc Sliogach Dhúngarbhain Teo

Iascaireacht Ce Cionn Tra Teoranta

Iascaireacht Chonamara Teoranta

Icct Teoranta

Ildana Teoranta

Inish Sal Teoranta

Innill Doiteáin Teo

Innealtoireacht Acla Teoranta

Innealtóireacht Cathal Shevlin

Innealtoireacht Mac Phail Teoranta

Innealtoireacht O Tuathail Teoranta

Innealtóireacht J.C. Teo

Innealtóireacht Teicneolaíoch

Innealtoiri Cumhachta Teoranta

Institiúid Náisiúnta Traenála

Iompair Cuanna Mara Teoranta

Iompar Bairceir Teoranta

Ionad Chuilt Teo

Kik Spoirt Teoranta

Marmar Teoranta

L & L Balla Coinneala Teoranta

L'ash Go Leor

Lampaí An Daingen Teo
Lann Liain Seirbhse Teoranta
Lbm Mara Teoranta
Leirithe Le Macdara O'curraidhin Teoranta
Leirithe Lunasa Teoranta
Leirithe Teilifise Thir Eoghain Teoranta
Leiriuchan Rnr Teoranta
Liam Mac Giolla Easbuic (Innealtoireacht Sibhiale) Teoranta
Linn Na Ngliomach Teoranta
Lionta An Daingin Teoranta
Lios Na Si Teoranta
Lisbeth Mulcahy Fiodoir Teoranta
Lnr Teoranta
Log A' Tsionnaigh Teoranta
Lon Dub Teoranta
Lusra Teoranta
M. F. (Dun Na Ngall) Teoranta
Mac Dara Teoranta
Macalla Teoranta
Macnus
Mairtin O'flatharta Teoranta
Mairtin Standun Teoranta
Maisiu Urlar Teoranta
Mara Beo Teoranta
Mark Éire B.V.
Maroisre Teoranta
Meiticheol Teo
Meitheal Eisc Teoranta
Meitheal Mara Teoranta
Méitheal Trána Rinne Teo
Meitheal Ur Teoranta
Michael O Grainne Teoranta
Michael O'duinn & A Mhic Inneallra Teoranta
Micro Munlaí Na Héireann Teo
Microtech Idirnaisiunta Teoranta
Milseoga & Bacus Uí Dhonnach
Milseoga Ui Mhurchu Teoranta
Mir Teoranta
Muileann Ui Luasa Teoranta
Muir Gheal Teo
Muireadach Giolla Oraghallaigh (1976) Teoranta
Muirin Teoranta
Nadúr Organics
Na Piobairi Uilleann Teoranta

Nioclas P. O'Conchubhair Teoranta
Nitrigin Eireann Teoranta
Nualeargais Teoranta
O Fatharta Teoranta
O'Grainne Gaiteir Teoranta
Oilean Glas Teoranta
Oileán Mara Teo
Oisri Acla Teoranta
Oisri Drimloch Teoranta
Ol It Teoranta
Ollphubaill Ui Mhurchu Teoranta
Ó Catháin Iasc Teo
O'Mathuna (Baid) Teoranta
O' Riain Pottery
O'Searcaigh Amadoreacht Teoranta
P.R.I.G. Proiseail Iasc Ghaelach Teoranta
Pacail Gaothdobhair Teoranta
Padraic O'maille (Gaillimh) Teoranta
Padraig O'luagh Teoranta
Paineal Snaithin Ghloine Teoranta
Pairc Nua Teoranta
Plascarraig Teoranta
Ponaire Ltd
Potai Portain Teoranta
R.A. Pacáistí Teo
Radharc Na Laoi Teicneolaiocht Teoranta
Radharc Na Spire Teoranta
Rathlin Thir Chonaill Teoranta
Risteárd Mac An Éalla
Ri Na Mara Teoranta
Riomhairi Gan Teoranta Limited
Riomhscil Teoranta
Rogha Bia Teoranta
Rotha Teoranta
Rula Bula
S. & M. O'cualain Teoranta
S.B.E. Innealltoireacht Teoranta
Sainchomharthai & Graifici Teoranta
Sairseal O Marcaigh Teoranta
Saoirse Glan Teoranta
Sar Cam Teo
Scadan Caoch Teoranta
Scailp An Chait Teoranta
Scannain Lugh Teoranta

Scannain Telegael Teoranta
Sceolan Dubh Teoranta
Sciilmn Teoranta
Scilearrai Teoranta
Scleip Teoranta
Scot Mac Nuadhait Teoranta
Seaclaidi Na Sceilge Teoranta
Seala Teoranta
Seán Mac Oirealla Teo
Sean O'Domhnaill Teoranta
Seán Ó Murchú & Daithi Mac Car
Searc.Ie Teoranta
Seirbhisi Cad Teoranta
Seirbhisi Cothu Farraige Acla Teoranta
Seirbhisi Riomhaire Bearna Teoranta
Seirbhisi Tathu Chonamara Teoranta
Selc Éireann Teo
Senith Biomed Teoranta
Siamsa Tire Teoranta
Sibeal Teoranta
Sidheán Teo
Siochain Teoranta
Siontar Tristia Teoranta
Siopa Rince Teoranta
Siscin Teoranta
Siuineireacht An Screabain Teoranta
Siuineiri Gaothbarra Teoranta
Siuntail Bairead (Muigheo) Teoranta
Sliogeisc Mhicdara Teoranta
Sliogeisc Na Rossan Teoranta
Slua Rua Teoranta
Snath Kilcarra Teoranta
Soilse - I.P.T. Teoranta
Soilse Beo Teoranta
Soilse Excel Teo
Soilsiú Teoranta
Solamar Bia Teoranta
Sonta Teoranta
Spreag Teoranta
Standun Gaillimh Teoranta
Suas Teoranta
Suiochain Iompu An Earagail Teoranta
Tadhg O'maoileoin Teoranta
Taipeis Gael Teoranta

Tairgi Cruthaitheach Idirnaisiunta Teoranta
Tairgthe Fhairrghe Eireann Teoranta
Tairigi Golf (Deantusaiocht) Teoranta
Táirgí Tréad-Lia
Teagmháil Cheilteach Teo
Teicneolaiocht Laser Gaillimh Teoranta
Teicneolaiocht Tastala Idirnaisiunta Teoranta
Teicneolaiocht Ui Threasai, Conamara Teoranta
Telegael Teo
Telesport (Telefis) Teoranta
Teofarma Ireland Limited
Thomas Breathnach Teoranta
Tighte Teola Adhmaid Teoranta
Tigin Teoranta
Tinteáin Mhúscraí Teo
Tionscala Gpe Teo
Tionnscal Adhmaid Acla Teoranta
Tionscail Tanailiu Teoranta
Tir Boghaine Teoranta
Tithe An Earagail Teo
Tithe Costa Teoranta
Tithe Ui Chadhla Teoranta
Tobar Ban Teoranta
Tol Teo
Tor Tionscal Caol Teoranta
Traslan Teoranta
Trasnain Iarainn Teoranta
Troscan Deartha An Daingin Teoranta
Troscan Charraig Fhinne Teoranta
Troscan Ó Dochartaigh
Tuaslagán Tuillteanais Teo
Tughaidg & Griallais Teo
Turmec Teo
Urlar Design Wood Flooring
V. R. Spidéal Teo

Appendix C – Cover letter included with postal questionnaire

Dear Manager,

I am postgraduate student taking part in a Masters in Marketing Practice in Letterkenny Institute of Technology. As part of the Masters programme I must complete a dissertation.

The title of my dissertation is 'The role of the Irish language in branding for Irish businesses'. The purpose of my research is to establish current practices in relation to the use of the Irish language in branding and how companies use Irish in marketing communications.

To complete my primary research I am conducting a survey of manufacturing and internationally traded services companies that use Irish in either their company or product name. I have enclosed a questionnaire and I would appreciate it if you would complete the questionnaire and return it to me in the stamped addressed envelope provided.

All responses will be treated in the strictest confidence and at no time in the research paper will company names be mentioned. I am funding the cost of the research myself and I would appreciate if you could help me in achieving a high response rate by returning the questionnaire at your earliest convenience.

I hope you will help me in the completion of my research. If, however, you have any questions regarding the questionnaire or any part of my study, please feel free to contact me on 086 7369926 or at kccatch@hotmail.com.

I hope you find the time to complete and return the questionnaire. A large number of responses will make for a valuable piece of research and I would greatly appreciate your help in achieving this. I will also make a copy of my research available to you on completion of my research should this be of interest to you.

I thank you in advance for taking the time to complete and return the questionnaire to me, your help is appreciated.

Yours faithfully,

_____

Karen Campbell

MSc in Marketing Practice student

Appendix D – Postal questionnaire

1. (a) Name of company _____

   (b) Job title of respondent _____

   (c) Location

North West (Donegal, Leitrim, Sligo) ☐

North East (Cavan, Louth, Meath, Monaghan) ☐

West (Galway, Mayo, Roscommon) ☐

Midlands (Laois, Offaly, Kildare Longford, Westmeath) ☐

Mid West (Clare, Limerick, North Tipperary) ☐

South West (Cork, Kerry) ☐

Dublin ☐

South East (Carlow, Kilkenny, South Tipperary, ☐
Waterford, Wexford, Wicklow)

2. What is the nature of your business? (Please tick one only)

Manufacturing (Domestic only) ☐   Manufacturing (Exporter only) ☐

Manufacturing (Domestic & Exporter) ☐   Internationally traded service ☐

None of the above ☐

(If none of the above please terminate the questionnaire and return in the envelope provided)

3. Is your company located in a Gaeltacht area?

(Please tick which applies to your company)

Yes ☐   No ☐

4. How long has your company been in business? (Please tick which applies to your company)

< 1 year ☐   1 to 5 years ☐   6 to 10 years ☐   Over 10 years ☐

5. How long has your company been using an Irish language company name or product name? (Please tick which applies to your company)

< 1 year ☐   1 to 5 years ☐   6 to 10 years ☐   Over 10 years ☐

6. (a) How many people does your company employ <u>full-time</u>?
(Please tick which applies to your company)
< 10 ☐   10 – 50 ☐   51 – 249 ☐   250 or more ☐

 6. (b) How many people does your company employ <u>part-time</u>?
 (Please tick which applies to your company)
None ☐   < 10 ☐   10 – 50 ☐   51 – 249 ☐   250 or more ☐

7. Where within your company is Irish used? (Please tick <u>all</u> that apply to your company)

Product/brand name(s) ☐   Company name ☐
Neither company nor brand name ☐
(If none please terminate the questionnaire and return in the envelope provided)

8. If you selected Irish named products/brands, please select the relevant percentage of your products/brands with an Irish language name (Please tick one box)

Up to 25% ☐   26% - 50% ☐   51% - 75% ☐   76% - 100% ☐

9. Why was an Irish language name chosen for your company/brand name?
(Please tick <u>all</u> that were relevant to your choice)

Support of the Irish language ☐   Appeal to customers ☐

Attain funding ☐   Family name ☐

Relevant to company image ☐   Competitors choice of Irish ☐
                                      company/brand name

Other (please state) ☐
_____

70

10. Please indicate the extent of your agreement or disagreement with the following statements. (Please tick one that applies for <u>each</u> statement)

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
Branding in Irish is very important within our business	☐	☐	☐	☐	☐
A strong Irish brand is necessary to succeed in business	☐	☐	☐	☐	☐
Corporate identity in Irish is important within our business	☐	☐	☐	☐	☐

11. What considerations were important to you when selecting an Irish company/brand name? (Please tick all that apply)

Easy to pronounce ☐   Translation of the English name ☐

How the name could be used ☐   The image it would portray ☐
in marketing communications   to our customers

The information it would give ☐   Other (please state) ☐
customers about the
company/brand
_____

12. Please indicate your agreement or disagreement in relation to <u>each</u> statement about Irish language brand names by ticking the relevant box for <u>each</u> individual statement. (Please answer this question even if you do not have an Irish language brand)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
A strong Irish language brand increases our sales volume	☐	☐	☐	☐	☐
Irish language branding offers us a competitive advantage	☐	☐	☐	☐	☐
Irish language branding allows us to charge a premium price	☐	☐	☐	☐	☐
Irish language brands increase the degree of customer awareness	☐	☐	☐	☐	☐
Irish language branding increases customer loyalty	☐	☐	☐	☐	☐
A strong Irish brand increases the acceptance of brand extensions	☐	☐	☐	☐	☐

13. Please indicate your agreement or disagreement in relation to <u>each</u> statement about Irish language company names by ticking the relevant box for <u>each</u> individual statement. (Please answer this question even if you do not have an Irish language company name)

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
An Irish language company name increases our sales volume	☐	☐	☐	☐	☐
An Irish language company name offers us competitive advantage	☐	☐	☐	☐	☐
An Irish language company name increases the degree of customer awareness	☐	☐	☐	☐	☐
An Irish language company name increases customer loyalty	☐	☐	☐	☐	☐
An Irish language company name allows us to charge a premium price	☐	☐	☐	☐	☐

14. If your business has ever received funding towards the use of the Irish language please indicate from which agency the funding was received? (Please tick all that apply)

Údarás na Gaeltachta ☐   Local County Enterprise Board   ☐

Gaillimh le Gaeilge ☐   Foras na Gaeilge   ☐

Enterprise Ireland ☐   Other (Please name) _____ ☐

15. "The availability of funding influenced our choice of an Irish language company name or product/brand name." Please indicate your opinion in relation to the above statement. (Please tick the relevant box on the scale below)

Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
☐	☐	☐	☐	☐

16. Please indicate your agreement or disagreement in relation to <u>each</u> statement by ticking the relevant box for <u>each</u> individual statement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Using Irish can alienate customers who do not understand the language	☐	☐	☐	☐	☐
It is more difficult to enter a foreign market with an Irish language company/brand name	☐	☐	☐	☐	☐
Irish is not often used by Irish customers	☐	☐	☐	☐	☐
English language company/brand names are more accepted by international customers	☐	☐	☐	☐	☐

17. Are there any other limitations, if any, that you associate with using an Irish language company/brand name? Please write this in the box provided.

18. Which of the following promotional tools used in the last 12 months? (Please tick all that apply)

19. For each promotional tool you used in the last 12 months please indicate which language was used. (Please tick the relevant box for each promotional tool you used)

	Irish	English	Both Irish & English
Television Advertising ☐	☐	☐	☐
Radio Advertising ☐	☐	☐	☐
Print Advertising ☐	☐	☐	☐
Direct Mail ☐	☐	☐	☐
Website ☐	☐	☐	☐
Sales promotions ☐	☐	☐	☐
Brochures ☐	☐	☐	☐
Outdoor Billboards ☐	☐	☐	☐
Other (please name) ☐	☐	☐	☐

_____

75

20. Please indicate the extent of your agreement or disagreement with each of the following statements by ticking the relevant box for each individual statement.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Using Irish increases the effectiveness of our marketing communications	☐	☐	☐	☐	☐
It is easy to run a full marketing communications campaign in Irish	☐	☐	☐	☐	☐
Irish and international customers can be confused by Irish language wording	☐	☐	☐	☐	☐
Using Irish helps to build relationships with customers	☐	☐	☐	☐	☐
Irish customer's value companies that use the Irish language	☐	☐	☐	☐	☐
International customers value Irish companies that use their national language	☐	☐	☐	☐	☐
Customers do not care if Irish is used	☐	☐	☐	☐	☐

Appendix E – Theme sheets

Theme Sheet - Companies

Reason for selection of company name
- Funding
- Use of language
- Image

Trading locations

Receipt of funding
- What funding was given for
- How often funding has been received

Considerations in name selection

Corporate and brand identity – importance of these

Benefits of branding
- Price
- Sales
- Awareness
- Loyalty
- Competitive advantage
- Extensions
- Other

Limitations of branding
- Alienate
- Foreign markets
- Use of Irish
- Acceptance of Irish/English names

- Other

Marketing Communications
- Promotional tools
- Usage of Irish
- Extent of use
- Effectiveness of Irish
- Ease of use of Irish

Customers
- Views of Irish customers
- Views of international customers
- Building relationships

Irish language in business, views for the future

Funding agency support
- What is done
- What should be done

Theme sheet – Expert

Assistance offered

Types of companies

Irish in business

Benefits
- Awareness
- Loyalty
- Advantage
- Sales
- Extensions
- Price
- Other

Limitations
- Alienate
- Confusion with words
- Other

Foreign markets
- Use of Irish in international markets
- Benefits
- Limitations

Views of customers
- Irish customers
- International

Future of Irish in business

Appendix F – List of companies involved in depth interviews

Bácús Uí Bhaoill Teoranta

Fáisc Miotail Éireann Teoranta

Milseoga & Bacus Uí Dhonnach

Oileann Glas Teoranta

Traslán Teoranta

Clódóirí Lurgan Teoranta

Rí na Mara

Gearóid Trimble – Fóras na Gaeilge

Appendix G – Summary of transcripts of depth interviews by theme

Current practices in the use of Irish

Why use an Irish language company/brand name?

The reason we chose an Irish language name is because we wanted to, I wanted our company name to reflect that we were Irish. The other influencing factor would have been that in order for us to get a Gaeltacht grant which would be practically the only grant that would be available to us at the time we had to use Irish anyway. That would have been a big factor but it wouldn't have been the biggest. – Company A

I suppose you have an inner satisfaction to a degree that at least, I love the way it looks I love the form of the words and I love hearing the name in Irish. That's who we've come from and that is who we are. You would want be showing and be seen to be Irish. – Company A

Initially the business was started off for Irish speakers, it was a service for the Irish speaking community and it wasn't at that time aimed at the big businesses like it is becoming now. At the beginning it was different to what the company is involved in now so using Irish was more important then. – Company B

We would have got funding a while back to buy new machinery a result of using the language but apart from that there was no other finance coming towards the Irish language. – Company B

They way they (the original founders) would have originally looked at the business would have been quite different to now, that time they would have been surviving on business from the Irish language with the type of work they were doing and possibly grant aid but nowadays we have to be professional and you have to give the customer the service they are looking for. - Company B

From the beginning we felt that the Irish language branding would be central to our business. We wanted to carve out a niche as a unique Irish brand also we are based in the Gaeltacht hence we felt that an Irish name would promote the Irish language and as I said promote our brand as a unique Irish product. – Company C

We felt very passionate about the language it was important to us in the initial stages and now that we promote the company as an Irish language company. We're in the Gaeltacht and very proud to have an Irish name so the funding available didn't really have any relevance to our choice of name. – Company C

An Irish language name was chosen because of the type of business we are in and it was relevant that we would use Irish in our name. Given our main interest we felt that an Irish name would be most suitable for our image and marketing purposes and so on. - Company D

Funding was never an issue in the choice of our name and we haven't received any funding towards the use of Irish so it was more to do with the kind of business we are and how it fitted in with that. We have received funding for the business but the name of the company and the language it was in had no relevance at all to that so it was never a consideration. – Company D

The name is a word play and it is kind of made up of a lot of different things. It's a real play on words and it seemed to fit in well with the kind of business we are. Our Irish name fitted in well also with the customers we would be dealing with as we deal with a lot of customers using Irish an Irish name was important to us. – Company D

I think growing up in the Gaeltacht had an influence on the choice of name and most of our market is exporting and it's big advantage to hold on to the native end of things and that gives us a little edge because of the nature of our product. It's a good marketing tool for us to have as well. - Company E

To us using the Irish language is really selling a story and in that way it creates a bit of interest and then it means something to the people. A lot of people ask us what the

name means and it gets the ball rolling with them and they identify with the company then. – Company E

Using Irish wasn't really important to us in that sense to get funding; it was more because we wanted to have an Irish name. We did get funding but there are lots of groups out there who help businesses we didn't pick the name just to get funding. We could have got help somewhere else if we had used an English name. – Company E

We set up the business and from day one we have used Irish. It was important to me to use Irish, I suppose because of the location and that I grew up with the language. I wanted Irish to be part of the company. I have a love for the language I suppose and I wanted this to be part of my business and I don't know maybe hope that other people would like the fact that we use Irish. We did get funding but this had no influence on our Irish name we would have gone ahead and used Irish one way or the other. – Company F

We picked an English name that would be relevant to customers and that would mean something to them, something that would make a connection to the type of business we are in. Our reason for an Irish name, well I think if I'm being honest it had a lot to do with the fact that we could get funding. It helped us a lot when we were starting up and that was important. It would be nice to be able to say we were doing it because we want to use Irish but it was mainly to do with the funding we could get. That made a big difference. – Company G

It would be great to say we would do business using our Irish name but it just isn't possible and if you want the business to succeed and grow you can't put limitations like that on it. I don't think many people use Irish and it just isn't relevant in the markets we deal in. – Company G

The importance of corporate and brand identity in Irish

We use Irish on a large percentage of our brands and also we have another little subsidiary company which has an Irish name and we didn't have to do that but we did that voluntarily. Having the company name in Irish was very important to us because of our views on the Irish language. It's important for all of us. I am only one of the directors but I would think for most of us it would be very high on the agenda. It's nice to see your identity as Irish and I wish we were able to use it more but until we do something about it as a nation….. – Company A

The name of the company doesn't mean anything to people so at the moment even we are looking at changing the company name and give it a different trading name. We have already registered a new name for it which would be in English. – Company B

The choice of an Irish name was our own personal preference rather than any motivation of funding and we insisted on it even against advice from marketing companies and there were some people who tried to persuade us not to go with it because our brand is a global brand, we travel to various different countries all over the world and some people felt that it would be a disadvantage to us having an Irish name but we were absolutely certain that that was the name we wanted. We chose it ourselves and we insisted on an Irish name. – Company C

Well it [branding in Irish] has helped because people will read it and know automatically that this is an Irish brand that it's made in Ireland, they don't have to go and check to see where it's made. If they lifted it up in a shop in America, they don't have to search and go and find where it says made in Ireland because the automatically recognise that it is an Irish name and that it is an Irish product. I just feel that it is very positive having the brand name in Irish and maybe it stands out a little bit more. – Company C

Having an Irish corporate identity in that sense was important because of the kind of business we are. We haven't asked people from that point of view if the name means a lot to them but as an Irish user myself it would certainly make me sit up and take notice of an Irish language company or brand and maybe we are getting the benefit of that. – Company D

A lot of our products are branded under a different name that is more easy for foreign customers to understand, we still use the company name in Irish but we use a brand name that would make more sense to customers. – Company E

It makes customers curious about who you are and what you do and what you sell. This happens in non-Gaeltacht areas too. I think the name makes us a bit more interesting to people, we're not maybe as forgettable as some of the other competitors out there. So I think that's a good thing for us and I suppose a benefit to using Irish.
- Company F

Having our name in Irish isn't important to us in any way I don't think because we don't use it that often to be honest. We don't have any brands in Irish either because it just wouldn't make any sense to us or to our customers. It's not a big thing for us to have an Irish name so we don't use when we deal with customers and I don't think it makes any difference to them. – Company G

The benefits associated with using the Irish language

Honestly there are very few benefits, I don't know of you could quantify that. I don't know do people use us because we are Irish, I don't think people do. I think people use you because they want your stuff and they don't buy the stuff off you anymore because of who you are or because of what your name is. I would think that's completely gone in Ireland now. I find that across the board for a long time now. There is no loyalty really. – Company A

I don't agree with that [being able to charge a premium price]. Maybe in England in that if were Irish and was walking in to buy a product and it was Kerrygold or something like that, I think that might influence me. Living in a place and knowing it, it's harder actually to deal here than in England where you might get a premium price for your products because of who you are and the company name that you use. I think if we did start trading in England and there were a lot which there are, a huge amount of Irish people in England then yes I think then it might influence it more [being able to charge a premium price] if the brand were in Irish. – Company A

We only trade in our own region so we are very local and I think people are kind of delighted we do it [trade in Irish] but I don't think it help us one bit. I don't think it has any impact in terms of increasing sales volumes. I think it's down to if you have what they want and they have the money to buy it they'll buy it and that's it and I honestly feel that that's the way it is. – Company A

The main benefit to us is that we can provide the service to the fanatics as we call them or the people that would prefer to deal with us in Irish, so that in itself is a benefit. There aren't many great benefits to be honest with you but at the same time it's of benefit to be able to deal with people in their own language. Their would be more benefits on a local basis more so than country wide. – Company B

It does [increase customer loyalty and awareness] but more so on a smaller scale, we're going back to the same customers time after time again those customers that are kind of fanatics about the use of Irish it means something to them but the rest of the customers it doesn't mean anything to them. You would definitely get loyalty but again only from a small amount of customers, some of them customers are with the company since the beginning. – Company B

There was a time probably that you could have got an advantage from using Irish in your business but not nowadays every job you do now has to be turned around so quick and pricewise it's so competitive so that's what people are looking for really, a good product and a good turnaround time and value for money. – Company B

Also the customers in Ireland were very very happy and with us deciding to have an Irish name to promote the language and that is within the Irish speaking communities in the Gaeltacht and English speaking people as well, they were very supportive to us. I have found that in America as well that there is a lot more positive feedback because we have chosen an Irish language name than negative. – Company C

All positive really [benefits], as I've mentioned the customer goodwill, people appreciate the effort that as an Irish company that we are promoting the Irish language it is a high quality Irish product and I feel that customers will come back to us, they are very happy that they know they are buying an Irish product. Even the distributors,

it is easier to distribute our product when using the Irish language and it's easier for then to promote it. – Company C

I would see that there is a positive impact on the sales. We have sponsored programmes on TG4 and feedback from that was very positive and we could see the sales there. Sometimes it can be hard to judge your sales by advertising but once we sponsored different programmes we could see that or sales did rise and I felt that it did promote the brand and it was positive towards the Irish language. – Company C

I think that as Irish people we do want to support Irish products and Irish companies and maybe because ours in an obvious Irish company because of the Irish name most people would see the Irish name and they would maybe have a preference towards it, to purchase it rather than other products made elsewhere. I don't think our sales are only restricted to the Gaeltacht areas. I wouldn't say that our sales are any larger in Gaeltacht areas where you would have Irish speakers and in the English speaking counties in Ireland in general people do prefer to buy an obviously Irish product. Our product is niche product, it's a luxury unique Irish product and I think that the Irish brand name suggests that and gives us some advantages in pricing. – Company C

We haven't done research on the benefits the name offers us as such but we do know that people tend to remember the name, they might misspell it or whatever which in no big deal but I think it's handier to have it but I think it's better to have that rather than a very bland generic name that would be just too interchangeable and we found that people are quite happy to use it when they are talking to us. I would say yes it does have an advantage to a certain extent throughout our existing customers. The fact the we are specialising in a business where Irish is relevant I think an Irish name might give us a bit extra in that people associate us with Irish that it may be positive in that respect. – Company D

I think the service has to be good and I don't think the name helps you in that respect to charge a premium price. I think it comes down to the service you provide and I think you just have to establish the relationship with the customer and get them used to the service you offer. So the brand name doesn't help us to that extent. We have to

prove ourselves with that customer or through word of mouth and this then can dictate price but not the use of an Irish brand name or company name. – Company D

I don't think it gives us any kind of competitive advantage in that sense but more so for the story and the old tradition more so than an actual edge to selling the product. It doesn't help us to sell more products but it just helps to show that we a re loyal to the language. A lot of countries we deal with have minority languages and they like that we use Irish because they have their own language too and I think they find it nice that we hold on to the language even though English is the language more predominantly spoken. Within Ireland I don't think the Irish name has given us any advantage in sales at all that we wouldn't have got if our name had been in English. – Company E

There's no big advantage in pricing because there are so many additional costs and you have to be competitive. I suppose there would be advantages in the premium product types but that would be all, mostly you have to be competitive and that would be the main thing. I don't think Irish is any advantage in Ireland really maybe it is for some products but I don't think it's any extra of a benefit. The only advantage we find with using Irish is that people associate it more with rural areas than with cities and this suits our kind of product in that sense. – Company E

So I suppose I think that the customers must be happy enough with what we offer if they keep coming back to us. I think maybe using Irish can encourage loyalty from some customers. There are people out there who really value the language and maybe this does help us to a certain extent but I've never done any research in to this to find out more. I think Irish gives us a distinctive image and we stand out for the customer. We're different and that is a good thing, I think. If you are not passionate yourself about the language then you won't succeed. – Company F

There's no big advantage in terms of price because you have to compete with other big brands out there and the main thing is you need to be competitive. People will buy what you have because they like the product, I think they can be loyal because you use Irish but it's not going to make them pay more when there are big companies out there charging less and they're still big brands. I don't think customers would be that

loyal not in the way things are today, it all comes down to value for money and that is a big thing with people. So I don't think just because you use Irish means you can charge more, you wouldn't be able to do that. – Company F

Well I don't think there are any [benefits]. It certainly doesn't mean we can charge our customers more. For customers the most important thing is being able to show that we can be competitive and provide a good quality service, that's the main thing that matters to them as I said using Irish makes no difference whatsoever to them. You can't charge a premium price just because of the language to use; it doesn't work like that, well definitely not in the kind of markets we operate in. – Company G

I don't think it helps us in any way with that [loyalty, awareness and competitive advantage]. People don't use us because we use Irish; they use us because of what we can do for them. There's no advantage to it because the only advantage in business comes from being able to give customers good prices and a good service. It's more about what you can give them than about the language you use. We use our English name when we deal with customers because this is what they recognise and it makes more sense for us to do that. I think our English name can create more awareness than our Irish name ever would. – Company G

The limitations associated with using the Irish language

It's very limiting in that if you say the Irish name no one wants to know that because they don't understand it. We use the English language name when dealing with suppliers. With the Irish name you have to start spelling it out word for word and nobody can understand the Irish name and then when it comes to invoicing I'll fax through what you have to use. It has limitations in that way. This has never shown in an Irish language study, you would never get the negative which isn't fair in a way and for me that's the reality. – Company A

We have employed someone in marketing and he's compiling a report for us solely based on the company name. We would be one of the biggest companies in our area but sadly a lot of the people outside the Gaeltacht have never heard of us and when the people were asked did they hear about us they asked what we do and they were

confused about what the name meant. They didn't understand the title of the company. – Company B

We're trying to expand the business, we have to increase our sales and now with the competitive market out there we have to invest in better machinery, everything nowadays has to be automatic and to justify that we have to increase our sales and the only way we can do that is to expand our sales outside the Gaeltacht area. And that's part of the reason for changing the trading name. As I said we employed someone to compile a report for us on the company name and this was a thing he came up with on the company name that we change it in order to get more business from the likes of the big companies that are not in the Gaeltacht. – Company B

I don't see any difficulty with using Irish as I say we haven't had any difficulties. I would encourage any company to use the Irish language as best they can and to promote it in their literature or to have bilingual brochures or packaging or use it whatever way they can because the benefit is only positive I have seen no negative effects because of it. – Company C

I have had no negative response at all, only at that initial stage when people tried to persuade us not to and which I think they were wrong only we insisted and insisted. They were just so insistent and it was a marketing company and they said to us you definitely can't have an Irish name, it won't work. I'm just so glad that we didn't listen that we insisted because we could have waivered but if you feel passionate enough yourself you have to go with your gut instinct. We have never had any regrets and never questioned it at all and that's why we are looking at adding more Irish to the packaging because I think it has been really beneficial. – Company C

I don't think there are any issues with customers not understanding what we do, I mean we are generally approached by customers who are looking for our services or we approach them so they know what we do and the use of an Irish name has no bearing on that so it's not important for us to be branded with a simplified name. The market we deal in is reasonably specialised so we're just going in as a company that happens to have that name we're not using the name to get the foot in the door as it were. – Company D

Companies have to look at their market; I suppose it depends on where that market is. I think if you are dealing abroad establishing a bilingual identity is important and would be valuable abroad. I think here in Ireland it depends on what you are trying to sell and who you are trying to sell it to. I don't think there are any limitations. I think if you are producing a large amount of printed material there may be limitations in that sense in relation to cost but now there is an awful lot of electronic material be it CD or web based and there are no limitations in terms of that. There is a cost element in terms of producing it bilingually but that would be all. – Company D

I don't think there's any real disadvantage to using Irish. I don't think using Irish makes it any more difficult but there's probably not a lot of advantages in that way either. – Company E

I don't think there are any limitations. You take the good with the bad and some customers might not understand what you do but a lot do. I suppose Irish can confuse people but sure everyone here had Irish at school so they might not be able to read it perfectly but they get the general idea and that's enough for most people. Like I said I think it'll only be a problem if you let. If you just get on with it then you can handle any problems there might be. So long as what you're selling is good that's the main thing. – Company F

You need to have the passion and the determination to use Irish even though their might be limitations and if it alienates some customers then it does but this won't happen just because you use Irish. Maybe it would if you traded in a foreign market but people generally know that it's Irish and they may not understand it but they don't have to understand it to appreciate the product and enjoy it. – Company F

In terms of limitations, I think there are plenty because like I said you can't deal in language people don't understand it's not going to benefit you in any way and it can only cause confusion. I think you could lose customers, well not lose customers but fail to attract them if they don't understand what your business is all about and what it is you do. I think because English is a common trading language for us it makes more sense to use that and it's better for dealing with customers. – Company G

There are definitely people out there who strongly support the language and companies using Irish would appeal to them but again like I said I think it depend on the kind of company and what you are selling. I think on the whole though most people aren't bothered about whether Irish is used or not and I don't think it would have to mush of an influence on the majority of people. I think in the current economic climate it all boils down to the price, how competitive you are, and the quality of your product and what you can offer the customer. – Company G

The use of Irish in international markets

I don't think they [international customers] would avoid Irish brands but obviously I think it's imperative that you would speak in English to them. English is like a marketing language really because everybody learns English. If anyone has a second language then it is nearly always English. – Company A

You are not going to be at a disadvantage in any sense [operating in a foreign market using Irish]. That's what's wrong with the language, that's what's wrong with the way it is being taught. You have to remember what you are using the language for; you are using it to communicate. That to me is the problem in Ireland, we are taught Irish but we are not taught to communicate in it. You can't even use dia dhuit or go raibh maith agat because it means nothing to foreigners. I think the way we are taught it is completely incorrect, we are taught from a grammatical point of view but you don not need to read it and you do not need to write it to communicate. – Company A

Regarding bringing the company to other countries no one has any problems. They attempt to pronounce the name and it is easy to say and easy to read. There was a number of elements involved in picking the name. We wanted something that could roll off the tongue easy so that people could say it even if they had no Irish. I don't think it's difficult, I mean any of the difficulties can be overcome. I suppose it depends on your business and I think you do have to have bilingual brochures and you do have to have Irish and English but I don't think it's any disadvantage. I think it's

more of a positive thing to promote your company and to be proud that you are using Irish and that you have chosen to have an Irish brand name. - Company C

In international markets I feel that a lot of people are drawn to the product and are full of encouragement particularly in America because they like to see the use of the Irish language, and they want to support an Irish company that uses the language. In America for us in particular the use of the Irish name conjures up particular images to customers there, I suppose it was very green and the old Ireland even though that's not the image we would be thinking of ourselves as a modern company but it has helped us in that they saw it as the old Ireland as a result of using the Irish name. It could be to do with your product or how you're selling it. – Company C

We don't see any difficulties with the name if we tried to move in to foreign markets as it is an easy enough name to read and we don't see that there are any limitations with an Irish name. Our name wouldn't cause any major problems in the international markets, there's nothing really in our name that would cause any real problems. It's not as complicated as some of the Irish words out there. Our name is easy and straightforward and doesn't cause us any problems in going in to foreign markets but we don't approach customers with just the brand name. We give them more than that and let them know what we do. We don't just rely on the name. – Company D

Generally our name hasn't caused us any problems abroad in terms of acceptability. We were aware of the problem surrounding confusion in foreign names and this played a part in our choice of name because we wanted something that would be easy to pronounce and not cause any confusion with meanings in other countries as has happened to other companies. – Company D

For us dealing in a foreign market it's not so bad because we chose a name that could be abbreviated so we vary the use of the Irish language depending on the market we are dealing with. I think there can be some confusion with the name in international markets but most people ask how is the name pronounced and what the background to the name and for us it can break the ice with a lot of customers in the first meeting and it makes things easier in that sense. I suppose it makes us different in that sense and they always remember the name then. – Company F

For us entering into foreign markets the Irish would only be more of a hindrance to us because as I said people just don't understand it. The language isn't widely known and could cause more problems in my opinion. Problems in terms of losing out on future business because when potential customers maybe do a web search or something like that, they don't find your company because of the Irish name. – Company G

The use of Irish in marketing communications

In our advertising we would use some Irish and on our vans we have it bilingual. I know bilingualism is not optimum but it definitely seems, for me it would be the way forward. I understand how difficult it is for a language to survive because I've taken so many Irish courses myself and I've done a diploma in Irish and I understand from a language if it's not used but I honestly feel that the only way we have forward is really bilingualism because I would say 90 percent of our people have only English. – Company A

Nearly all of the team here are Irish speakers and it's not a challenge for us to do business in Irish and we love to do business through our own language but sadly the problem we have is that there isn't enough business out there to justify doing business solely in Irish. As I said apart from a small number all of our team have Irish and it comes naturally to do our business through Irish and any opportunity we get we prefer to be using Irish. Every day on the floor we speak Irish to each other and on the phone or in e-mail most of our correspondence would be in Irish again unless the customer doesn't have any Irish. Every thing to date [promotional tools] would have been in Irish and we would have had a few bilingual publicity posters and things like that but mainly Irish. – Company B

I don't think it is [effective in marketing communications], no and that's the reason we have to change our company name, it didn't work up to now as I said we can hold on to the customers we have no problem but if we are to expand and get new customers then we have to change the way we work really and to win more business from new customers outside the Gaeltacht. Using Irish is effective definitely but it's

not enough. It's great to be able to work through your own language and there is a demand for it to a certain extent but if you want to run a company successfully you have to expand and look outside the Irish speaking region. There's only a small minority that would appreciate the use of Irish. – Company B

We've only had positive feedback and in the future we would hope to add more Irish to our packaging, at the moment we are looking at having it completely bilingual. At the moment we have only a small amount of Irish on the actual boxes and we are now looking at having two sides as Gaeilge and two sides in English because we feel that it is just such a huge benefit to us and to our sales and to our company and to the brand. – Company C

Also one other point that has been beneficial for us as well, that has helped us in a way is that we have received a lot of awards and I think because we had the Irish brand name it helped us with those awards. We have won marketing awards and because we have been up against big companies with massive marketing budgets and we have competed successfully against them and I feel that the Irish has helped us, our branding as Gaeilge has helped us there to challenge these large companies who as I say have massive marketing budgets that we can only dream about. – Company C

We try to mostly have our marketing bilingual, if it's in any of the Irish speaking newspapers then we would have our adverts in only Irish but in the English newspapers or magazines we would have maybe only the cupla focal or have it totally bilingual because you can't alienate someone who doesn't have Irish but in this way you can still help them learn some Irish or help to promote the Irish but you would have to have things bilingual. It does, it definitely does help the whole marketing image of the product as I say it just shows we are an Irish brand and using Irish is very positive for our product and for our sales. Our distributor in Australia has some Irish on their website and they have received very positive feedback from this and from the use of Irish at trade shows. I think a lot of it is down to your advertising and your image and maybe the type of product you are selling could have something to do with it too. I think it also depends on how enthusiastic you are yourself about the use of the language. – Company C

Our promotional tools are dual language. We use bilingual brochures business cards and or other tools. We have one brochure we use and we don't differentiate the type of brochure we use for different countries as long as they can get the information in English they don't mind if Irish is on the brochure even if it has no relevance to them. If someone is looking for a company offering our kind of service and given the specialist nature of it, I suppose that if we show that we can produce good quality bilingual promotional tools then I suppose it can be of an advantage to us in that sense and can increase the effectiveness of our marketing tools because we use Irish on the brochures and business cards and so on. – Company D

To run a full marketing campaign in Irish I don't think it's possible because not everyone can speak Irish so I think it's important to use both English and Irish. I think it's important to know what is globally accepted and there are certain Irish word structures that aren't easy for people too understand and consideration has to be given to this. We took a conscious decision when we were starting out to use Irish and it was a question of principle to have everything bilingual. I suppose there is a problem in the sense of space and trying to have everything bilingual. – Company D

In our promotions it's just the company name that we use in Irish. I don't think any Irish text in our marketing would be of any advantage to us because a lot of people wouldn't understand it to appreciate it and I think that's where the language falls down because the amount of people that we supply literature to that would understand it would be very minimal. We find that it wouldn't be cost effective to print literature for a small percentage of people and as well as that our sales people don't have a lot of Irish and I think if the end customer expected to be able to communicate in Irish and then we couldn't help them with that then it could do more damage than good. – Company E

I think maybe if more emphasis had been put on the marketing of it maybe in the literature. I think if people get brochures and two pages are in English and two in Irish then people will only read the English pages. Maybe if there were Irish words incorporated into paragraphs and trying to educate the customer I think it could be more of an advantage that way rather than actual whole paragraphs itself. – Company E

We use Irish only in marketing communications, if we put an ad in the paper it is in Irish only. I think that's what we pride ourselves on and this is how we do business. Plenty of people understand Irish, they don't have to get every single word but the fact that it is there will hopefully encourage more people to use it and maybe even try it out a wee bit. – Company F

We don't use Irish in our marketing communications so I can't say that it helps but I can't see how it would because like I said you need to use a common language. The point is you want to make it easy for customers to find you, to know what you do and to know what your business is about so for us using Irish wouldn't help us in that way. Maybe it depends on the type of product you are selling and who your end customers are because I'm sure that Irish can benefit some types of businesses but just not ours. I suppose it's about appealing to the market and the customers you want to attract, that [using Irish] would work for some companies. – Company G

We use English in dealing with customers and I can't see us changing this because it fits with the business we are and the customers we target. It's a language we can communicate in and it makes sense for us to have all of our promotional stuff in English, people just wouldn't understand it in Irish and then the cost of getting everything printed bilingually would just be too much and with no benefit. People are just going to read the English piece any because the Irish bit wouldn't make any sense to them. – Company G

The Irish language and funding agencies

The funding available would have been big back then when we were setting up; it would have been up to 50 percent, so it would have been huge then. It was harder to get money in those days than it is now. It [the funding] was important, it would be pointless to say that it wasn't important, of course it was but then that was back 30 years ago, so I couldn't really say 100 percent what I felt then. I would think if push came to shove and they came to us and said you'll get the grant if you put the name in

English or bilingual I don't know or if someone said to me no you won't get the grant unless you put it Irish I don't know what I'd have felt or what I'd have said. It was important for us to have our name in Irish and to have the identity. – Company A

The support from funding agencies was better where they used to come into the companies to hep you do a bit of marketing or whatever but I don't know where that's gone now or what happened to that. Their emphasis seems to be on different things. – Company A

The capital grant that is offered, you would be entitled to the same kind of thing from Enterprise Ireland or whoever but to us we didn't see any advantage financially to be doing our business through Irish. – Company B
The funding agencies offer good support and good advice services and the likes of the awards the support has been very beneficial to companies using Irish. – Company C

We've never had dealings with these agencies in terms of funding so the use of the Irish name hasn't been an issue in that sense. We haven't sought funding for our own business. I think there is a level of funding out there and a level of support but we've never made use of it so I can't really comment. – Company D

Using Irish wasn't really important to us in that sense to get funding; it was more because we wanted to have an Irish name. We did get funding but there are lots of groups out there who help businesses we didn't pick the name just to get funding. We could have got help somewhere else if we had used an English name. – Company E

I don't think the funding agencies support companies enough. I think they put too much emphasis on having to have full pages in their literature in Irish and I don't think that's the way to go I think it's better to educate the customer. I think if there was more emphasis on helping companies trying to promote certain sections of the company in Irish it would help more. And over tine then more could be built in to it but for us to go out and produce a brochure in English and in Irish the brochure in Irish would not be used. If companies can pick out key points and translate them into Irish and try to market them using that then I think there can be advantages to using Irish then but to have everything bilingual, I don't think it would work. – Company E

Funding was definitely important and had a big influence on our using an Irish name. I suppose we had a good business idea and if it came down to it we could have gone somewhere else to get support without having to use Irish but it was handy for us and worked out well. The funding did obviously help a lot but like I said we could have got it from somewhere else, it's just the way we decided to go I suppose. – Company G

The financial support [from funding agencies] is good but I think there's a limit to where Irish can be used in certain types of business and ours just isn't a business that would benefit from it. We can have the Irish name on promotional stuff but we have to have the English one too because this is what customers recognise. I think it's too much to ask companies to have things done bilingually, in most cases it makes no sense. Maybe having small pieces of Irish throughout your printed material but not all bilingual. The funding agencies who are supposed to promote the use of Irish should understand that it's not always that easy and you have to remember that getting the customer is the most important thing and Irish can't always help with this. – Company G

Expert A

Funding Agencies

We're not a region specific funding agency and we offer assistance to any type of company as long as they are a bona fide business. It's very much directed towards commercial businesses. We offer funding and assistance in marketing to companies to help them promote the use of the Irish language.

Údarás na Gaeltachta now are placing a greater emphasis on the Irish language and the whole ethos has changed and become more language based because they have recognised the Irish language as a selling point. From our point of view as an agency offering assistance to companies when were are talking to businesses about using Irish it's all about trying to change attitudes towards Irish. Some people view it as

something that was drummed into them at school and they still can't speak it, so there is s a baggage element with it. Some people particularly outside the Gaeltacht may have a dim view of the language outside the roll of the classroom.

The Irish language today

42 percent of the population claim to have an ability in the Irish language, they mightn't speak it every day, they mightn't read it every day or write it every day but the important aspect from a business point of view is not the degree of literacy, it's how people and when I say people I mean potential customers perceive the language and their personal relationship with it. If we're talking about 42 percent of the population, that's about 1.8 million that feel they have a personal link with the language and 1.8 million potential customers. So from a business point of view how can companies capitalise on that? This is where we have seen a big change with more companies incorporating Irish into their companies in many different ways.

The benefits of using the Irish language

The Irish language offers companies a few things and offers different things to different sectors. From a general point of view it offers businesses a unique selling point, it's a differentiation point. It makes any company or brand name stand out above the rest. We are living in very much a monolingual society and have been for many many years either Irish or English, there was never this idea of bilingualism but we can see this coming through now and we can see government support increasing. In 2003 we had the official languages act and in 2006 the government brought out its policy statement to create a bilingual society in Ireland by 2026 and now the Irish language is recognised as official working language within the European Union. This is gathering and coming from a high level now and will eventually filter down in to all aspects of society.

I think the use of Irish can encourage loyalty in customers as I mentioned before research has shown that customers want to see Irish used and companies that currently

do this can gain the benefits in terms of this and I think Irish can increase customers' loyalty and because it's such a differentiator it can increase awareness.

We can see that the younger generation are becoming more reconnected with the Irish language now as opposed to previous generations who have seen it as the whole Peig and education thing. A number of authors lately have written about the link between our rise in prosperity and the growing interest in the Irish language and these weren't Irish language enthusiasts, these were economists who were writing from a different point of view. They didn't even have the ability to speak Irish but could see a financial or at least an indirect financial link in to how the Irish language could be used and adopted.

All companies need something to help them stand out in today's market, there's a huge pool of competition out there. So it's important to have a point of differentiation. Thankfully people are now recognising that there is a value to the Irish language from a business point of view and they are beginning to capitalise on it and take advantage of it and people are proud to say that we are proud to be making money from the use of the Irish language.

There is definitely an economic benefit to using Irish whether it's indirectly or directly and this has been happening and has been seen over the last few years. If the Celtic Tiger hadn't come along this might not have happened, I think this brought on a huge degree of focus on the fact that we are Irish and proud to be Irish and linked back to the nostalgia of the language. There has been a big change to the views people have in the language and he whole way we view the language is changing and this is going to mean huge possibilities for companies using Irish and increasing their use of the language.

The limitations of using the Irish language

There are no limitations with using Irish abroad and there are companies that are already doing this and doing it very successfully. The main thing is to establish a bilingual society rather than have it Irish versus English. The more people who are

returning to Ireland after having lived abroad are bringing more Irish use back with them as they've kept it alive whilst living away and now want to use it more at home.

We did a series of industry interviews and the possibility of alienating people came up with one of the managers and there were concerns that using the Irish language could create further barriers. I think if you look out there in the market there are a lot of brand names in use that aren't of English origin and they are highly successful. I think there's always going to be problems if you want problems to be there but if you look at the likes of Rí Na Mara they have been very successful and I think they would say using Irish has been more of a help than a hindrance in dealing with international markets. It's been a real point of interest for potential customers for them.

The Irish language in business

In relation to business and the language, it's not about trying to get everyone to speak Irish. Simply that is not going to be possible at this stage. The main emphasis on the work we are trying to do at the minute is about the passive use of the Irish language, the non-threatening form of use and that is all about the visual use of Irish and that comes back to our two main schemes we offer companies. It's about signage because that doesn't question a persons ability in Irish, they'll see the signs in English and Irish and they'll relate to it on a personal level and they're not made to feel like they are back in the classroom environment and they aren't worried then about tripping up with their use of Irish. This is a big fear for people. Saying that research has shown lately there is an increases in interest in Irish and that translates as the potential customer base for companies and that's a huge interested direct marketing target audience of almost two million people. Product developers when it comes to branding and packaging and marketing can actually tie Irish in to get their message across to rise above this whole sea of huge competitiveness.

It's important to try and bring Irish in to the mainstream and we are doing that with large companies like Tesco and Homebase and the likes of these companies see the value in the Irish language even before the indigenous companies do. They have the experience in dealing in other market and plus they are very conscience about coming

in to Ireland as an outside multinational and they can use Irish as a link to the customers.

I think in some ways you do need a carrot as it were to encourage people to use Irish more often in business and give them some kind of incentive and in a roundabout way that is what is happening in Ireland at the minute, you have the official languages act is legislation so for state sponsored commercial businesses like An Post and Bus Éireann they are obliged to provide bilingual services. So from the private businesses sector this is where we are actually hoping to develop it, that they will actually see the value in using Irish as a marketing tool.

If you look at the likes of Microsoft who created an Irish language user interface, they weren't going to make any more money out of that, it was made available as a download from their website. You have to ask then why did they do it? Vodafone are exactly the same in service and the added value and what would make them stand out. The one thing behind that was Corporate Social Responsibility, they were conscious of being the big boys as it were and not being in touch with the Irish customer so they chose to offer something back. They used Irish as a goodwill gesture, it was good public relations. Then it'll filter down and you'll see the next tier down that see Irish as a good marketing tool and they see it as a way to try and rebrand themselves and create a more Irish image again for example Homebase. This will continue to filter through all levels of business to create a more bilingual society.

One of the big questions was do you try to create an Irish speaking customer base or do you provide the services in Irish and obviously one can't continue without the other. What the official languages act has done is to put the onus on the provider and this is 670 state sponsored bodies, both departments, local authorities and councils and more importantly commercial businesses being run by the state. The aim of this is to lay the foundation for best practice. If a government implements best practice typically banks, insurance companies and the large multinationals will follow and it will filter down simply because if it's government policy it's best practice. This has successfully happened over in Wales and it is hoped that it will happen here and it's one of the best models. The onus is now on the organisation not on the person and it's

up to them to make sure that they have people there who can answer queries in Irish and deal with customer requests.

The use of Irish in marketing communications

Irish is effective in marketing communications because of the differentiation. Look at the Carlsberg ad and how they used Irish and they created a huge talking point, it wasn't all in Irish or for the Irish but it used Irish and you can where companies like that are going with this. They're homing in on the modern generation who are using Irish more and who like to see the use of Irish by businesses.

The key to the Irish language is that it can offer you that extra point of difference. We are very good when it comes to marketing and we have plenty of experts in that area within businesses but marketing you can only do so much with so what is the one last thing that we have left, the last natural resource we have left in Ireland to differentiate. It is our language.

In the long-term I think we will see the concept of the Gaeltacht disappearing but the concept of the Irish language being used more throughout the whole island becoming more and more accepted. We will move away from the concept that Irish is just for the Gaeltacht or the classroom. Irish is becoming more important to customers and they want to see it used more often and it means a lot to them to see that companies make the effort to use Irish.

Appendix H – Additional Figure and Tables
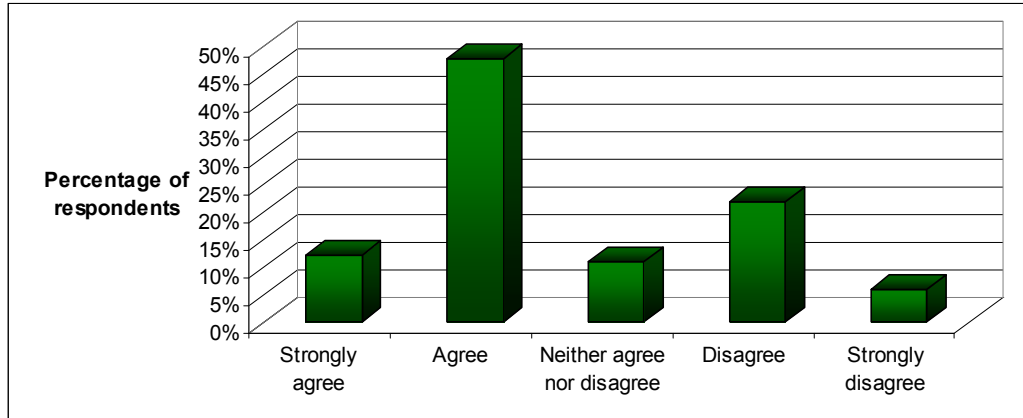
Figure 1   Using Irish can alienate customers who do not understand the language
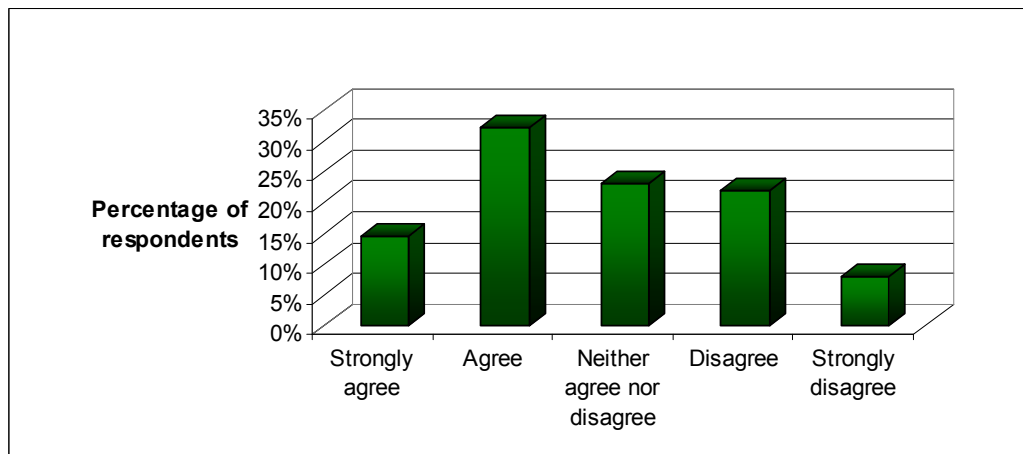

Figure 2   It is more difficult to enter a foreign market with an Irish language company/brand name

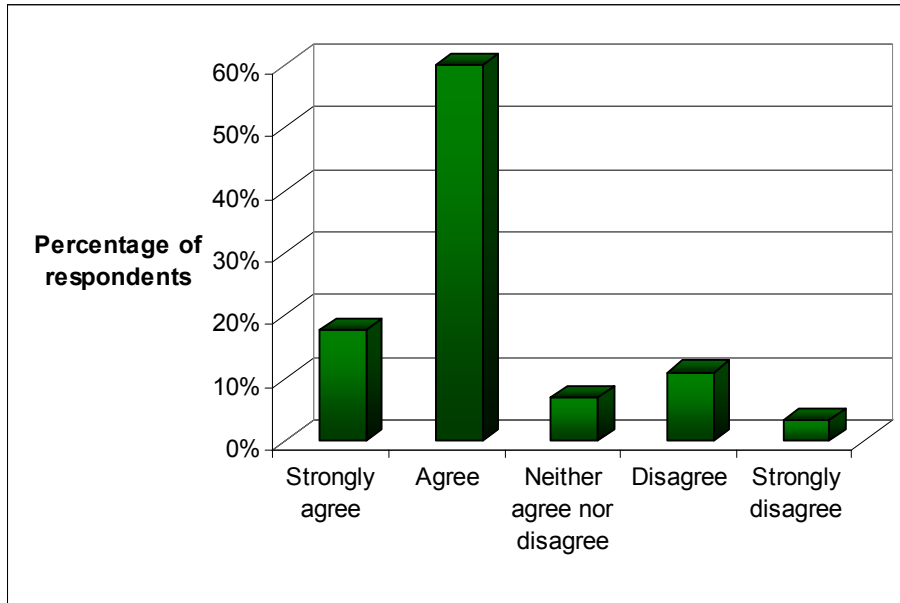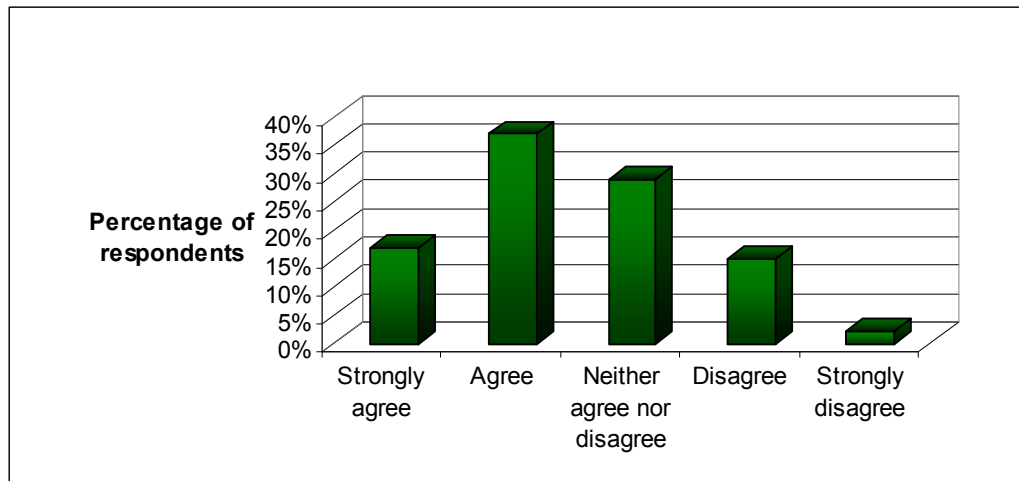Figure 3   Irish is not often used by customers

Figure 4   English language company/brand names are more accepted by
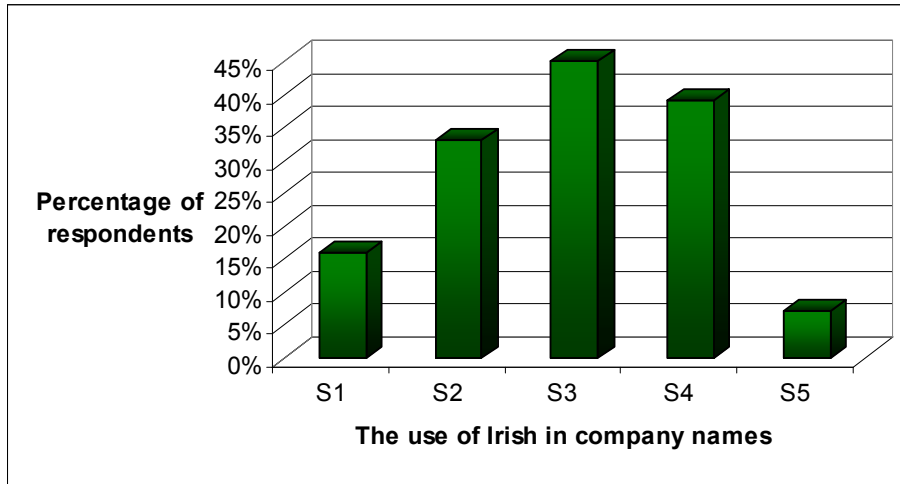   international customers

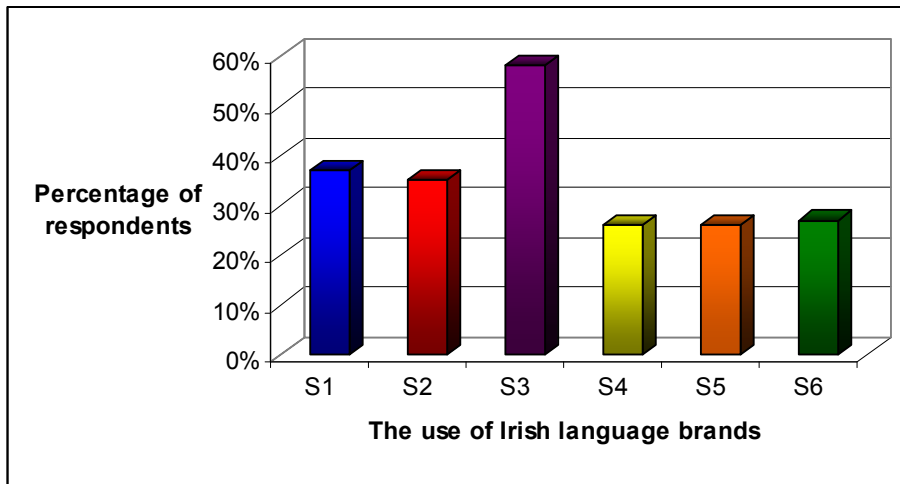Figure 5   Levels of agreement in relation to statement on Irish language
                  company names

Figure 6   The level of disagreement in relation to Irish language named brands
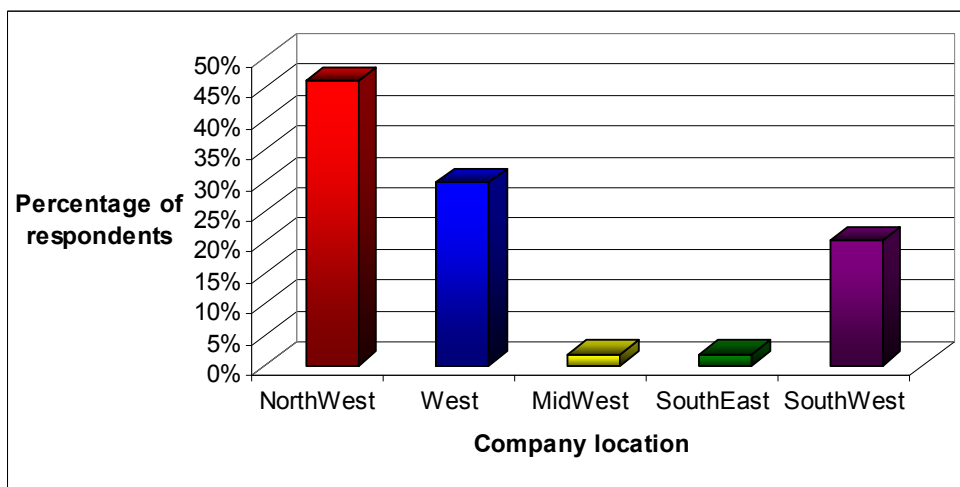

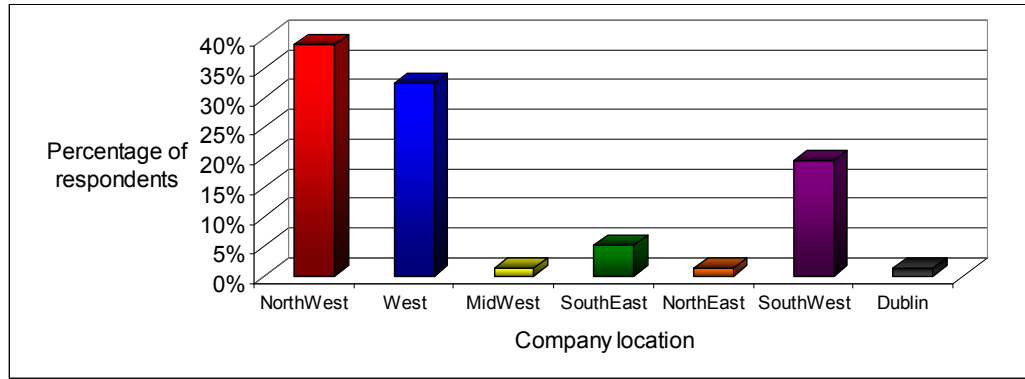Figure 7   Location of companies influenced by the availability of funding

Figure 8   Location of companies in agreement that Irish is not often used by customers
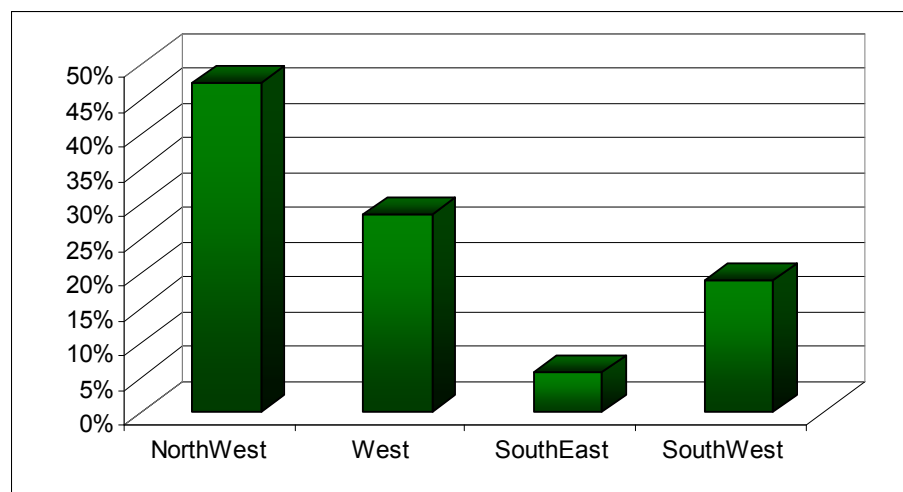

Figure 9   Location of companies in agreement that English language brand names are more accepted by international customers
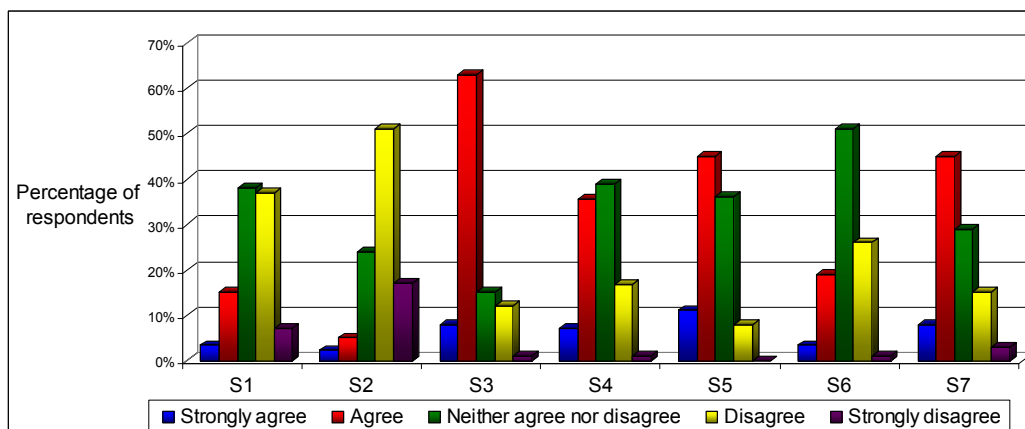

Figure 10   Companies views in relation to marketing communications
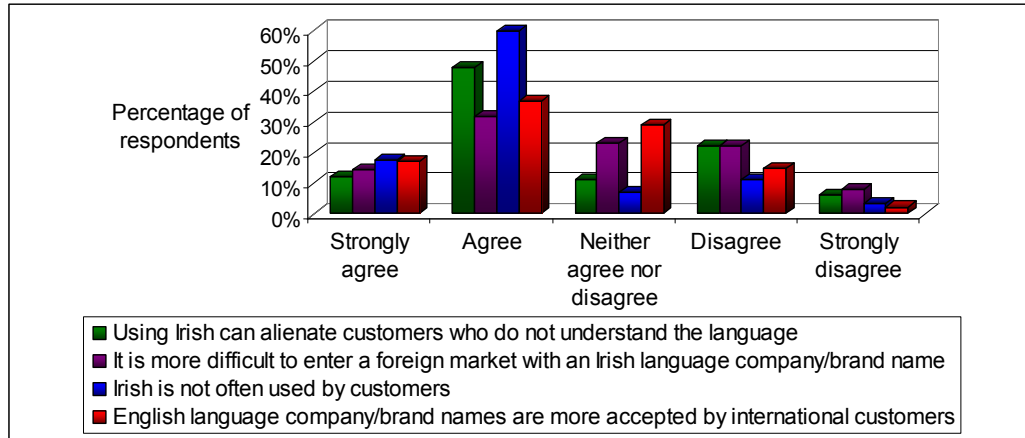
Figure 11   Customers views on the limitations associated with using the Irish
                  language

Table 1   Location of companies based on reasons for selecting an Irish language
                name

	Manufacturing (Domestic only)	Manufacturing (Export only)	Manufacturing (Domestic & Export)	Internationally traded service
	%	%	%	%
Support of the Irish language	46	2	36	17
Appeal to customers	38	4	29	29
Attain funding	42	0	36	22
Family name	50	0	50	0
Relevant to company image	37	3	34	26
Competitors choice of Irish company/brand name	0	0	0	100
Other	23	0	54	23