

English slogans in Dutch advertising

An examination of the Dutch perception towards English slogans in Dutch advertisements



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Executive summary

Globalization has caused the world to turn into what is called a global village, where communication between continents has become less complicated. Globalization also has its effect on the advertising industry. As a result of new communication technology, companies can target groups of consumers around the world. To reach these consumers different advertising strategies are used. Advertisements are developed by companies to generate certain behaviours among consumers, and along with this advertisement a slogan is often used to express the company's mission or vision. Those slogans can attract the attention of consumers in a positive or negative way. Different factors play an important role for a slogan to be successful. One should ask the following questions to discover this: is the slogan 'catchy', is the slogan understood properly, can the meaning of the slogan be determined by consumers, does the slogan generate positive associations and is the language used understood by the target audience?

This paper explores the use of English slogans in Dutch advertising. It investigates the causes for the increase of English vocabulary in Dutch society and the opinions about this development. Previous studies about this subject are examined to determine the current perceptions towards English vocabulary in Dutch advertising. Subsequently, this paper will briefly touch upon different company structures and the influence these structures have on the advertising strategy. This analysis will give more insight into why companies choose to use English vocabulary in advertisements. After distinguishing the different advertising strategies, the obstacles (linguistic, connotative and comprehension problems) one faces when advertising cross culturally will be investigated.

The paper will conclude with a thorough analysis of research conducted for this paper about the use of English slogans in Dutch advertising. The main question: *"To what extent does the younger Dutch population prefer English slogans over Dutch slogans in advertising, and what is their perception towards English slogans?"* will be answered by the research results. Furthermore recommendations about the use of English slogans in Dutch advertising will be given.

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Problem statement

I discovered the subject, English slogans in Dutch advertising, when I searched the internet for topics on the English language in Dutch society for my thesis. A slogan is used by companies or organisations to express the aims or nature of an enterprise (The free dictionary, n.d., slogan). I came across an article that was published on a Belgian website called "Het Volk" (Demeyer, 2004, "Reclame in het Engels"). The article described the increasing use of English in Flemish commercials. This article made me question why this is a trend in advertising and how this phenomenon expresses itself in the Netherlands. I decided to research the perception of English slogans in Dutch advertising among the young Dutch population.

Today, some Dutch advertisements have advertising in the Dutch language but a slogan in English. Companies such as Philips, McDonalds and Opel changed their slogan from a Dutch one to an English one (Hoof, 2006, "Reclame slogans," para. 3). I would like to investigate to what extent English slogans are appreciated by the Dutch audience and how effective they are. To be able to answer these questions, I will research the advantages and disadvantages of the use of English slogans. Furthermore, I will study the results of research carried out in the past regarding this topic.

When I started searching for useful material regarding this topic I came across a study carried out by professors from the University of Nijmegen, stating that the use of English slogans has its advantages. It is, for example, more cost efficient for a company to use the same slogan in different countries instead of developing or adjusting the slogan per country (Gerritsen, 1998, p.175-176). Furthermore, English product names are rated more attractive than Dutch product names according to a study carried out by the University of Brabant (Renkema (2001, p 257).

However, I also discovered research stating the disadvantages of the use of English slogans. A study carried out in 1999 by Gerritsen and Jansen, from the University of Nijmegen, showed that Dutch youngsters (age 14-17) do not always know the correct meaning of English words. Furthermore they incorrectly explained English slogans in Dutch. A third of the respondents preferred choosing a Dutch alternative. The reason for this was that Dutch alternatives were easy to understand and less formal than English words. (Gerritsen, 2001, p 42-43)

Even though English slogans are not always explained or translated correctly, other research has pointed out that English slogans are easier to remember than Dutch slogans. The University of Twente has conducted a research about English and Dutch slogans this year. The recollection of ten Dutch and ten English slogans were tested to see which ones were better remembered. The results of this research indicated that English slogans are better remembered by students than Dutch slogans. (Hoof, 2006, p.69-70) This research brings new perspective to this phenomenon.

One can conclude from this that there is some contrast in this phenomenon. Although research has shown that English slogans are better remembered does this also imply that they are understood and preferred?

In this paper I will investigate the perception of English slogans amongst the younger Dutch population aged between 18-30 years old. I would like to discover which slogans are preferred, Dutch slogans or English slogans. Furthermore, I would like to find out which slogan contains more 'stickiness' for the Dutch audience, an English slogan or a Dutch slogan. Additionally, I would like to research whether the Dutch audience understands English slogans correctly. The results will enable me to give companies advice about the use of English or Dutch slogans.

The central question:

“To what extent does the younger Dutch population prefer English slogans over Dutch slogans in advertising, and what is their perception towards English slogans?”

Sub questions:

- What are the reasons for companies to choose an English slogan?
- Can people associate the right slogan with the right product or service?
- Does the target group understand the slogan? Does the target group know what the company wants to state with this slogan?
- Does the target group prefer an English slogan or a Dutch slogan? What is better remembered by the target group?

Research methods

I plan to make use of primary and secondary research by searching the internet and communication/marketing magazines for related articles and research already carried out.

I will also carry out a survey amongst a young Dutch target audience to try and find out to what extent they appreciate English slogans over Dutch slogans and to see if they can connect the right slogan with the right company.

Definitions

Advertising

Advertising can be described as : “Making known; calling public attention to a product, service, or company by means of paid announcements so as to affect perception or arouse consumer desire to make a purchase or take a particular action” (Motto, 2002, “advertising”).

Slogan

“The verbal or written portion of an advertising message that summarizes the main idea in a few memorable words” (“Dictionary of marketing terms,” 2007, “slogan”).

Brand

“A brand is a mixture of attributes, tangible and intangible, symbolised in a trademark, which, if managed properly, creates value and influence” (“brandcareers – glossary,” n.d., “brand” section, para.2).

Brand strategy

Brand strategy is the process whereby companies try to position their offer in the consumer’s mind to produce a perception of advantage” (Nissim, 2005, “what is a brand strategy” section, para.1)

Chapter 1 The rise of English in the Dutch language

1.1 The globalization of advertising

Globalization is noticeable in many aspects of daily life. Through advanced technology the borders of time and distances are fading. These days it is easy enough to contact someone on the other side of the world just by e-mail or by using a chat programme. It is also not uncommon anymore to fly to another continent for business or for holidays. Our world is turning into what is called a 'global village'.

There are numerous definitions for the phenomenon 'Globalization'. Globalization can be described as: "the tendency of businesses, technologies, or philosophies to spread throughout the world, or the process of making this happen." ("Globalization," 2003, para.1) Economists began using the term globalization around the 1980's. The term globalization was known before this time but it was never really used. Theodore Levitt, a professor at Harvard Business School, is mostly credited for first writing about globalization in his article: "Globalization of markets" for the Harvard business review in 1983 (Lavelle, 2006, "Theodore Levitt, dead" section, para.3). The article described the start of global markets for identical consumer products. Companies were focusing on offering standardized products, which were cheaper to produce, instead of focusing on producing products that adapt to customers needs ("The globalization," 2006, "Book description" section, para.1).

Nowadays globalization is a recognized phenomenon. Through new communication technologies, ideas and strategies, consumer products are advertised across the world. One can conclude that the advertising world has also been influenced by globalization.

The first effects of globalization on the advertising world started in the late 20th century. In the 1980's the advertising world developed a more international interest in advertising. (Leslie, 1995, "Global scan" section, para.2). Through the use of mass media and international campaigns companies started targeting new consumers. Globalization made it possible for international companies to expand their markets worldwide and creating 'global' target groups. These global target groups have the same consumption styles and show the same preference for specific global brands such as for example Levi's. This provides companies with a huge market. (Media and Advertising, 2005, "Globalization of" section, para.3) The consumers of these global markets can be introduced with new products, services and lifestyles they have never known before. An example of this is the Asian market. In the beginning of the 90's it was targeted by the Western television world. The effects of this can still be seen today. It is not uncommon to see western programmes and western advertisements in the Asian media. This trend has caused the Asian market to lose some of its own identity to the western identity. Western lifestyles are promoted and Asians are stimulated to buy western products. Youngsters are mostly influenced by it. Through these programmes they feel more connected to American cities and the American way of living than to their own hometowns and own traditions (Media and Advertising, 2005, "Globalization of" section, para.7).

Cross-cultural advertising is quite common to consumers in the Western world. Neil Payne, Managing Director of Kwantessential, describes cross cultural advertising as follows: "Cross-cultural advertising is simply about using common sense and analysing how different elements of an advertising campaign are impacted by culture and modifying them to best speak to the target audience" (Payne, 2004, "Cultural values" section, para.3). This explanation makes it seem simple to advertise across the world but chapter three will illustrate the challenges one face when advertising cross culturally. Cross cultural advertising also appears in the Netherlands. If one looks around, it is not uncommon to see advertisements from foreign companies promoting their services or products.

To stress the 'global' feeling of their brand, companies often stick to the use of English to communicate their message. An example of this can be found in the advertisements of Dutch holiday resort 'Center Parcs' who expresses their message with the English slogan 'A state of happiness'. Martinair tries to create a global feeling with the slogan: 'Your wings' and Dutch radio station 3FM is promoting themselves with the slogan: 'Serious Radio'.

One can conclude that globalization has generated cross cultural advertising, which aims at global target groups. It seems that in the Netherlands the English language is used to create this global feeling. However other environmental factors also seem to influence the use of English in Dutch society which subsequently affects advertising.

1.2 Environmental factors that influences the use of English in the Dutch language

The Dutch language has been influenced by other languages for a long time. Latin, French, Greek and German all left their marks on the Dutch language. If one looks closely it is clear to see words from Latin, French, German and English which are adapted to Dutch. Words such as: kasteel (Latin), bureau (French), zuigling (German), and computer (English) are all common 'Dutch' words today ("Waardoor wordt?" 2005, "Geschiedenis van" section, para.1).

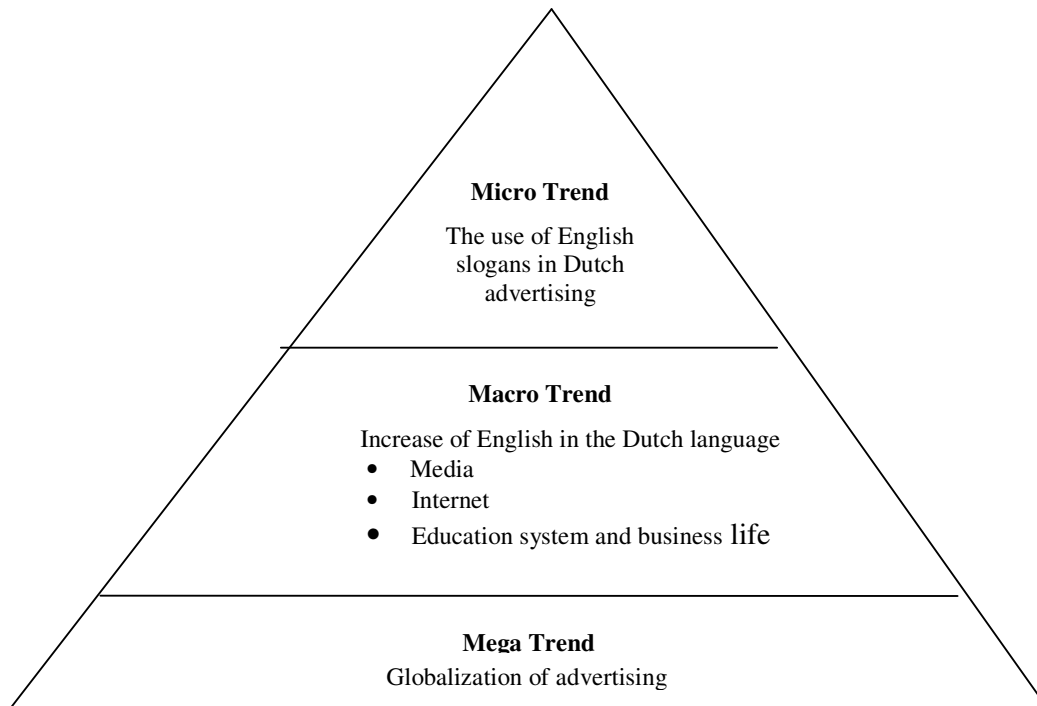
Some critics argue that the Dutch language is degenerating. Besides the lack of knowledge of grammatical spelling rules and the increasing use of 'msn/mobile phone' language, the rise of English words in the Dutch language is blamed. ("Zorgen over," 2005, "ouders zijn bezorgd" section, para.1) But if one looks at the history of the increase of English in Dutch society one can see that this trend started a long time ago, just after the Second World War. After the war the American way of living was seen as a good example by most parts of the world. As a result, the use of English vocabulary increased and became popular because it reflected some of the American life. Evidently, it became the trading language for international companies and organisations. And after that, the scientific- and industrial world started using more and more English. ("Engelse," 2006, "Welkom" section, para. 5)

Today, the increase of English in the Dutch language is clearly visible in different aspects of life. This trend started around the beginning of the 90's. Words coming from the American and English language were increasingly used and started ending up in the Dutch dictionary, Van Dale ("Jongerentaal," 2006, "Brabo" section, para. 9). To get more insight into this trend nowadays, one should analyse it from different levels. A trend pyramid is a tool which can be used to analyse a trend.

1.3 Analysing the increase of English in Dutch society.

Trends arise when changes in society develop. The increase of English in Dutch advertising can be seen as a trend. To see how this phenomenon is constructed one can use the trend pyramid to analyse the structure. One should start by looking at the mega trend. This trend is the starting point for the development of smaller sub trends. A mega trend is a society trend which develops and maintains itself in periods that vary from 10-30 years. By looking at the mega trend one can see what exactly has triggered the developments of the smaller sub trends. These smaller sub trends are called macro trends. Macro trends are often consumer trends that develop and sustain itself from a time period of 5 till 10 years. If one looks closer at one of these macro trends one is looking at it on a micro level. Micro trends are often easy to spot. It involves market or product trends that develop and sustain itself for a short period of time. (Trendslator, 2003, "Trendpyramide" section)

When now looking at the use of English in Dutch advertising one can use the trend pyramid to see what has triggered this development. The trend pyramid below gives an analysis of the trend.



Mega trend

As mentioned previously, the globalization of the advertising world made it possible for advertisers to aim at worldwide target groups. Dutch consumers are nowadays exposed to numerous advertisements coming from foreign multinationals. Some multinationals such as McDonalds and Coca Cola (both companies have their origins in America) choose to use English vocabulary in their Dutch advertisements to promote their brand or products.

The slogans of these companies that are used in the Netherlands are in English. McDonalds uses: "I'm lovin' it" and Coca Cola is currently using the slogan: "Welcome to the Coca Cola side of Life."

Macro trend

English is used in different aspects in the Dutch culture. A few examples where one can observe this phenomenon is in the media, on the Internet and even in business life.

The media has influence on our language and behaviour. Many programmes shown on Dutch television are from American and sometimes British origin. People are therefore often exposed to English. Especially TV-channels such as MTV and TMF frequently use English expressions and 'slang' such as: "pimping," "lifestyle," "hustling" and "playin" ("De taalverrijking van TMF," 2005, para.1). These words are often copied by youngsters and used as street language. The consequence is that some might argue that the increase of English is unnecessary and is 'polluting' our language. As a way of showing people how bad the Dutch language is polluted a book called: 'Taalvervuilingsaward', was published by Dutch publishers "SDU uitgevers" which illustrates the most annoying English words used in our language. The first place of most annoying English word in the Dutch language goes to the word... 'Award!' ("Het lelijkste," n.d., "De taalvervuilings top 10" section, para. 3).

The rise of Internet is also seen as a cause for the increase of the use of English. Internet made it possible for people to communicate with each other all over the world. Therefore English is used as an international language to communicate. In the Netherlands 66% of the population has a fast Internet connection. As a result, the Netherlands positions itself first place as users of fast Internet in Europe ("CBS: breedband internet," 2006, para.1,2). This means that many Dutch people use internet and as a result are frequently exposed to the English vocabulary used here.

Additionally, the unification of Europe has its effects on the use of English. English is one of the three official languages used by the European Union. It is often used by international organisations and companies to communicate with each other. Some educations therefore stress the importance of English. In the Netherlands English is compulsory at high school and some universities even teach their students solely in English. This is done to prepare students for a business career where the use of English is required. In 2006 internationalization of the Dutch Higher education system was encouraged by NUFFIC. NUFFIC is a Dutch organization which deals with international cooperation's within the higher education system. NUFFIC stress the importance of an international education system. According to them, an international education system prepares students for a globalizing society. Furthermore, students are trained at a higher level when the education system is more international, states NUFFIC (Jacobi, 2006, "Internationalisering en Onderwijs" section, para.6).

Another cause for the increase of English is the entertainment industry. An article about this matter was written by Jeroen Zimmerman and published in the Dutch newspaper Volkskrant. The writer stated that the American entertainment industry has had a blooming economy for the last couple of years. The products that are exported often have English names which end up in the Netherlands without being altered. Therefore some names or expressions are taken over by the population. (Zimmerman, 2005, "Opkomst Engels" section, para.2) One example is the American animation series SpongeBob SquarePants. This cartoon is also aired on Dutch television in the Dutch language but the name of this show has remained English.

Micro

As explained above there are several micro trends that originate from macro trends. The use of English at educational level, the use of English at business level and the use of English as street language. Even though, these trends are not phenomena that disappeared after a short period of time. They are still active trends and perhaps these trends will turn from micro trends into macro trends and subsequently generate other micro trends again. However, because these trends have been triggered from the macro trend mentioned previously we will judge them as micro trends for this analysis.

If one looks at the television nowadays it is not unusual to see advertisements containing English vocabulary. There are some advertisers who choose to use English to promote their brand or products/services. Catchy English slogans are developed to attract the attention of the consumers. Companies or organisations have different reasons to use English in their advertisements. Some have American or English origins and want to stick to their English advertising strategy to create a global feeling. Others choose to use English to make their advertisements more fashionable. (Gerritsen, Gijsbers, Korzilius & Meurs, 1998, p.176) It looks like this trend is not diminishing yet. Recent research results, coming from the University of Twente, showed that English slogans are better remembered than Dutch slogans. This will certainly be of interest for advertising companies. Respondents in this experiment remembered 35% of the English slogans compared to 26% of the Dutch slogans (Hoof, Lotstra & de Jong, 2006, "Resultaten" section para.1).

It is not only a motivation to start using English in advertising, it is also a motivation for companies who use English vocabulary to continue using English in their advertisements. However, other research has shown that English words are not properly understood and flawlessly remembered. (Gerritsen, et al., 1999, p.19-20) This is in contradiction with the research results from the University of Twente. It indicates that the effect of the use of English in Dutch advertisements is questionable. These two researches and the results are further explored in chapter 2.

It is clear that the Dutch language is changing because of different trends in our society. The increase of the influence of television, Internet and mobile phone usage is altering our language. English words and expressions are not uncommon to hear in Dutch anymore. The increase of shortening words and expressions during text messaging and chatting on the Internet has brought numerous abbreviations into the Dutch language such as: w8 (wait) and brb (be right back). Looking at historical changes in our language it is clear that this process will continue in the future.

1.4 Opinions about English in Dutch society

The opinions about the increase of English in Dutch society are divided. There are opinions stating that the use of English is increasing and causing the Dutch language to degenerate. Jan de Vries from Dutch political party CDA argues that the Dutch language is greatly influenced by English. This, according to him, can be seen in the school system where schools are offering English lessons at an increasingly younger age (Korver & Schaafsma, 2005, "Nederlands in grondwet" section, para.2). However, there are also opinions that state that the whole phenomenon is impossible to stop and that one should accept the fact that the Dutch language is changing. Changes in languages are just an ongoing process ("Opinie 14: Taalverandering," 2004, "Niets aan" section, para.1). Even so, there are more concerns about the use of English in Dutch society rising these days.

The biggest concern nowadays is the use of shortened words mixed with English words. In Dutch it is referred to as 'msn/ mobile phone writing' in America the word 'Netspeak' is used. This new phenomenon is mostly used by youngsters/teenagers. Especially parents are concerned that this new 'language' will affect the spelling abilities of their children. ("Zorg over taalverloedering", 2005, "nieuw voor" section, para. 1) This 'Netspeak' language is used to quickly and efficiently communicate a message by mobile phone and when using programmes such as MSN-Messenger (chat programme). The way 'Netspeak' is used by Dutch teenagers is as follows: English words are abbreviated to letters and numbers and used within Dutch sentences. Some examples of English expressions abbreviated are:

'BRB' which means: 'be right back'

'CU' which means: 'see you'

'T2UL8ER' which means: 'talk to you later'

Another problem mentioned by linguistics is the inaccurate use of English in the Dutch language. A good example of the overestimation of the Dutch about their knowledge of English is a book called "I always get my sin" This book illustrates examples of mistakes made by businessmen while doing business in English. This book "gives you to think" about one's own level of English. (Rijkens, 2006, p.73) Furthermore English and Dutch are mixed up and made into a new type of English, referred to as Dungleish, which is, sometimes accidentally, used by the Dutch. An example of this is an expression used by youngsters "effe chillen" this means relaxing. 'Chillen' is not a proper word in English, it is derived from the expression "chill out" which is an informal way of expressing: to relax completely (Longman, 2003). However, it evidently turned into a Dutch expression amongst youngsters.

Even so, not everyone agrees with the statement that the Dutch language is suffering from the use of English. Some critics declare that the Dutch language is not degenerating by other languages but is being enriched by it. Dutch linguistic, Ron van Zonneveld, from the 'Rijksuniversiteit Groningen' argues that languages change and that it is impossible to preserve it. ("Opinie 14: Taalverandering," 2004, "Niets aan de hand" section, para.1) The Dutch language has already taken over many words from other languages, like mentioned before. Some words, such as computer, are so common that people do not realize that these words come from another language. These common 'foreign' words have enriched our language and should not be seen as a threat.

1.5 Conclusion

One can clearly see that the use of English in the Dutch language is increasing. Some areas in Dutch society are more influenced by it than others. And in some areas there are more concerns about the increase of English than in other areas. One can wonder why English is influencing the Dutch language so much. Is it a fashion trend that will fade eventually or is it a trend that will change the Dutch language more and more?

One research carried out regarding English and Dutch slogans, showed that English slogans in Dutch advertising are better remembered than Dutch slogans. But even if English slogans are better remembered than Dutch slogans, does this mean that people understand these English slogans? Do they know what is expressed with these slogans?

To answer these questions one should look at previous studies done about this trend. The next chapter will explore these studies done about the use of English in Dutch advertising to gain more knowledge about this trend.

Chapter 2 The use of English slogans

In the first chapter the phenomenon of the increase of English vocabulary in the Dutch language has been explored. This trend seems to become more and more popular nowadays. When focusing on the English vocabulary used in Dutch advertising, and then in particular slogans, one can wonder how this is perceived by the Dutch population. Do people understand what is being said in English? And what is their opinion on the use of English slogans in advertisements? This chapter will explore previous studies done about the use of English vocabulary in Dutch advertising. These studies will help provide a general idea of the current perception and understanding of this phenomenon.

However, before dealing with these questions one should first look at the different company structures there are nowadays. When distinguishing these, one can see that each structure has a different advertising strategy. These advertising strategies can provide clarifications to why English slogans are used.

2.1 Globalized versus localised

Before looking at the different company structures one should look at two important advertising strategies. Large international companies can choose between a globalized advertising strategy or a localized advertising strategy. With global advertising the same advertising campaigns are used worldwide. The main advantage is that a worldwide consistent image is build. A disadvantage is that some target audiences are not reached because of a too general approach which does not appeal to them. Local advertisements are adapted to local target groups around the world. The main advantage is that the target group is reached more efficiently. However, a major disadvantage is costs. Applying different advertising strategies around the world is expensive. More advantages and disadvantages of these two advertising strategies are explored when examining problems in cross cultural advertising in chapter 3.

2.2 Company structures and brand policy

Companies have different structures which affect the advertising strategies of their brands. Overall structures can be classified in four categories.

The first structure is described as the Monolithic identity. Companies with this structure provide all of their products with the same name and identity. Often world wide slogans are used to advertise for all of their products. Dutch company Philips has a monolithic identity, they use the slogan "Sense and Simplicity" to advertise their products. (Herlé, 2005, p.106)

The second structure is described as the Umbrella Identity. This means that a company dominates its own profile but allows other parts of the organisation to develop its own identity. (Herlé, 2005, p.106) An example is that of Olympus. Olympus has different organizational parts that have their own identities, for example, Olympus Imaging who engages in the selling of photo cameras, music players, binoculars etc and Olympus Medical systems who engage in the world of medicine (Olympus, 2007, "Corporate Structure", section). This means that different slogans could be used to stress the different identities of the company, this is however not necessary.

The third structure is the Endorsed Identity. When a company is structured in this way it means that it has, next to its own activities, other activities that carry the company's name but have a own identity.

An example of this is AOL Time Warner brothers who have different activities such as CCN, Time magazine, AOL internet provider and Warner Brothers movies. (Herlé, 2005, p.106) Different slogans are applied per activity.

The last structure is called the Branded identity. This means that the company has different brands which are visible to the audiences but do not necessarily have a visible relation between each other. The company itself is on the background of its activities. A company with a branded identity is Dutch beer producer Heineken. Heineken as a company, produces not only Heineken beer but also Amstel and Brand beer. (Herlé, 2005, p.106) Heineken Holding applies different slogans to each of their brands.

When looking at the structures it is clear that multinationals take into account their structure before developing a slogan. When a multinational has an endorsed identity or a branded identity it has to deal with more slogans for its different brands. And when the company has a monolithic or umbrella identity it has to develop a strong consistent slogan for their whole company and products. Either way, developing an effective slogan for each structure is a challenge on its own.

2.3 Why do companies choose for an English slogan?

In 1998 a research was conducted by Inge Gijsbers, Marinel Gerritsen, Huber Korzilius and Frank Meurs, professors from the University of Nijmegen, about the use of English in Dutch TV commercials. In this research they questioned 10 advertising creators about why companies use English slogans and vocabulary in their advertisements. They discovered several reasons to why companies choose to use English slogans.

Translating costs money

The Netherlands is a small country. The costs for translating a new slogan or brand name for a small country are in comparison to a bigger country more expensive. Companies can save money on the Netherlands because advertising creators believe that the Dutch population understands English perfectly, so using an English slogan should not be an obstacle.

Not only translating costs money, in addition the registration of a slogan costs money. If a company wants to use a different slogan in every country it operates in it will have to pay registration costs for each slogan (Gerritsen, Gijsbers, Korzilius & Meurs, 1998, p.176).

An English slogan can create a positive image

Advertising creators believe that using English in a slogan creates a positive image. They state that target groups are extra tempted by English slogans than Dutch slogans. Some expressions just sound more appealing in English than in Dutch according to them. (Gerritsen, et al., 1998, p. 176) Confirming this is a research done by the Catholic University of Brabant which compared Dutch shop names with English equivalents. The outcome of this research showed that English names are found more attractive than Dutch names but do not influence the image of a company. The participants found the appearance of the Dutch shop just as attractive and specialized looking as the English shop. (Renkema, Vallen & Hoeken, 2001, 259)

Not all words or expressions can be translated

Another argument for using English slogans is that some expressions or words can simply not be translated. Some words like for example 'airbag' do not have a Dutch equivalent. Typical expressions in another language can be incomprehensible and consequently lose its effectiveness when it is translated into Dutch. (Gijsbers, et al., 1998, p. 176) 'All over the place' for example would lose its effectiveness when it is translated into Dutch.

In English the expression 'all over the place' means: "if something is completely disorganised or confused". ("Dictionary of English idioms," n.d., "106 idioms" section, para.47). If one would translate it literally into Dutch the expression would be difficult to comprehend. A good chance would be that people will understand 'the place' as a geographical place. The expression would then be turned into: "overal op de plaats" which would mean: 'all on the spot' which would not have the same meaning as 'all over the place'. A word that would be comprehensible to Dutch audiences would be 'messy'. This word is translatable into Dutch. 'Messy' would become 'zooitje' in Dutch. One should therefore always be careful with typical English expressions in advertisements.

One can conclude from these reasons that there are good reasons for (international) companies and organisations to use English slogans. Saving costs and creating a positive image by using an English slogan should sound good to companies and organisations. These reasons give an idea why companies choose for an English slogan instead of a Dutch slogan. However, the argument that not all English words and expressions can be translated into Dutch can also be a disadvantage. To what extend do people understand English words and expressions? If the expression: 'all over the place' can not be translated into Dutch who says it is understood when used in English? One can conclude from this there are not only advantages to the use of English slogans but also some disadvantages.

2.4 Weaknesses of English slogans

A company wishes to communicate the message to their target group in the most effective way. Using an English slogan has its advantages as mentioned previously. But one should also take the disadvantages into account. A disadvantage could be that Dutch consumers might not have a sufficient understanding of the English language which can cause misunderstanding. An example is showed in the report "Translating Advertising" of Marieke de Mooij (2004), a Dutch professor teaching advertising:

A UK commercial for Bacardi Breezer in spring 2002 was also aired in the Netherlands. It included a reference to a tomcat. The word for tomcat (kater) in the Netherlands also means 'hangover' (probably not intended to be communicated as an effect of alcoholic beverage advertised). In addition, the tomcat in the advert is asked whether he has been chasing birds (= chasing women in English), a wordplay that is beyond the understanding of most people in the Netherlands. (p.185)

In the same report Marieke de Mooij mentioned a study, Teloorgang of Survival, done by Gerritsen and Jansen. The conclusion of this study was that Dutch young people (14-17) do not always know the correct meaning of English words. Furthermore they incorrectly explained the meaning of English slogans in Dutch. (Mooij, 2004, p.185) In this study an experiment with 92 "mavo" and "vbo" students showed that ¾ from the respondents preferred choosing a Dutch alternative instead of an English word. The reason for this was that Dutch alternatives were easier to understand and less formal than English words. (Gerritsen & Jansen, 2001, "Gebruikersonderzoek?" section, para.1)

Some companies choose to keep their English slogan because translating their slogan could be impossible (because there is no translation or equivalent expression for it) and they would have to develop an appropriate slogan for different countries. But English slogans can lose effectiveness when the slogan/expression is not familiar in the country where it is advertised. The example mentioned previously (Bacardi Breezer) illustrate this. In addition, companies should take into account that some slogans should be altered in some countries due to negative associations with the slogan or expression or due to the chance of miscomprehension of the slogan.

Another example of a disadvantage is also mentioned in the report, Translating advertising, of Marieke de Mooij (2004). Different pronunciations of English words in different countries can cause the slogan to lose its effectiveness or gimmick :

In English, the sound system is used to encode the brand name and facilitate memory recall. Explicit repetition of words enables consumers to recall the brand name. Examples include "If anyone can, Canon can" and "O2 see what you can do" both used as pay offs in ads in the United Kingdom, as well as in other countries (such as France) where people pronounce the brand name differently and as a result it doesn't rhyme with the rest of the expression (188).

A different research carried out in 1999 by, Gerritsen, Gijsbers, Korzilius and Meurs from the University of Nijmegen, investigated to what extent the Dutch population understand English. Furthermore they wanted to know if the Dutch population appreciated the use of English in advertising.

The researchers performed an experiment on a group of 60 people. This group consisted of 30 male and 30 female participants. The group was divided into two age groups, one group consisted of 15 to 18 year old participants and one group consisted of 50 to 57 year old participants. Furthermore a distinction was made regarding educational level. The participants were divided into three groups, one group consisted of high educated participants, one group consisted of average educated participants and one group consisted of low educated participants. The participants were shown six TV advertisements that were in English or partially in English. There were several questions the researchers wanted to answer with this experiment. The first question was to see to what extent English in advertising is appreciated. Through the experiment they discovered that the appreciation is quite negative. On a scale of 1 (positive) to 5 (negative) the average score of all participants was 3,4. This shows that both youngsters as adults are not very positive about the use of English vocabulary in Dutch advertising. Although, the youngsters were more positive with an average score of 3,7 than the adults with an average score of 3.0.

The next matter explored, was to what extend the participants understood the English used in the advertisements. The participants were asked to complete gaps of the advertisements they had just seen. 56% Of all participants were unable to correctly complete the gaps of the advertisements. The researchers did notice that English phrases that were shown during the advertisements were often written down correctly.

Furthermore they found out that only 36% of all participants understood the meaning of the English slogans or expressions used in the advertisements. The group with a higher educational level were better in completing the English words and sentences than the group with an average and lower educational background.

This research indicates that the advertising experts who claimed that "the Dutch population understands English well enough" should reconsider this claim. The study shows that the comprehension of English is not as good as the advertising experts think. In addition, the overall opinion of the use of English in Dutch advertising is not very positive. (Gerritsen, Gijsbers, Korzilius & Meurs, 1999, p.18-20)

In 2001 another study was carried out regarding this trend, this time it was conducted by the University of Brabant. The goal of this research was to find out if certain English words and their Dutch equivalents have a distinction in meaning. If the results show that English words have a more modern image than their Dutch equivalents it could explain why companies and organizations choose to use English in their advertisements and personal ads. This research was carried out amongst 120 participants.

This group was divided into two age categories, one group consisted of youngsters from the age 18 to 25 the other group consisted of adults starting from the age 45. The groups were shown two personal advertisements, one with English vocabulary in it and one with the Dutch equivalents.

The participants were asked to rate both advertisements on level of exclusiveness, image and text opinion. The results of this experiment showed that both age groups accredited the same level of exclusiveness and image to companies using English and Dutch in their advertisements. However, both age groups found the Dutch personal advertisement more natural than the English personal advertisement.

Next to it, the participants were shown six shop names. Three in English and the other three were Dutch equivalents. The participants were asked to judge the names on level of exclusiveness and image again. Both age groups agreed that the English names were nicer and more attractive than their Dutch equivalents. But this did not affect the image of a shop. Both shops were equally seen as professional and attractive.

The conclusion of this research demonstrate that both youngsters and adults find the use of English vocabulary more attractive than Dutch vocabulary, although it does not influence the image of a company or product. These results contradict with the findings of the University of Nijmegen. Their study showed that both youngsters as adults were not extremely positive about the use of English in advertisements. In addition, the results of the University of Brabant showed that youngsters do not have a more positive perception about the use of English than adults, which also contracts with the research results of the University of Nijmegen.

In their study youngsters rated the use of English more positive than adults. A clarification for this difference in research results is given by the University of Brabant. The University explains that their experiment showed the participants both English and Dutch versions. This was not the case in the experiment of the University of Nijmegen. The participants were only exposed to English vocabulary (Renkema, et al., 2001, p.259).

The final conclusion of the study conducted by the University of Brabant was that that there is no clear distinction in meaning between English words and their Dutch equivalents. (Renkema, Vallen & Hoeken, 2001, p.257-259)

2.5 Conclusion

After exploring the advantages of using an English slogan one can conclude that it is not risk free. There are also disadvantages which advertising creators should take into account. An English slogan might be cheaper to use in advertisements cross culturally but how advantageous is it when it is not understood? The research results of the University of Nijmegen show that not all slogans are understood properly. A company should therefore consider whether saving costs and creating a trendy image is more favourable to them then a slogan that, instead of communicating the message effectively, is not comprehended by their target audience.

In the next chapter the process of comprehension and translation problems are explored. This chapter gives insight in the communication process an advertisement goes through and what obstacles it faces.

Chapter 3 The effects of advertising

The most important goal for an advertisement is to impact a specific target audience in order to generate a specific effect. There are many different reasons for a company to use advertising: to increase sales, to create brand awareness, to introduce a new product or house style or to launch a new campaign. Large companies often deal with cross cultural advertising. Factors such as culture, language and tradition are important factors when creating an advertisement that will be used in different countries. When an advertisement is developed and launched it goes through a communication process that starts with the sender and ends with the audience or receiver. This communication process is complex and does not always reach the desired effect for advertisers. This chapter will deal with the different communication problems large companies face when advertising cross culturally.

3.1 Problems in cross cultural advertising

When a company or organisation launches a new advertisement it is their main goal to influence the behaviour of the target group. The general principle is that in order to achieve the desired effect, a company should make an advertisement that is clear and understandable to the target audience. The target audience should instantly recognize or understand what the purpose of the advertisement is. But when a company advertises in different countries, it could face cross cultural advertising problems: translation problems, association problems and comprehension problems can arise when cultural and linguistic factors are not taken into account.

Association problems

Language and culture control the understanding and behaviour of people. Different cultures have different meanings and associations for words, expressions, signs, symbols and even for colours. It is important for a company to examine these aspects before starting to advertise. The companies should take into account the negative associations a country has with specific words, expressions, colours and numbers. If necessary, an advertisement should be adopted to the standards of the country where it is launched. These associations are often named 'connotations', a concept which will be further explored later on in this chapter. In addition, different countries around the world have different values and ways of living. Geert Hofstede, a management researcher, has categorized several values in four dimensions. These dimensions make it possible to describe different cultures. Hofstede's four dimensions are: individualism, masculinity, power distance and uncertainty avoidance. Afterwards, two other dimensions were added by researcher Andersen, namely high and low context and immediacy and expressiveness (Jandt, 2001, p.199). The dimensions can briefly be described as follows:

Individualism opposed to collectivism

The first dimension focuses on relationships between individuals. There are countries that stress self importance over relationships with others. These countries have a high level of individualism. An example of a country with a high level of individualism is the USA.

Other countries stress the importance of relations with family and friends and less self importance, the level of collectivism is high. Most Asian countries are high in collectivism. (Jandt, 2001, p.200)

Masculinity opposed to Femininity

Countries with a high level of masculinity have clear distinctions between the roles of men and women in society. Masculine countries often stress the importance of competition, fierceness and personal success.

The opposite of these countries are countries with a high level of femininity. The social roles of men and women are less fixed. Feminine countries stress the importance of caring for the weaker and the quality of living. (Jandt, 2001, p.209)

Power distance

The power distance dimension can best be described as the way power is distributed within a society. Countries with a high level of power distance have a stronger hierarchy and have therefore more fixed roles in society. For example, young children in high power distance countries are taught to respect the elderly and be submissive to them. Whereas, countries with a low level of power distance tend to treat each other more equally. Most Asian countries have a high level of power distance. The Netherlands is a country with a fairly low level of power distance. (Jandt, 2001, p.210-211)

Uncertainty avoidance

The fourth dimension concerns the need of rules and structure. Countries with a high level of uncertainty avoidance are favouring assurance and predictability over vagueness and uncertain situations. Hofstede describes countries with a high level of uncertainty avoidance as: "active, aggressive, emotional, compulsive, security seeking and intolerant." Countries with a low level of uncertainty avoidance are described as: "contemplative, less aggressive, unemotional, relaxed, accepting personal risks and relatively tolerant." The Netherlands can be described as a country with low uncertainty avoidance. (Jandt, 2001, p.214)

Long-term opposed to short-term orientation

Short-term countries are mainly focused on quick results and less dedicated to traditions. Dimensions that belong to such societies are: "thrift, savings, perseverance toward results and willingness to subordinate oneself for a purpose" (Jandt, 2001, p.215). Long-term countries value traditions and long-term devotion. Features belonging to these countries are described as: "thrift, persistence, having a sense of shame and ordering relationships." (Jandt, 2001, p.215).

High opposed to low context

High and low context communication processes are linked with the context the communication process takes place. Societies with a low context encode their message in a plain and open way, which makes the message straightforward and relatively easy to understand. The Netherlands is a fairly low-context country. High context societies use more information to encode their message and express what they want to communicate. They are less direct and it takes more time for the receiver to decode the message as the message tends to contain lots of additional information. China is an example of a high-context country. (Jandt, 2001, p.219)

Immediacy and expressiveness

Countries that tend to use more physical or psychological contact while communicating their message, such as briefly touching someone's arm, smiling or eye contact, are using immediacy behaviour. Societies using this way of communicating are mostly located in warmer climates such as the Mediterranean. Countries opposed to this way of communicating are mostly situated in colder climates. The Netherlands can be seen as a country which does not have immediacy behaviour while communicating. (Jandt, 2001, p.224-225).

As a final point, it is important for an advertiser to examine the culture of the country where it is going to advertise. For example, if an insurance company decides to advertise in Islamic countries it should take into account the fact that it is immoral to talk about death in Islamic cultures, which can indicate a high level of uncertainty avoidance.

(Usunier, 2005, p.184) Another example is that of the French, the French prefer a more dreamlike style of advertising; therefore advertisers should bear in mind not to create a too descriptive and straightforward advertisement. (Usunier, 2005, p 414)

As described above there are many differences in cultures across the world. As a result, it seems quite a challenge to create an advertisement suitable for different countries across the globe. Additionally, the linguistic problems have not been taken into account yet!

Linguistic problems

Some companies or organisations choose to translate their advertisement into the language of the country where the advertisement is being promoted. This can lead to translation problems and even to translation mistakes. According to Sechres (Northwestern University, Illinois), Fay (University of Western Ontario) and Zaidi (Karachi University) translation problems can be categorized into five types (Jandt, 2001, p.148).

Vocabulary equivalence.

There are languages which have many different words to describe a specific object or situation. When translating it to another language with less descriptive words for the object or situation, the translation will be restricted and the ability to express the meaning of the object will be reduced (Jandt, 2001, p.148). An example is that of word 'happiness' used in the slogan 'a state of happiness' by Centre Parcs, (Dutch Holiday Park). In English there are many words to describe happiness such as: cheerfulness, joy, pleasure, bliss, glee, contentment, gladness and delight. Whereas, the word happiness in Dutch has less comparable words: geluk (bliss, luck), blijdschap (gladness, joy) (Van Dale, 1996) and vrolijk (cheerful, merry). Therefore, if for example, Centre Parcs decide to change to slogan into Dutch it has less equivalents to choose from.

Idiomatic equivalence

Idiomatic equivalence means that a group of words has a special meaning that is different from the ordinary meaning of each separate word (Longman, 2003). Idiomatic equivalence are sometimes typical expressions or well-known slogans in a language that could confuse a non native speaker (Jandt, 2001, p.149). An example of a slogan that could be confusing to a non English speaker is that of the company ESSO, who used the slogan 'put a tiger in your tank'. A non native speaker could have trouble understanding the expression putting a tiger in your tank. It is impossible to physically put a tiger in a tank. Furthermore, misinterpretation can arise with this slogan as the word 'tiger' is supposed to stress powerfulness in the slogan, however in some Asian countries the word 'tiger' is associated with danger. A few years ago, the tiger was a real threat to the village population in several Asian countries (Usunier, 2005, p.387). Therefore, in those countries the slogan can be interpreted as putting something dangerous in your tank. Nonetheless, the slogan was meant to stress the powerfulness of the petrol sold by ESSO. As the tiger is a symbol for ESSO's strength and pride (Tiger History, 2006, Exxonmobil).

Grammatical- syntactical equivalence

Various languages have different grammar structures. In Dutch and English some words can be nouns or verbs or adjectives depending on how they are positioned in a sentence. In Dutch it is possible to say: 'een boek plaatsen' (to place a book) or 'een plaats boeken' (to book a place) (Jandt, 2001, p150).

Experiential equivalence

Some words or experiences do not occur in other cultures and languages. Therefore it is difficult to translate them when there is no experiential equivalence (Jandt, 2001, p150).

In the Netherlands and other Western countries department stores or cashing machines are normal phenomena, while in other places it is not. This means that in some contexts there will be no concept in their own language for the object to be named.

Conceptual equivalence

The fifth translation problem is that of conceptual equivalence. The same words in different cultures and languages express different connotations (Jandt, 2001, p150). An example is that of Dove's Dutch campaign: 'een campagne voor echte schoonheid' which in English means 'a campaign for real beauty'. The definition and standards of beauty are different across the world. In most western countries a beautiful women is thin but has curves. While in some African countries, such as Mauritania, big women are seen as beautiful (Elsevier, 2007, "Dikke vrouwen").

To avoid these problems the use of back to back translation could provide solutions. Back to back translation, translates one word from the source language into the second language. Then the translation from the second language is translated back into the source language. The two source languages are then compared to see where differences occur and if the meaning of the translation is still the same. (Jandt, 2001, 151))

Comprehension problems

As mentioned in chapter 2, the study conducted by the University of Nijmegen demonstrate that not all slogans or English words are understood completely. One can consequently wonder if the message of the advertisement will come through to the target audience. Another study conducted by Paul Ketelaar and Marnix van Gisbergen, from the University of Groningen, examined the effects of 'vague advertising'. Vague advertisements are advertisements where consumers have to guess the purpose of the commercial or the brand of the advertiser. The research showed that consumers do not pay much time to figure out the meaning of a vague advertisement. Furthermore, the study demonstrated that consumers have less positive associations with companies that use vague advertisements (van Ginneken, 2006, "Cryptische reclame"). Although this study examined vague advertisements, one can wonder if the effect is the same with advertisements using English words and slogans. Are consumers willing to find out the meaning of an advertisement containing English words or slogans that are not immediately comprehended by them?

One can conclude that there are enough challenges to face when advertising cross culturally. An advertisement should be properly translated so that the message and the purpose are clear. If choosing to advertise in a language which is different from the mother tongue of the target audience, advertisers should not use complicated words or typical expressions. Furthermore the customs, traditions and language should be evaluated to make sure that the advertisement does not generate negative associations.

To evaluate the process of an advertisement one can look at the communication process the advertisement goes through. This evaluation can help detect bottlenecks that could cause the advertising campaign to fail.

3.2 The communication process: The importance of effect

To analyse the communication process of an advertisement one can use communication models to gain further insight. These models can help detect problems that could influence the effect of an advertisement.

One useful communication model that was created by sociologist Harold Lasswell explains the basics of a communication process. Lasswell was mainly interested in mass communication, therefore this model can be used to analyse the communication process of an advertisement. (The Lasswell formula, 2003) Additionally, this model is helpful because it focuses mainly on the effect of the communication process.

The formula Lasswell created is as follows:

Who-> says what-> in what channel->to whom?->with what effect

When using this model to analyse an advertisement one can detect where problems or misunderstandings arise and could cause a different effect than the advertisers intend to create.

For advertisers, the 'effect' component is the most important one because the goal is to achieve their desired effect through advertising and gain 'maximum fidelity'. To achieve the desired effect the 'what' component is very important because it contains the main message. The 'what' component can be the cause for misunderstanding or misinterpretation as it directly influences the receiver's connotations. Consequently, the connotations a person has with an advertisement influences the effect the advertisement has on that person. The successfulness of the 'effect' component can be measured with several variables. The first one is the effect the message has on the target audience. Has the message been effective or ineffective? One can investigate this by looking at the target audience's behaviour. Have they taken the desired action after the launch of the advertisement? Have they bought the new product yet, or do they recognize the new company slogan or house style? The second variable is the interpretation of the message. Has the target audience correctly interpreted the message? Can the target audience connect the right meanings to the words and symbols used? Does the message stimulate them to buy washing powder and not the washing machine shown in the advertisement? The third variable is how understandable the message has been to the target audience. Did the people decode the message properly? Or is it difficult for the target audience to decode the message completely? Causes for the message not being understandable can be caused by illiteracy or the use of another language, terminology or slang in the advertisement. The fourth variable is how believable the message has been to the target audience? Did the advertisement come across trustworthy? Has the advertisement stimulated people to donate money or buy a new product? Or did the advertisement come across as dishonest and did not stimulate the target audience to take action? The last variable is the comprehension of the advertisement. Can the target audience figure out what the advertisement is about and decode the message correctly. When they see an advertisement about insurances it is important that the target audience know that this advertisement is about insurances and about a new policy (The Lasswell Formula, 2003).

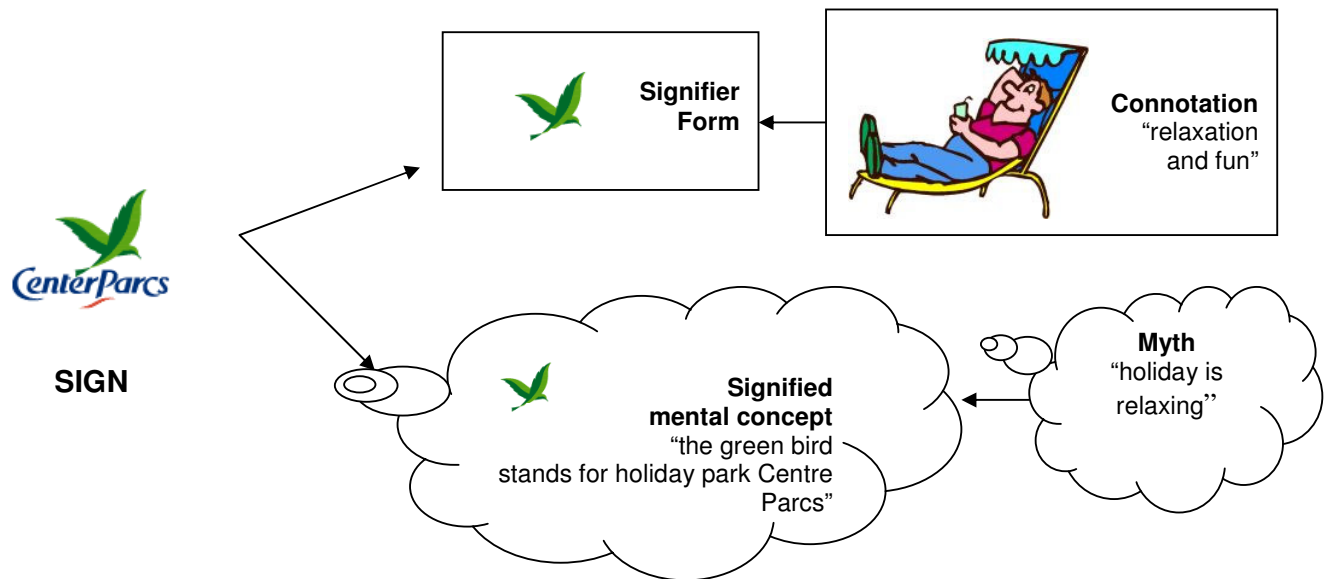
One can detect that these variables are closely linked together. Investigating these variables provides the advertiser with a clear overview of how effective the advertisement has been and provides information for the next advertising campaign.


3.3 The communication process: The importance of connotation

To examine the connotation process one can make use of the “2 orders of Signification” theory of Barthes. Roland Barthes was a French literary critic and a semiologist whose work was influenced by the Swiss linguist Ferdinand de Saussure.

The “2 orders of Signification” theory can be described as follows: According to Barthes and Saussure a sign is divided into two orders. The first order is the ‘signifier’, the form of the sign as we see it. The ‘signifier’ is influenced by our connotations, in other words, the associations we have with the form of the sign. The second order is the ‘signified’, the mental concept that arises when seeing the ‘signifier’. The signified is influenced by myth which are the explanations one gives, created by one’s own beliefs. The ‘signifier’ and the ‘signified’ together form the interpretation of the sign. (Griffin, 2003, p.355-364)

Using this theory in a formula with an example will look as follows:



The example above explains the connotation process of the sign  (a green bird) used by Centre Parcs. The form people see is the green bird which is *the signifier*. In the Netherlands most people will recognize it as the pictogram used by Holiday Park: Centre Parcs, this is the mental concept, *the signified*. The *associations* people have with Centre Parcs, is that it is a Holiday Park which generally brings relaxation and fun. The *myth* component in this formula strengthens the associations because the myth in most western countries is that holidays are relaxing and pleasurable.

By looking at these 2 theories one gets a better understanding of the process an advertisement goes through. Looking at the process step by step, could help detect possible problems that can cause the advertisement to be misinterpreted or even fail. The communication process of effect and ones connotations is complex and should be thoroughly investigated when advertising cross culturally. Mistakes such as negative connotations or misunderstanding can be prevented or minimized in this way.

Sense and simplicity example

The following example shows how misunderstanding can arise by using an English slogan in Dutch advertising.

In 2004 Royal Philips changed its slogan from 'Let's make things better' to 'Sense and Simplicity'. The goal of this slogan was to send the message that the products of Philips are smart (sense) products but easy (simplicity) to use (Sense and Simplicity, 2004, para. 1).

However, misunderstanding can arise with this slogan. The problem concerns vocabulary equivalence. The word 'sense' can be interpreted in different ways as well as in Dutch as in English. In Dutch the word 'sense' can be translated into four expressions: "zintuiglijk waarnemen" (observe), "zich bewust zijn van" (voelen) (to be aware of), "begrijpen" (to understand) and "opsporen" (to trace)(van Dale, derde druk). The word sensibility can also be translated to at least four Dutch expressions: "gevoeligheid"(sensitiveness), "verstandig" (intelligent), "merkbaar" (noticeable) and "gevoelig voor" (sensitive to) (van Dale, derde druk). The slogan can thus be interpreted in different ways, if the slogan is understood straight away.

Another factor that can cause problems is the use of English in the slogan. By using an English slogan the chance of it not being understood is possible, as proven by the study of the University of Nijmegen mentioned in Chapter 2. These two aspects can make one wonder how effective and memorable the slogan of Philips is.

3.4 Conclusion

This chapter has dealt with problems that can arise when advertising cross culturally. It is important for companies to communicate their message in a clear and concise way. Study has shown that people do not spend a lot of time figuring out what an advertisement means or stands for. Furthermore, wrong translations or negative associations generated by an advertisement can damage a company's image.

The next chapter will research the use of English slogans used in Dutch advertisement. The perception towards English slogans and the level of understanding them will be explored through the results of a research conducted for this paper.

Chapter 4 Research results on the use of English slogans in Dutch advertising

4.1 Methodology

After studying previous research relating to the use of English slogans in Dutch advertising, I decided to conduct a questionnaire amongst a young Dutch audience aged from 18-30 years old to see how their perceptions towards English slogans are. I have chosen for this target audience because I believe that they have been confronted with the use of English in the Dutch language from a young age. For this reason, I wanted to see if their perceptions towards English slogans are more positive than towards Dutch slogans.

To investigate their attitude towards English slogans I used a questionnaire to find answers to the following questions:

- How are English slogans as well as Dutch slogans rated by the participants? Which slogans are rated more positively, English or Dutch slogans?
- Are participants able to link English as well as Dutch slogans to the right company or product?
- Can the participants give a sufficient explanation to an English slogan?
- What is the general opinion about the use of English slogans in Dutch advertising?

In my questionnaire I used English slogans as well as Dutch slogans to be able to make a comparison in my findings to measure the overall perception of English slogans and answer my main question: *“To what extent does the younger Dutch population prefer English slogans over Dutch slogans in advertising, and what is their perception towards English slogans?”* The slogans used in this questionnaire recently appeared on television or bill boards. They have been picked randomly as people are randomly confronted with different sorts of advertising and slogans.

Whilst analysing the results of my research I compared them with previous studies to search for contradictions or similarities. My results and the comparisons with previous research will enable me to give advice on the use of English slogans to companies who apply them.

Please note that the questionnaire and the results of the questionnaire, which are converted into graphs, can be found in the appendix.

4.2 Results from questionnaire

The questionnaire was completed by 56 participants almost all aged between 18-30 years old. After analysing the results I discovered that 3 participants produced an incomplete questionnaire, I therefore decided to exclude these incomplete results from the analysis.

Demographic results

The questionnaire was completed by a high number of female participants, namely 70%. The number of male participants therefore consisted of 30%. The largest group of participants were aged from 25 to 30 years old, 47%. However, the group of 18 to 24 years old was slightly smaller with 45%. Looking at the age of the participants it is not odd to see that the occupation of most of them was either fulltime student (40%) or fulltime employee (53%). People in these age groups could be either studying, starting a career or have already been working fulltime for a few years. When further analysing the demographic results I discovered that the majority of the participants have finished or are currently studying on a high level of education. This group consist of 88% of the total participants. These results could be an explanation for the positive rating the participants have given to the level of their English. The majority, 45% of the participants rated their English with an 8 on a scale from 1 (very poor) to 10 (excellent). In general all respondents were quite positive about the level of their English, the average rating was 7,6.

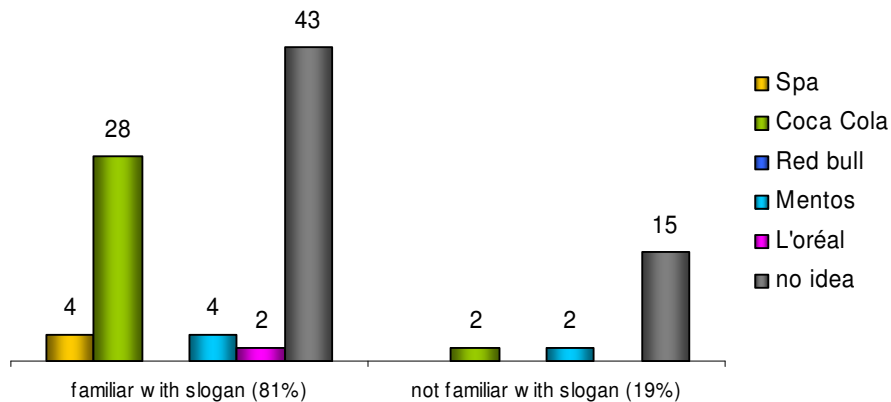
The familiarity and ranking of slogans

During the questionnaire the participants were shown ten sets of slogans. These slogans consisted of five English slogans and five Dutch slogans. Throughout the questionnaire the same set of slogans were used, in exception to questions 6 to 8.

In the first set of questions the participants were asked to declare how familiar the slogans appeared to them on a scale of very familiar, quite familiar to totally unfamiliar. The results showed that Dutch slogans seem slightly more familiar to the participants than the English slogans. Three out of five Dutch slogans were 100% familiar to the participants. One exception amongst the English slogans is that of the slogan from Nokia, "Connecting people", 98% of the respondents were familiar with the slogan. Further on in the questionnaire six of these slogans were used in a multiple choice question. The participants were asked to link the right slogan with the right company or product name. Most participants who declared to have heard of the six slogans before were able to link the right slogan with the right company in this question.

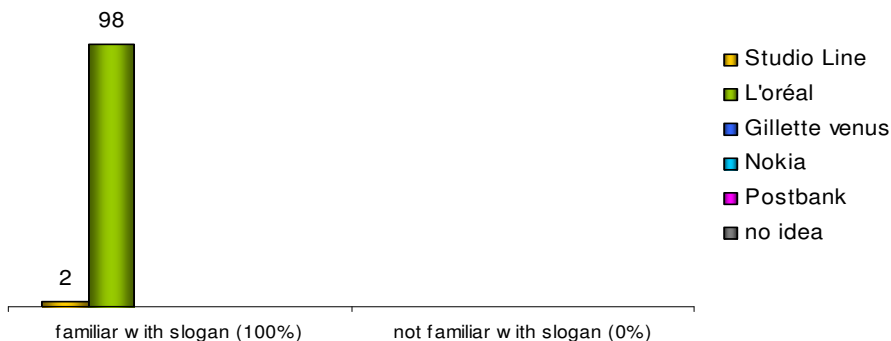
However, one remarkable result indicated that although people declare to have heard of a slogan they are not always able to link the right company or product name to it. The slogan of Coca Cola, "Welcome to the Cola Cola side of life", illustrates this. 81% of the participants declared that the slogan is familiar to them, although 28% of this group was able to link Coca Cola to the slogan, 43% did not know to which company or product the slogan belonged to. The results of this example are shown in the cross tabulation below. (*All numbers in the graph below are percentages.*)

Coca Cola: Welcome to the Coca Cola side of life



The same conclusion can be applied to the example of Mentos. 53% of all participants declared that the slogan used by Mentos, "The world's gone Mentos", appeared familiar to them. Even so, only 28% of the participants were able to link the slogan with Mentos and 11% did not know the slogan belonged to Mentos. The Dutch slogans who appeared familiar to the participants were better correctly linked with the right company or product name. The slogan used by L'Oréal, "Omdat je het waard bent", has been 100% familiar to all participants, 98% also successfully link the slogan with L'Oréal. The results of this example are shown in the cross tabulation below. *(All numbers in the graph below are percentages.)*

L'oreal: Omdat je het waard bent

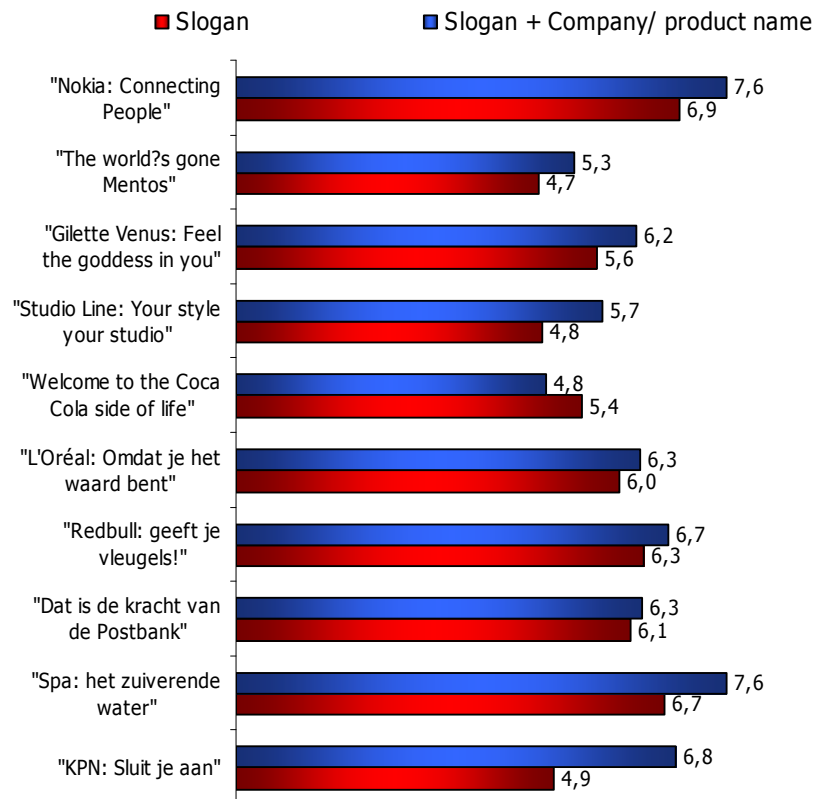


The results of these set of questions contradict with the findings of the study carried out by the University of Twente mentioned in chapter 2. Their goal was to find out if English slogans were better remembered than Dutch slogans. The outcome of this research was that English slogans were better remembered. These results contradict with the outcomes of this questionnaire. The data collected from the questionnaire indicate that Dutch slogans are better remembered because the participants recognized the Dutch slogans better and linked them more correctly to the right company or product name than English slogans. However, one should keep in mind that the research conducted by the University of Twente was more related to short term memory. Participants in that experiment were confronted with the whole advertisement for a few seconds. Whereas, this research is related to long term memory, the participants were not shown any advertisement. They had to remember the slogans from past experiences.

This fact can be interesting to advertisers as they wish their slogan to be remembered on a long term, so that their slogan is stored in the minds of the target audience. However, there was one correspondence between these two studies. The researchers of the University of Twente used students with a high level of education. The majority of the participants from this study also have a high level of education, 94% of all participants. It is therefore interesting to see that, even though the levels of education of the participants in both experiments are quite comparable, the outcomes are contradicting. As mentioned before, the reason for contradicting findings could be the fact that both researches were set up differently.

In the second set of questions the participants had to rate the ten slogans with a number on a scale of 1 (very unattractive) to 10 (extremely attractive), the company or product name was not revealed to them. The Dutch slogans were rated slightly more positively than the English slogans, a remarkable exception to this is the slogan used by Nokia, "Connecting People". This slogan was rated as most attractive with an average score of 6,9. These results show similarities with the results of the research conducted by the University of Nijmegen, mentioned in chapter 2. The outcomes of their research showed that the use of English vocabulary in Dutch advertising is rated fairly negatively. Both studies indicate that the use of Dutch in Dutch advertising is perceived more positively than the use of English.

Further on in the questionnaire the same question was asked but this time the company names and product names were revealed to the participants. The slogans alongside the company/product names were all rated more attractive than when the slogan was solely shown. A notable result is that Spa with their slogan, "Het zuiverende water" and Nokia, "Connecting people" both have the same average score when the two rating questions are combined. In general however, the Dutch slogans are rated more attractive than English slogans. The cross tabulation below illustrate the results. *(All numbers in the graph below are percentages.)*



These results and the results of a study carried out by the University of Brabant partially contradict but also correspond. The research results of the University of Brabant indicated that the participants found English names more attractive than Dutch names. (Note, that this research was not focused on English slogans but on the use of English vocabulary in Dutch advertising.) The contradiction is that in this research Dutch slogans are slightly better rated than English slogans. However, a majority of the participants did agree on the statement further in the questionnaire, that the use of English slogans are more modern, this corresponds with the findings of the University of Brabant. (The findings of the statement questions will be examined further on in this chapter.) On the other hand, the results of the rating questions do show some similarities to the research results of a study conducted by Marinel Gerritsen and Frank Jansen of the University of Nijmegen, which was called *Teloorgang of Survival* (also mentioned in chapter 2). They investigated the manifestation of English "loanwords" in the Dutch language. At one stage during their investigation the participants, were asked to choose between a sentence with an English word and the same sentence with a Dutch equivalent. Subsequently, the participants were asked which word they preferred, the English or the Dutch word. A third of the respondents chose the Dutch word.

A similar occurrence can be seen in this research. Due to the fact that in this study Dutch slogans are rated more positively than English slogans, one can conclude that they are more appealing to the participants so they unconsciously choose a Dutch slogan over an English slogan. Although one should bear in mind that the participants in this study were not given the option to choose between comparable slogans. The findings of another research conducted by the University of Nijmegen shows similarities with the findings of this study. During their research participants rated advertisements who included English vocabulary quite negatively.

One can conclude from these results and the different comparisons with other studies that in general the use of Dutch is rated more positively during experiments.

Results open questions

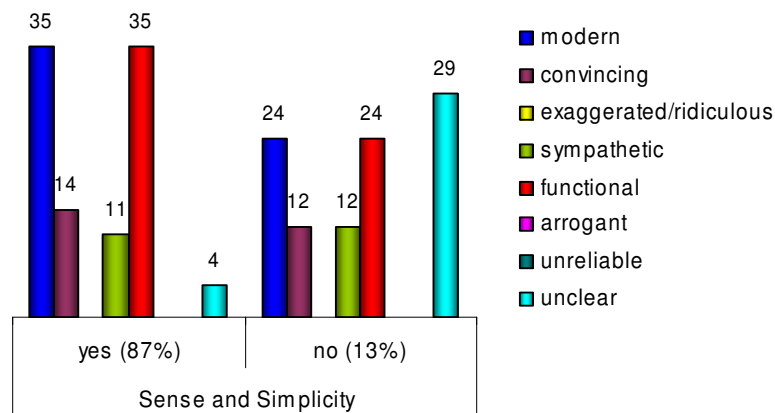
I decided to include open questions in this questionnaire to see if participants were able to remember slogans and give an explanation to them. The questions 6 to 8 dealt with three new slogans which were not used in any of the other questions.

The first set of questions concerned Philips' slogan "Sense and Simplicity". The participants were first asked if they recognized this slogan. 87% of the participants did recognize the slogan. When asked to fill in the correct company or product name of the slogan, 82% of the participants who claimed to know the slogan, wrote down Philips. Subsequently, the participants were asked to tick off a list of associations the slogan brought to mind to them. The majority of the participants found the slogan both modern and functional. There were no negative associations with this slogan, however 8% associates the slogan as unclear. When asked to give an explanation to what the slogan means according to the company it belongs to, many had some difficulty to give the right answer. Philips state that the slogan "Sense and Simplicity" generally means that the products are smart, they have been developed by Philips with care but in addition they are easy and simple to use (Sense and Simplicity, 2004, para.1). When analysing the results I looked for these two elements in the answer. After looking at the answers of all 53 participants only 40% of the answers had these two elements in their answer. Many participants did however use the term user friendly in their answer which is partially correct. One remarkable answer was that of a participant that did not recognize the slogan who described it as: "sensual and easy".

One can observe that the slogan of Philips is a well known one. People recognize the slogan and can link it to Philips without much difficulty. However giving an explanation to this slogan seems difficult.

An explanation for this, also mentioned in Chapter 3, is that there are many different equivalents for the words “sense” and “simplicity”. The word “sense” was often described/ translated as feeling. Therefore these results confirm that different interpretations can be given to the slogan.

After studying the results, I decided to make a cross tabulation to see if participants who did not recognize the slogan have different associations with the slogan than participants who did recognized it. By looking at the table below one can observe that people who did recognized the slogan are more positive about it than people who did not recognized the slogan. Furthermore the people who did not know the slogan perceive the slogan as unclear, which confirms the fact that the slogan can be interpreted in many different ways as the words used in the slogan have many different equivalents. *(All numbers in the graph below are percentages.)*



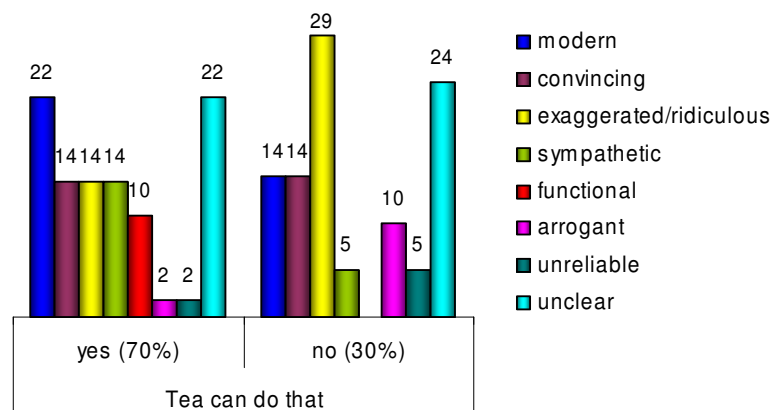
However the fact that the slogan is highly recognized can be caused by the company structure and its advertising strategy. In chapter 2 a clarification is given to the different types of company structures. The company structure of Philips can explain why the slogan is widely recognized amongst the participants. Philips holds a Monolithic structure that consistently apply the slogan “Sense and Simplicity” to all their international products and services. With a standardized slogan the company can build a strong name and people will recognize the slogan as a part of the brand. Not only will the public be exposed to a standardized slogan in their own country but when going abroad the same slogan is used which makes recognition easier and strengthens the familiarity with the brand. (Verhage, 2004, p. 888)

Overall one can say that “Sense and Simplicity” is a highly recognized and strong slogan. Although, the slogan can be interpreted in different ways which makes the exact meaning less easy to determine. If this is communicated in a more explicable manner, the slogan can become more successful. Philips does then not only have a strong brand name but in addition it is supported by a strong slogan.

The second slogan used was that of Lipton tea with “Tea can do that”. From all the participants 70% recognized the slogan. When asked to fill in the correct company or product name of the slogan, only 70% of the participants within this group wrote down Lipton. The brand Pickwick was also mentioned frequently in the answers. This can conclude that the two brands both are strongly linked to tea. After that, the participants were again asked to give their associations with the slogan. The majority declared that the slogan was unclear, 23%, and ridiculous, 18%. On the other hand many participants found the slogan modern, 19% and convincing 14%. Therefore, this slogan seems not to have a clear image. People are not sure what it means but it does seem to have a nice sound. The results indicating that the slogan is unclear can also be observed in the open answer questions. It seems that Lipton’s slogan desires to illustrate the healthy effects of tea. When looking at their website under the slogan/logo: “Tea can do that” one can find all the good qualities of tea. According to the website tea contains no calories and it contains antioxidant which helps to keep one healthy. (Lipton, 2007, “Tea can” section) One can conclude from this that the slogan aims to interest people in the good qualities of it, and then of course interest them in the good quality tea of Lipton. When analysing the results I tried to find the element stating that tea has healthy qualities. Some participants translated the slogan into Dutch but did not add a meaning to it. Other participants mentioned that Lipton tea can change the state of mind and makes you feel relaxed. Only six participants stated that tea has additional qualities than just tasting nice. None of them however mentioned or sum up the healthy qualities but they did mention there were extra qualities to tea. This is 16% from the total number of participants that stated to recognize the slogan! Therefore, one can conclude that this slogan alone is not clear enough. If Lipton wishes to stress the important healthy qualities of their tea or tea in general they should communicate this more in their slogan or advertising. Without the answer to the statement “Tea can do that” people can remain wondering what the meaning of the slogan is.

As with the first example, of Philips, the same cross tabulation for Lipton was made. A remarkable result is that the slogan “Tea can do that” is perceived as quite exaggerated by the people who do not recognize it. People who do recognize the slogan are less negative and think the slogan is quite modern. But one important observation can be made from this graph. Both groups find the slogan unclear. This confirms that the slogan is vague to both people recognizing the slogan as to people not recognizing the slogan.

(All numbers in the graph below are percentages.)



In conclusion one can observe that the slogan of Lipton Tea is seen as a modern, but the meaning of the slogan is very unclear. None of the participants could give a clear explanation to it. Perhaps if Lipton stress the healthier effects of their tea, people can discover the meaning of the slogan and give an answer to the statement: Tea can do that.

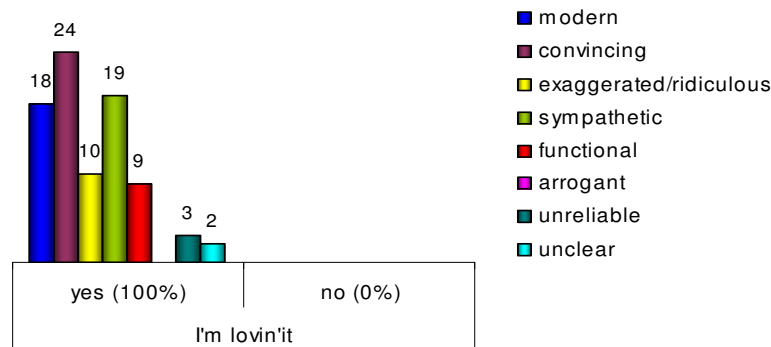
Lipton is a brand that belongs to Unilever. Unilever has a branded identity structure. It holds many different brands with each having its own identity. Lipton is a well-known brand in especially the western world. One would therefore think that the slogan would be recognized easily by the participants of this questionnaire. However, Lipton Tea has a very strong competitor with a strong identity namely, Pickwick Tea. Pickwick Tea also belongs to a company with a branded identity structure, which is Douwe Egberts. As mentioned previously, a few participants connected the slogan to Pickwick Tea. This means that the brands Lipton Tea and Pickwick Tea are highly competitive. A slogan that is unclear to the consumers is therefore not helping in the competition between these two brands. One can advise, on grounds of the results of this questionnaire, Lipton to communicate the message behind the slogan more often to gain more recognition and distinguish itself from Pickwick tea.

The last open question concerned the slogan of McDonalds: "I'm lovin' it. All participants seemed to recognize the slogan. Although, 91% correctly filled in McDonalds as the company to which the slogan belonged to. The slogan also generated positive associations amongst participants. The three most chosen associations were: modern (21%), convincing (29%) and sympathetic (22%), which are all positive associations. One can conclude from these results that the slogan "I'm lovin' it" is quite familiar and popular amongst the younger Dutch population.

McDonalds introduced the slogan in 2003 by stating that it is not just a new slogan but an attitude McDonalds wishes to create. An attitude that thinks about how to anticipate on the lifestyle of their customers. (Commercial, 2003, para.1) When analysing the results I looked for elements stating the more 'responsible' attitude of McDonalds. Only 4 participants mentioned that there is more to McDonalds than just junk food. One mentioned the wide more healthier variety of food that is being offered another participant mentioned the atmosphere McDonalds creates for the employees and customers. However, this is the indepth thought about the slogan and about the whole attitude of McDonalds. If one looks at the slogan solely, it comes down to the fact that it signifies: I'm loving McDonalds and its food and atmosphere. When now looking at the results in this perspective, it is clear that more participants can determine the meaning of the slogan. Of the 91% who correctly linked the slogan with McDonalds, 52% gave an answer describing the slogan as: loving McDonalds and its food and atmosphere.

In conclusion, one can state that McDonalds has a very successful slogan which is recognized by many and correctly linked to McDonalds by many. Yet, the indebt thought and attitude behind the slogan is not fully comprehended by everyone. On the other hand the general idea of loving McDonalds food and the atmosphere can be correctly interpreted from the slogan.

Once more the same cross tabulation as with the previous questions was prepared. The table below shows the positive perception of the slogan 'I'm lovin' it'. Participants find the slogan very convincing, sympathetic and modern. The fact that the slogan is perceived as convincing could be a clarification for the high level of recognition. One can speculate that when something comes across convincing it might have more chance of being remembered. *(All numbers in the graph below are percentages.)*



One can conclude that the slogan "I'm lovin' it" is a highly successful slogan. A reason for this could be the fact that McDonalds extensively advertise with this slogan worldwide. McDonalds has a Monolithic identity structure. It transfers its identity into all its activities. When having a strong brand and communicating this to all its activities it seems to generate positive effects on the slogan.

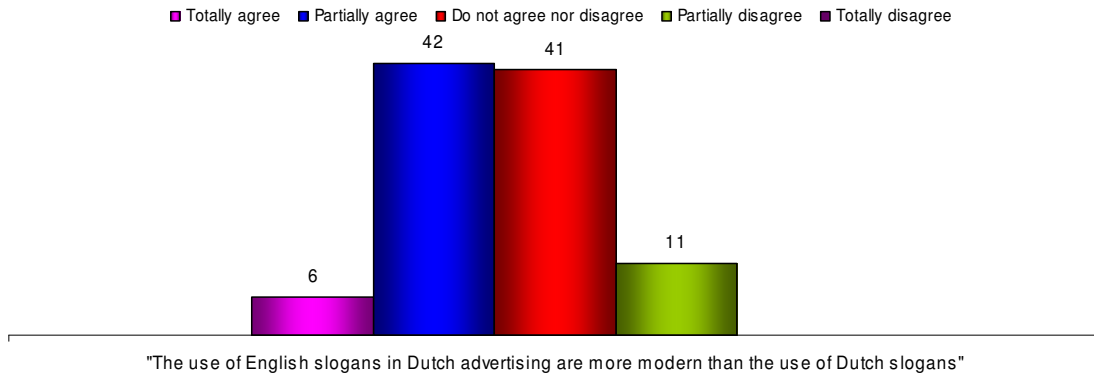
By looking at Philips' slogan and McDonald's slogan one can carefully say that the bigger the brand the more recognition the slogan receives and the more positive the slogans are rated. Although, most participants could give no faultless explanation to both slogans, this does not seem to affect the positive attitude towards the slogan. When looking at Lipton tea, the brand is not as strong as Phillips or McDonalds. This seems to affect the recognition of the slogan and the understanding. Because the brand is not as big as the other two brands it needs a strong slogan and identity to create more recognition for their slogan and generate the right meaning to the slogan. Even though, the slogan was not explained correctly just as the other two brands it seems to have more consequences on the attitude towards the slogan.

One should bear in mind that this conclusion is based on the results of this research and is only supported by the comparison between these three brands.

Opinion statements

The questions were asked to gain insight in the general opinion about the use of English slogans.

The most remarkable element was that although the questionnaire showed that Dutch slogans are better rated and correctly linked to a company or brand name, the respondents were not extremely negative about the use of English slogans. Many respondents, 48%, agree or generally agree with the fact that English slogans are more modern than Dutch slogans. The graph below illustrates this. (*All numbers in the graph below are percentages.*)

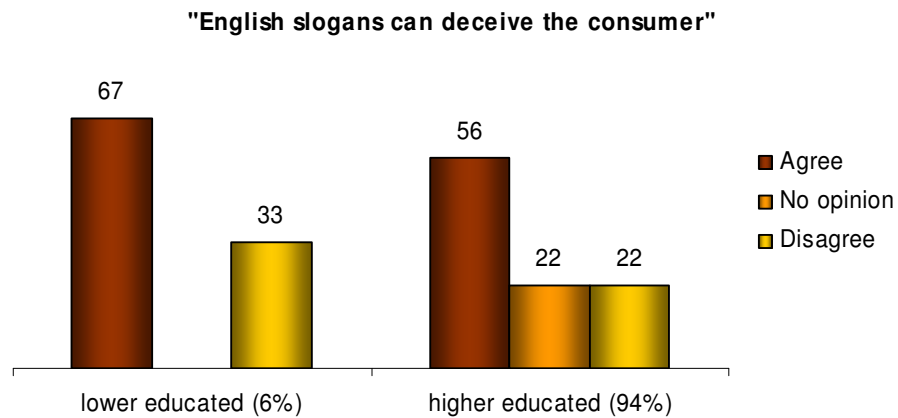


Furthermore, a slightly higher percentage of the respondents, 42%, agreed or generally agreed that English slogans sound better than Dutch slogans, 27% disagreed with this statement. These results not only contradict with earlier results from this questionnaire but also with the results of the research conducted by the University of Nijmegen. The use of English is rated fairly negative whereas people here seem positive about the use of English in Dutch advertising.

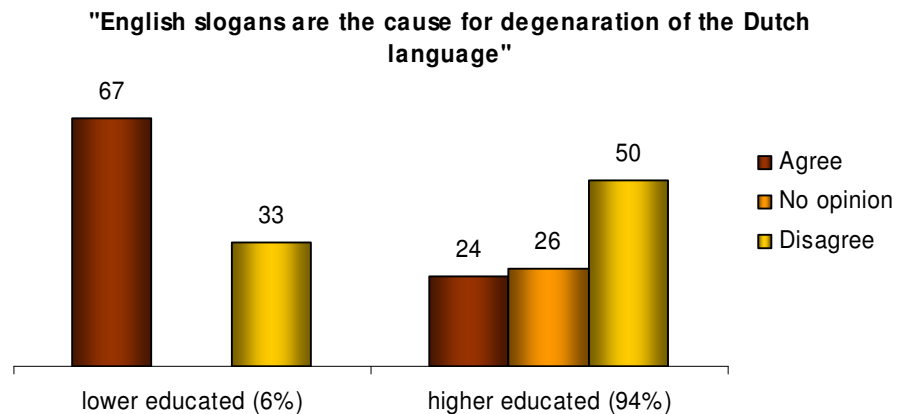
In addition, most respondents do not see the use of English slogans as a threat. 49% disagreed with the statement that English slogans are polluting the Dutch language. This could indicate that the use of English is so common today that it is seen as an normal phenomenon. However, the statement declaring that English slogans can mislead the consumer received a high percentage of negative responds. 57% Of the participants agreed that English slogans can mislead the consumer, 23% disagreed with this statement. On could speculate that English slogans can cause misunderstanding and are therefore perceived as misleading.

After analysing these results I connected the participant's education level to the answers given in these statements. I made a division between participants with a lower education level (MAVO/VMBO-MBO) and participants with a high education level (HAVO-HBO-VWO-WO) In general the higher educated have a more divided opinion on the statements than the lower educated. The higher educated participants are quite positive towards the use of English slogans, the majority agree that English slogans are more modern and sound better in advertising. In addition, they do not agree that the English language is causing the Dutch language to degenerate.

On the other hand, they as well as the lower educated believe that English slogan can deceive the consumer, at least 56% of the higher educated and 67% of the lower educated believe this. The graph below illustrates this. (All numbers in the graph below are percentages.)



The lower educated are more positive about the statement: "English slogans sound better than Dutch slogans." At least 67% agreed with this statement. Remarkable however, is the fact that the lower educated had no clear opinion on the statement saying that English slogans are more modern than Dutch slogans. One big difference between the higher educated and the lower educated concerns the statement on the degeneration of the Dutch language by the use of English slogans. The majority of the lower educated believe that English slogans cause the Dutch language to degenerate opposed to the majority of higher educated who agree that English slogans are not degenerating the Dutch language. The graph below illustrates this. (All numbers in the graph below are percentages.)



It is difficult to give an explanation to the big difference between the education levels and opinions of the participants. One can speculate that people with a higher level of education are more often confronted with English than people with a lower educational level. However, one should bear in mind that everyone is equally exposed to advertisements. Nonetheless, higher educated people often use the English language at university or are sometimes even taught in English and therefore seem to have more understanding of the language. Understanding seems to be an important factor. It could be that when people understand the slogan they are less negative about the use of it.

When people do not understand the English slogan correctly it could generate an intimidating feeling, which could clarify the fact that the lower educated people see the use of English as a cause for the degeneration of the Dutch language. Please note that I cannot provide evidence for this explanation and therefore cannot prove that this interpretation is true.

Interesting conclusions can be drawn from these results. Even though the Dutch slogans are better rated, participants generally agree with the fact that English slogans in Dutch advertising are more modern. An explanation for this could be the fact that in the rating questions, examples of slogans were shown whereas in the opinion questions no examples were shown. Therefore the participants could not compare Dutch and English slogans with each other. They had to give their opinion based on experience instead of based on an example.

4.3 Conclusion

From the analysis of this questionnaire one can conclude that Dutch slogans are more positively rated than English slogan and are also better linked to the right company or product. One would therefore think that Dutch slogans are preferred over English slogans. However, the opinion statements show that one should be careful with settling for this conclusion. Most participants agreed on the statement that English slogans sound more modern than Dutch slogans. This indicates that the preference goes out to English slogans.

Like mentioned previously, the reason for this contradiction could be that in the rating questions examples were used and in the opinion statement questions no examples were used. When answering the statement questions the participants had to judge the questions on past experiences.

This conclusion can be found back in other research. Even though not all studies concerned slogans they did concern the use of English in Dutch advertising. There are studies that indicate that the use of English is rated fairly negative and the Dutch words are preferred over English words. But on the other hand there are studies that conclude that English slogans are better remembered and that the use of English in Dutch advertising is rated as more attractive. Therefore it is extremely difficult to give a standardized advice to a company or organization that wishes to use an English slogan. One can read the advice in the recommendations of this chapter. The factors that should be taken into account when developing a slogan will also be touched upon.

4.4 Recommendations

Creating a slogan is not just simply coming up with a catchy phrase. One should think carefully about what effect the slogan should generate amongst the target audience. When creating a slogan one can face different obstacles as illustrated in this paper. Therefore the creation process should be taken step by step. When choosing between the use of an English or Dutch slogan one should bear in mind the aspects below.

Firstly, keep an eye on trends. What is currently going on in society? What is seen as trendy and what is not? In this case, what is the perception towards English in Dutch society? What is more appealing to your target audience, English or Dutch? To gain more insight into this, one can conduct a research to see what the target audience prefers or look at previous studies done about this matter.

When one knows what is most appealing to the target audience one should then look at how a slogan can be developed that will reach the target group. When developing this slogan the company's identity and strategy should certainly be taken into account. Companies who advertise in the Netherlands can come across the option to choose between an English slogan or a Dutch slogan. Both options have advantages and disadvantages. When deciding to create an English slogan one should bear in mind that there are quite a few pitfalls as illustrated in this paper. An English slogan can have the chance of not being understood or being misinterpreted. This can generate negative connotations with the advertisement which will affect the company's image. Dutch slogans on the other hand are seen as less attractive than English slogans. This can also influence the image of a company. If a slogan is seen as dull it can influence the opinion of the public.

Multinationals have to consider another step when developing an English slogan. They have the choice between using an English standardized slogan or a localized English slogan. If one decides to use an English standardized slogan to advertise cross culturally, one should thoroughly investigate the customs, traditions, values and associations of the country where the advertisement is going to be launched. After studying these factors one should test the slogan to see if people understand it and investigate the associations that are generated. As demonstrated in this paper, mistakes have been made by well-known multinationals: translation mistakes, approach mistakes and association mistakes. Many more examples can be found on the Internet. Therefore a company could consider using a localized slogan for each country it advertises in. However both standardized and localized slogans have advantages and disadvantages. This paper has not explored these two strategies in-depth but one should bear in mind the following advantages and disadvantages. Choosing for a standardized slogan to advertise worldwide can strengthen a company's image but it can however generate misunderstanding or negative associations in countries that do not have enough knowledge of the language in which the slogan is advertised. Standardized slogans and advertising can even cause hostility in countries that have negative connotations with the words colours, images etc used.

Localized slogans have the advantage that it can anticipate on the values and needs of the local community it advertises in; brand awareness can increase this way. On the other hand it can also confuse consumers when having different advertisements and slogans internationally. People could have trouble recognizing the brand when going abroad (Verhage,2004). Another disadvantage of localized slogans are high costs. Adjusting or developing a new slogan per country can be very expensive. The high costs are often a reason for companies to choose for a standardized slogan.

But as this paper focuses on the use of English slogans in Dutch advertising, I would like to give advice to companies who are using English slogans in the Netherlands or are considering using one. As demonstrated in this paper much research has been conducted about the use of English in Dutch advertising. Some research concerned words or dialogues in English and some concerned English slogans. As illustrated before some research results contradict in their findings and some show similarities. The advice I will give is based on the results of these previous studies but mainly on the results conducted for this research.

Although English slogans seem to be more memorable and attractive than Dutch slogans one should also consider the fact that English slogans can be misunderstood or not understood at all which can cause mistrust and reluctance. If one decides to use an English slogan make sure that it is not too long and does not contain too many complicated words. Furthermore, make sure no typical foreign expressions are used. This can cause misunderstanding and can spoil the clue of the slogan. Also check if the slogan is not generating any negative connotations among the target audience. What can be seen as a harmless slogan to advertisers can be perceived as a harmful slogan to the target audience. However, it is not impossible to create a successful English slogan as Nokia demonstrates with: "Connecting People". It is important to create a slogan that is easy to comprehend, straight forward and can impact the target audience. To see if a slogan has these elements one should test it on a small target audience first. After monitoring the effects one can adjust the slogan or, if it is successful, launch it.

Even so, previous studies and this research demonstrate that Dutch slogans are better understood by Dutch consumers. It even indicates that Dutch slogans are better remembered in the long run, which is an interesting fact for companies. This observation explains why participants were better in linking Dutch slogans to the right company than English slogans. One can conclude from this that recognition and recollection of a slogan can strengthen a company's image. This is worth considering when opting for a localized slogan if being an international company.

After analysing the advantages and disadvantages of the use of English slogans I would like to advise advertisers to choose for a Dutch slogan if possible. This advice is aimed at advertisers dealing with a young age group from approximately 18 to 30 years old. A justification for this is that the data collected from this research and the data gathered from other studies have been gained through experiments with young Dutch participants. Not only have I taken research results into account but also the general perception of the use of English in the Dutch language. As pointed out in the first chapter, the use of English in Dutch society is perceived by some as the cause for degeneration. In addition to that, this research has demonstrated that English slogans are often perceived as misleading. Adding these two observations to previous research results, one can conclude that using a Dutch slogan is safer than an English slogan. Only one thing should be taken into account when developing a Dutch slogan. In general English slogans are perceived as more modern and better sounding. This information should not be seen as a disadvantage to Dutch slogans but as an opportunity. It should motivate advertisers to create attractive Dutch slogans that are just as appealing as English slogans. Take for example: "Red bull geeft je vleugels", this successful slogan can be seen as an appealing slogan as proven by this research. The key to a successful slogan is a good analysis of the target audience and creativeness.

Future research

This research has investigated the effects and perceptions of English and Dutch slogans. However, one should consider how useful slogans are in general. This topic has not been explored in this paper. Even so, it could be interesting to find out how functional slogans are. Why are they being created? How much do consumers actually pay attention to them? How important are they to the image of a company? When finding out how much slogans contribute to the image and identity of a slogan one can determine how successful a slogan needs to be. This paper can then provide advertisers information about the use of English or Dutch slogans.

Another topic that has not been explored thoroughly is the link between companies identity structures and the influence this has on the success of their slogans. Can it be proven that large well-known multinationals have more chance of effectively introducing a slogan than smaller companies? Can financial investments and large advertising campaigns force the slogan to succeed or are there other factors that play a more important role in success? The answers to these questions can assist in developing a successful slogan.

One can conclude that there is more to a slogan than one might think. There are still many other aspects about slogans that can be explored. As there have been several studies conducted about slogans in the past it illustrates that slogans and advertising in general are becoming more and more important. Companies wish to know how they can impact their target group and gain their interest. Successful slogans are key players in this. Slogans are the attention grabbers.

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APPENDIX

Enquête

Tegenwoordig wordt er regelmatig gebruik gemaakt van Engelse slogans in Nederlandse reclame.

Slogans zijn kernachtige teksten die gebruikt worden door bedrijven als uitingen van de doelstellingen van hun merk of hun organisatie. In het Nederlands worden slogans ook wel slagzinnen genoemd.

Het doel van dit onderzoek is te ontdekken hoe de jonge Nederlandse bevolking tegenover het gebruik van Engelse slogans staat en wat de waardering is voor het gebruik van deze slogans. Verder wordt met deze enquête onderzocht in hoeverre Engelse slogans correct vertaald/ geïnterpreteerd worden naar het Nederlands.

Het invullen van de enquête duurt ongeveer 10 minuten.

Ik wil u bij voorbaat hartelijk danken voor uw deelname aan dit onderzoek.

Wat is uw geslacht?

- ☐ Man
- ☐ Vrouw

Tot welke leeftijdscategorie behoort u?

- ☐ Jonger dan 18 jaar
- ☐ 18-24 jaar
- ☐ 25-30 jaar
- ☐ Ouder dan 30 jaar

Wat doet u in het dagelijks leven?

- ☐ Studeren (fulltime)
- ☐ Werken (fulltime)
- ☐ Werken (parttime) Studeren (parttime)
- ☐ Anders

Voor werkende deelnemers; Wat is de hoogste door u voltooide opleiding?

Voor studerende deelnemers; Welk opleidingsniveau volgt u?

- ☐ MAVO/VMBO
- ☐ MBO
- ☐ HAVO
- ☐ HBO
- ☐ VWO
- ☐ WO

Kunt u met een cijfer op een schaal van 1, zeer zwak tot 10, zeer goed aangeven hoe u uw eigen niveau van de Engelse taal beoordeelt?

Cijfer: _____

Hieronder vindt u een aantal vragen die betrekking hebben op de waardering en invloed van Engelse slogans in Nederlandse reclame.

1. Hieronder ziet u een aantal slogans, of een gedeelte ervan. Kunt u bij onderstaande slogans aangeven hoe bekend de slogan voor u is op een schaal van **helemaal bekend** tot **zeer onbekend**.

| | Zeer bekend | Klinkt bekend | Helemaal onbekend |
|----------------------------------|-------------|---------------|-------------------|
|Sluit je aan | | | |
| Het zuiverende water | | | |
| Welcome to theside of life | | | |
| Your style, your studio | | | |
| Feel the goddess in you | | | |
|geeft je vleugels! | | | |
| The world's gone..... | | | |
| Omdat je het waard bent | | | |
| Connecting People | | | |
| Dat is de kracht van de | | | |

Hieronder ziet u een aantal slogans, of een gedeelte ervan. Kunt u op basis van een rapportcijfer (op een schaal van 1 tot 10) aangeven in welk mate u de slogan aantrekkelijk vindt? (zeer onaantrekkelijk = 1, zeer aantrekkelijk = 10).

Ook als u de slogan niet kent graag uw rapportcijfer geven voor de aantrekkelijkheid van de slogan

| | Rapportcijfer |
|----------------------------------|---------------|
|Sluit je aan | |
| Het zuiverende water | |
| Welcome to theside of life | |
| Your style, your studio | |
| Feel the goddess in you | |
|geeft je vleugels! | |
| The world's gone..... | |
| Omdat je het waard bent | |
| Connecting People | |
| Dat is de kracht van de | |

**3. Kunt u de juiste Engelse slogans combineren met de juiste bedrijven of merken?
"Welcome to theside of Life"**

- ☐ Spa
- ☐ Coca cola
- ☐ Red bull
- ☐ Mentos
- ☐ L'Oréal
- ☐ Weet ik niet

3.1 "Feel the goddess in you"

- ☐ Nokia
- ☐ Postbank
- ☐ Gillette Venus
- ☐ Mentos
- ☐ Studio Line
- ☐ Weet ik niet

3.2 “The world’s gone.....”

- ☐ Mentos
- ☐ Coca Cola
- ☐ Nokia
- ☐ Gillette Venus
- ☐ Red bull
- ☐ Weet ik niet

4 . Kunt u de juiste Nederlandse slogans combineren met de juiste bedrijven of merken?
“**Dat is de kracht van de.....**”

- ☐ KPN
- ☐ Coca Cola
- ☐ Postbank
- ☐ Gillette Venus
- ☐ SPA
- ☐ Weet ik niet

4.1 “.....Sluit je aan”

- ☐ Studio Line
- ☐ Postbank
- ☐ KPN
- ☐ L’Oréal
- ☐ Red bull
- ☐ Weet ik niet

4.2 “Omdat je het waard bent?”

- ☐ Studio Line
- ☐ L’oréal
- ☐ Gillette Venus
- ☐ Nokia
- ☐ Postbank
- ☐ Weet ik niet

- 5 Hieronder ziet u een aantal volledige slogans en de bedrijven/merken die hier bijhoren. Kunt u op basis van een rapportcijfer (op een schaal van 1 tot 10) aangeven in welk mate u de combinatie van slogan met bedrijf/merk sterk vindt? (zeer slechte combinatie =1, zeer sterke combinatie = 10).

| | Rapportcijfer |
|---|---------------|
| KPN: Sluit je aan | |
| Spa: Het zuiverende water | |
| Welcome to the Coca Cola side of life | |
| Studio Line: Your style, your studio | |
| Gillette Venus: Feel the goddess in you | |
| Red bull: geeft je vleugels! | |
| The world's gone Mentos | |
| L'Oréal: Omdat je het waard bent | |
| Nokia: Connecting People | |
| Dat is de kracht van de Postbank | |

De onderstaande vragen hebben betrekking op hedendaagse Engelse slogans. Deze vragen geven een algemeen beeld in hoeverre Engelse slogans begrepen, herkend en gewaardeerd worden.

6. Sense and Simplicity

6.1 Herkent u deze slogan?

☐ Ja

☐ Nee (ga verder naar vraag 6.3)

6.2 Weet u tot welk bedrijf of merk deze slogan behoort?

☐ Ja namelijk, _____

☐ Nee, ik weet niet waar de slogan toebehoort.

6.3 Kunt u aangeven welke associaties deze slogan bij u oproept? Meerdere antwoorden zijn mogelijk:

☐ Modern

☐ Trendy

☐ Overtuigend

☐ Overdreven/ Belachelijk

☐ Sympathiek

☐ Functioneel

☐ Arrogant

☐ Onbetrouwbaar

☐ Onduidelijk

6.4 Kunt u omschrijven wat er u volgens u met de slogan "Sense and Simplicity" wordt bedoeld?

7 Tea can do that!

7.1 Herkent u deze slogan?

☐ Ja

☐ Nee (ga verder naar vraag 7.3)

7.2 Weet u tot welk bedrijf of merk deze slogan behoort?

☐ Ja namelijk, _____

☐ Nee, ik weet niet waar de slogan toebehoort.

7.3 Kunt u aangeven welke associaties deze slogan bij u oproept? Meerdere antwoorden zijn mogelijk:

☐ Modern

☐ Trendy

☐ Overtuigend

☐ Overdreven

☐ Sympathiek

☐ Functioneel

☐ Arrogant

7.4 Kunt u omschrijven wat er u volgens u met de slogan "Tea can do that" wordt bedoeld?

8 I'm lovin' it

8. Herkent u deze slogan?

☐ Ja

☐ Nee (ga verder naar vraag 8.3)

8.2 Weet u tot welk bedrijf of merk deze slogan behoort?

☐ Ja namelijk, _____

☐ Nee, ik weet niet waar de slogan toebehoort.

8.3 Kunt u aangeven welke associaties deze slogan bij u oproept? Meerdere antwoorden zijn mogelijk:

☐ Modern

☐ Trendy

☐ Overtuigend

☐ Overdreven

☐ Sympathiek

☐ Functioneel

☐ Arrogant

8.4 Kunt u omschrijven wat er u volgens u met de slogan "I'm lovin'it" wordt bedoeld?

Hier onder vindt u een aantal stellingen over het gebruik van Engelse slogans in Nederlandse reclame. Kunt u bij elke vraag aangeven in welke mate u het eens of oneens met de stelling bent.

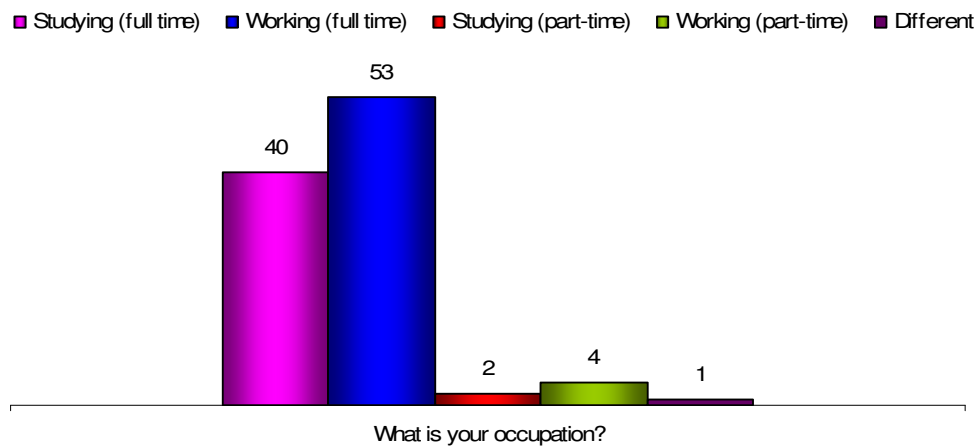
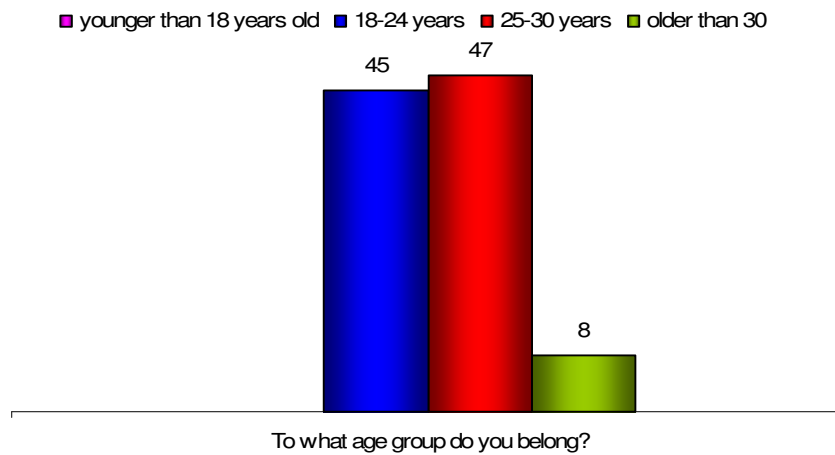
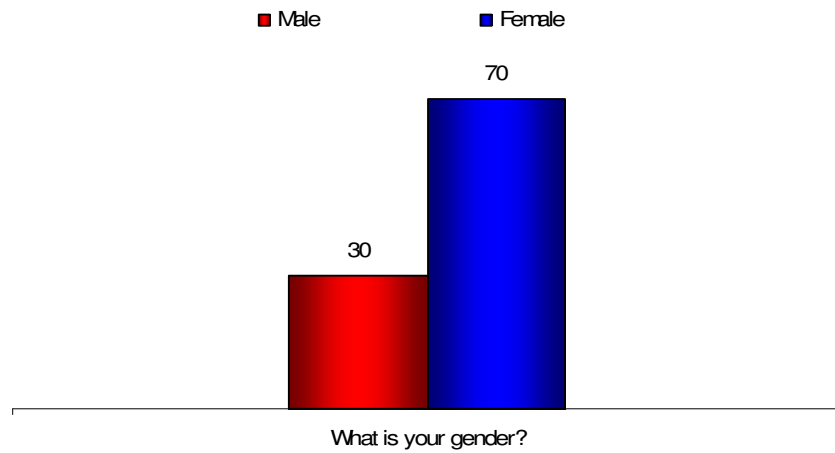
9. "Het gebruik van Engelse slogans in Nederlandse reclame uitingen is moderner dan het gebruik van Nederlandse slogans."
- 0 Volledige mee eens
 - 0 Mee eens
 - 0 Noch eens/ noch oneens
 - 0 Mee oneens
 - 0 Volledig mee oneens
10. "Engelse slogans klinken veel beter dan Nederlandse slogans in Nederlandse reclame-uitingen"
- 0 Volledige mee eens
 - 0 Mee eens
 - 0 Noch eens/ noch oneens
 - 0 Mee oneens
 - 0 Volledig mee oneens
11. "Engelse slogans vervuilen de Nederlandse taal" Met vervuilen wordt bedoeld de toename van Engelse woorden ten koste van Nederlandse woorden."
- 0 Volledige mee eens
 - 0 Mee eens
 - 0 Noch eens/ noch oneens
 - 0 Mee oneens
 - 0 Volledig mee oneens
12. "Engelse slogans kunnen de consument misleiden."
- 0 Volledige mee eens
 - 0 Mee eens
 - 0 Noch eens/ noch oneens
 - 0 Mee oneens
 - 0 Volledig mee oneens

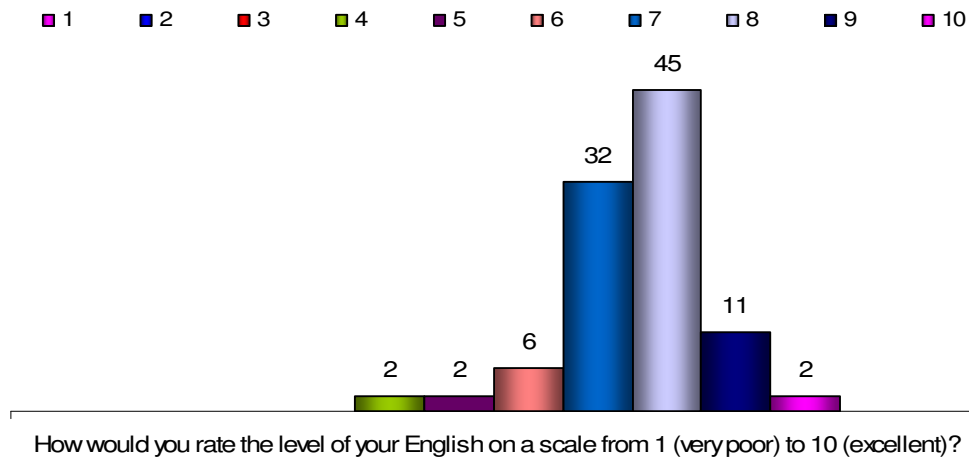
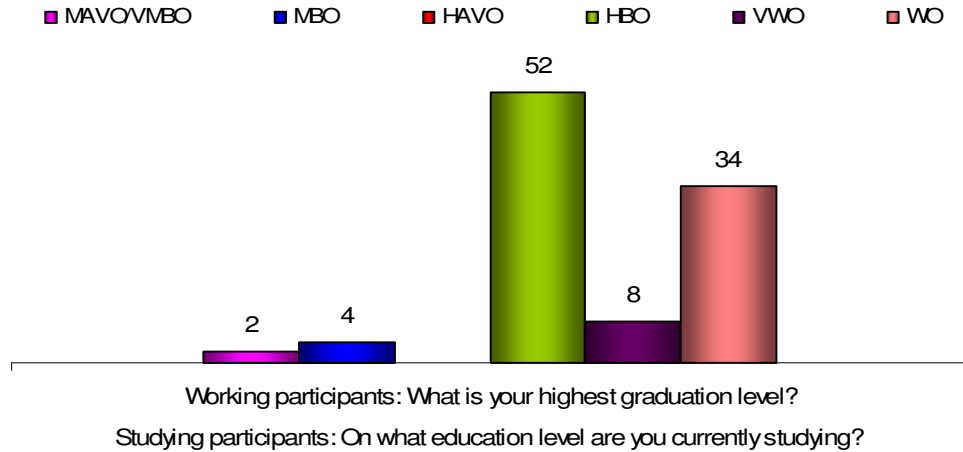
EINDE ENQUÊTE

Results of Questionnaire

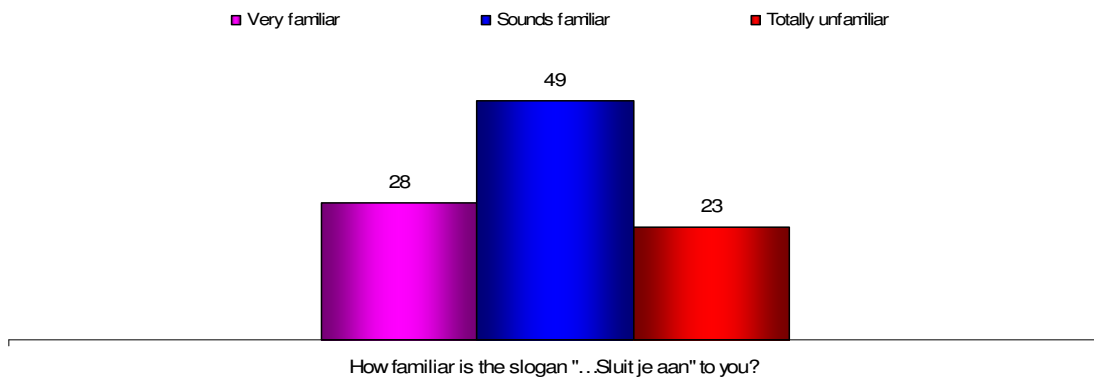
Demographic results of participants questionnaire

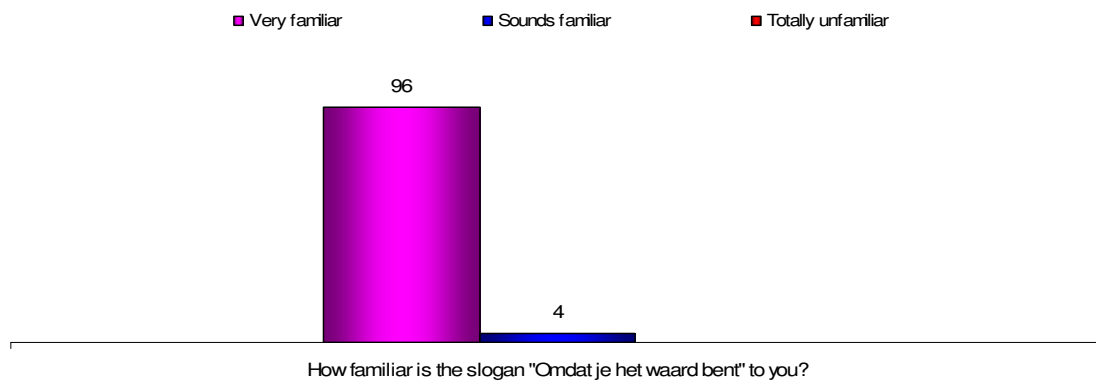
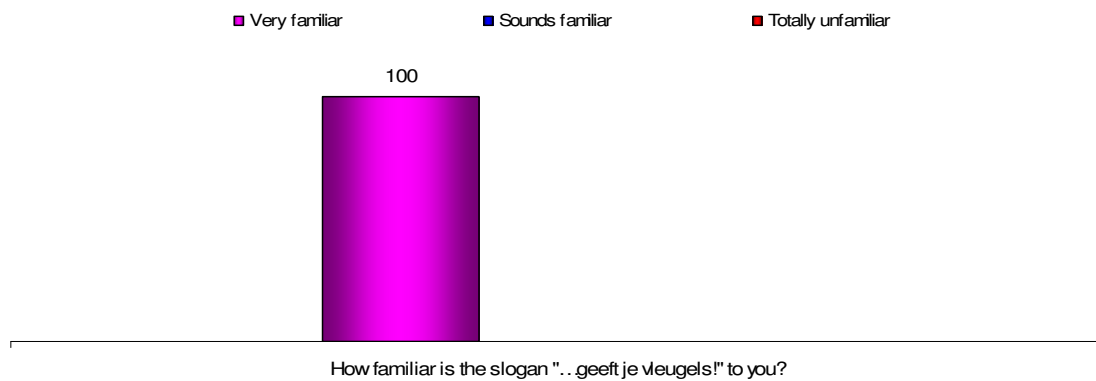
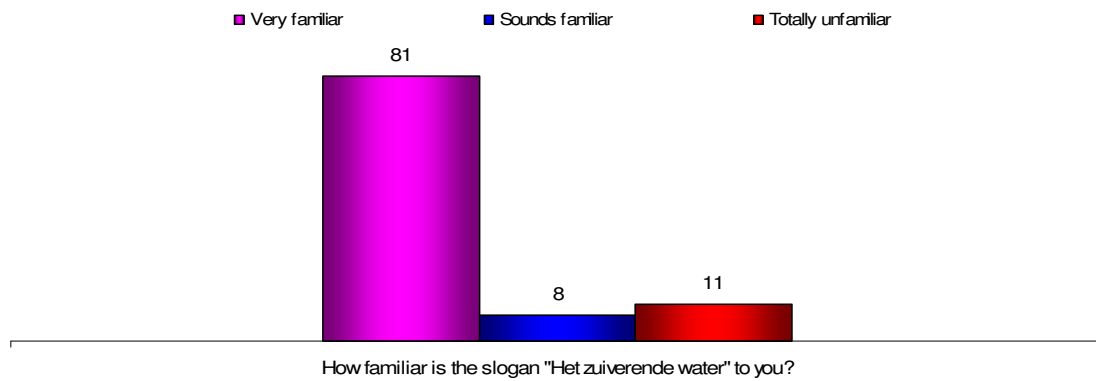
All numbers in graphs below are percentages

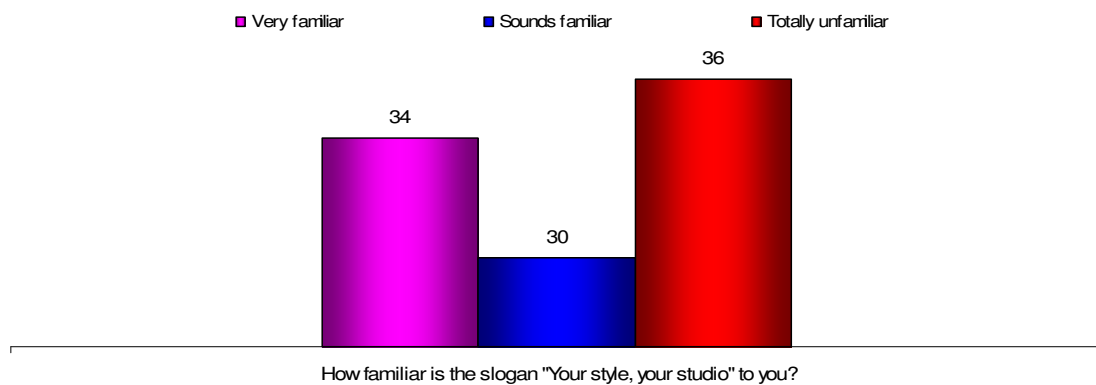
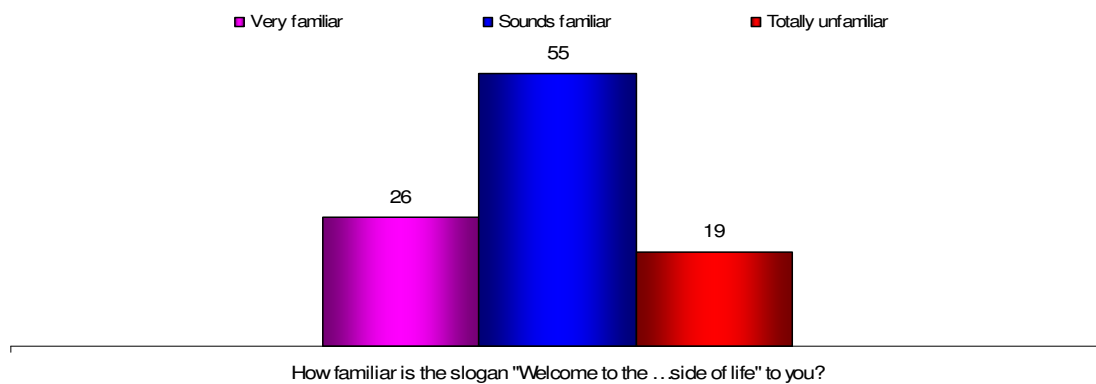
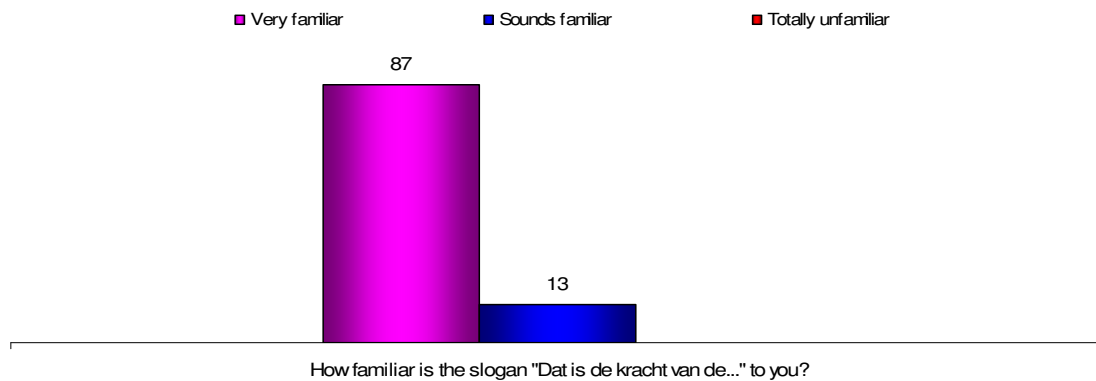


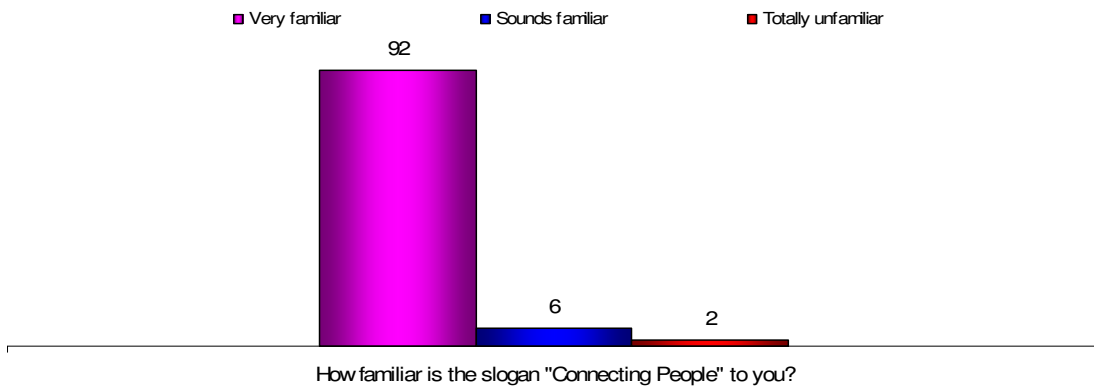
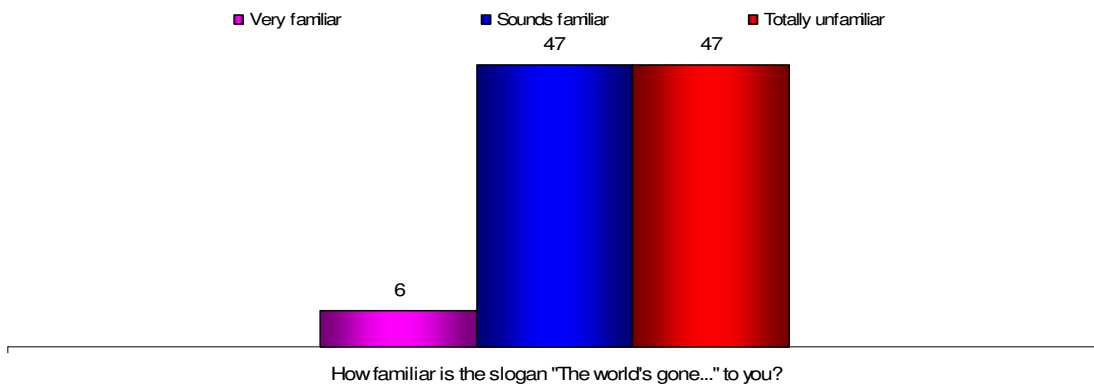
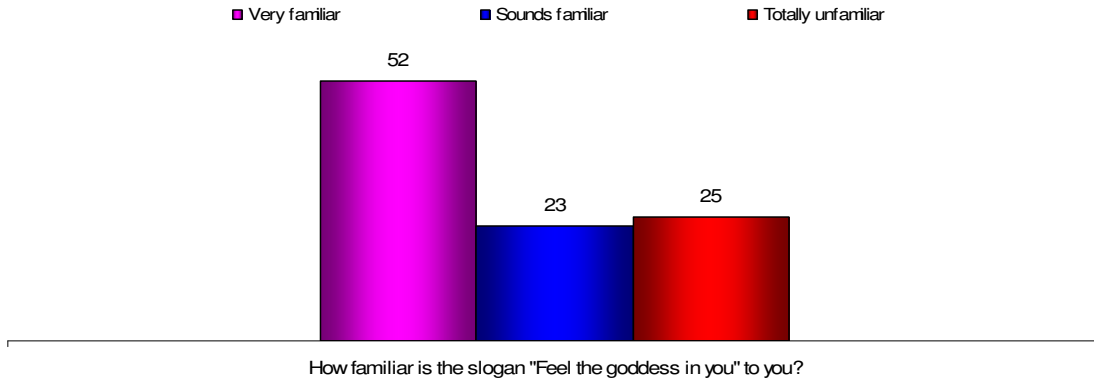


In the first question the participants were asked how familiar the slogans in the question appeared to them. The graph below illustrate the answers. *All numbers in the graph below are percentages*





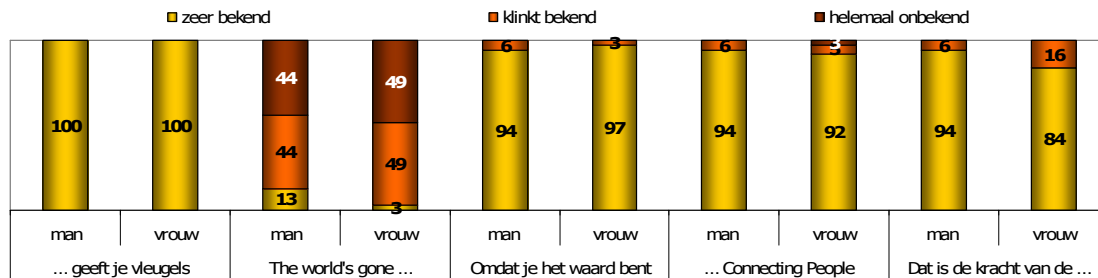
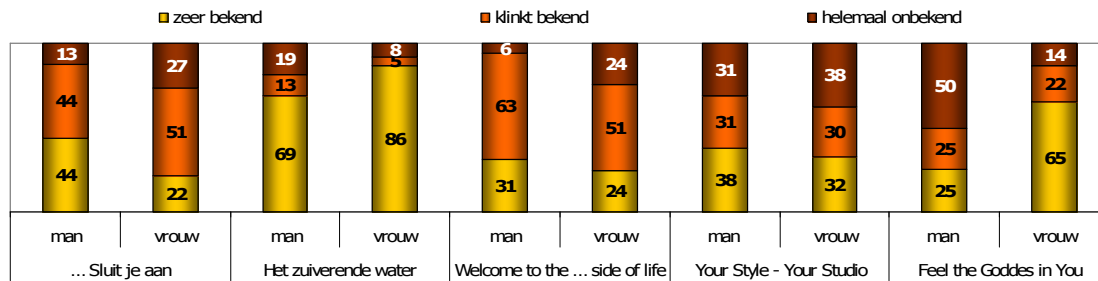




In the first question the participants were asked how familiar the slogans in the question appeared to them. In the graph below a division has been made between male and female.

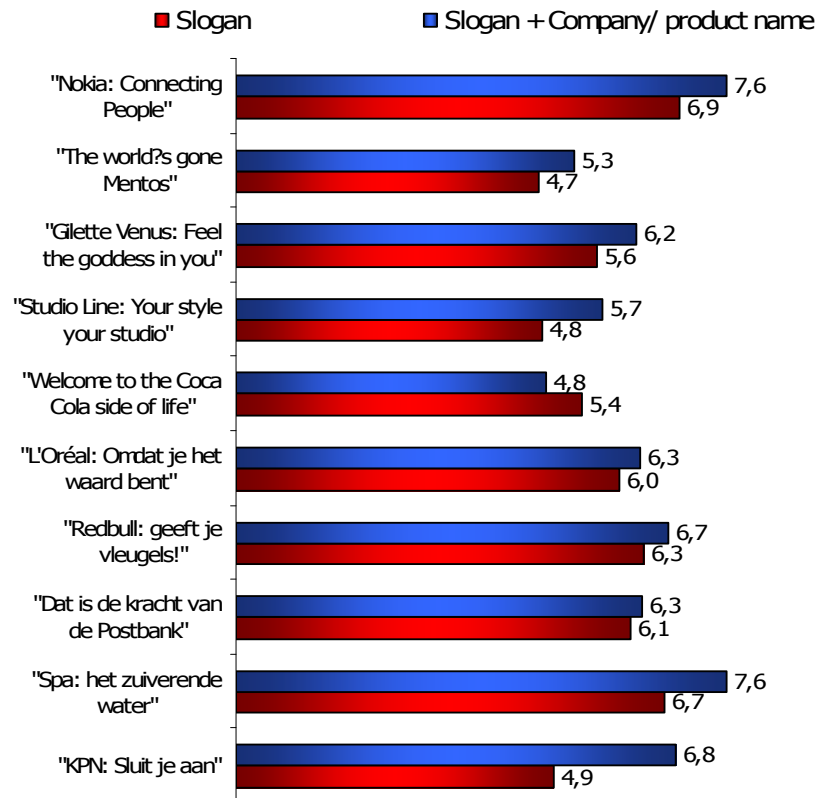
All numbers in the graph below are percentages

The level of familiarity from the slogans

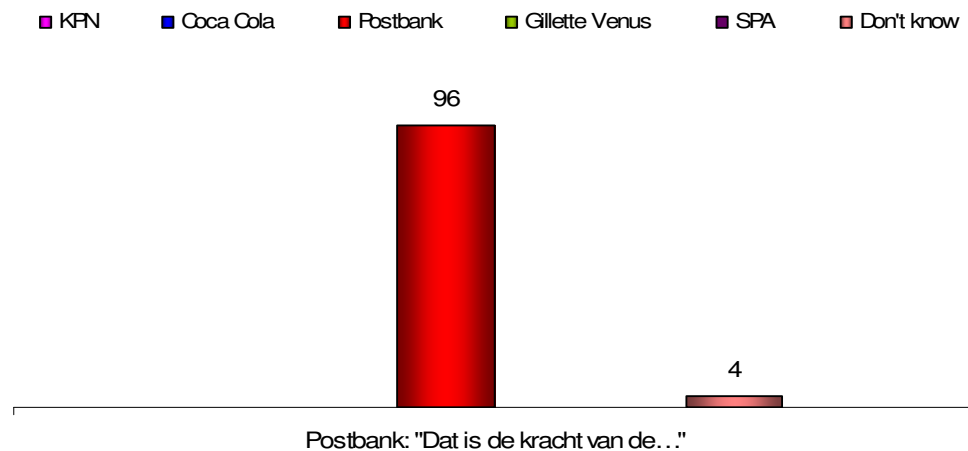
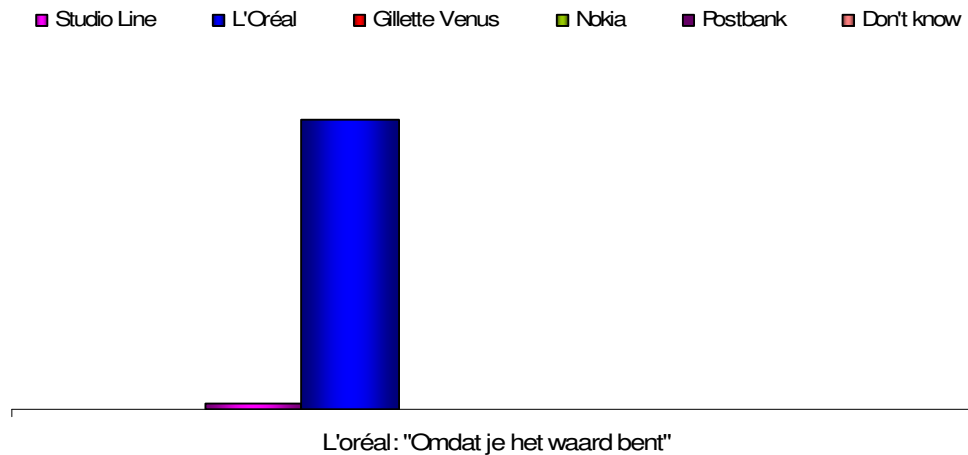
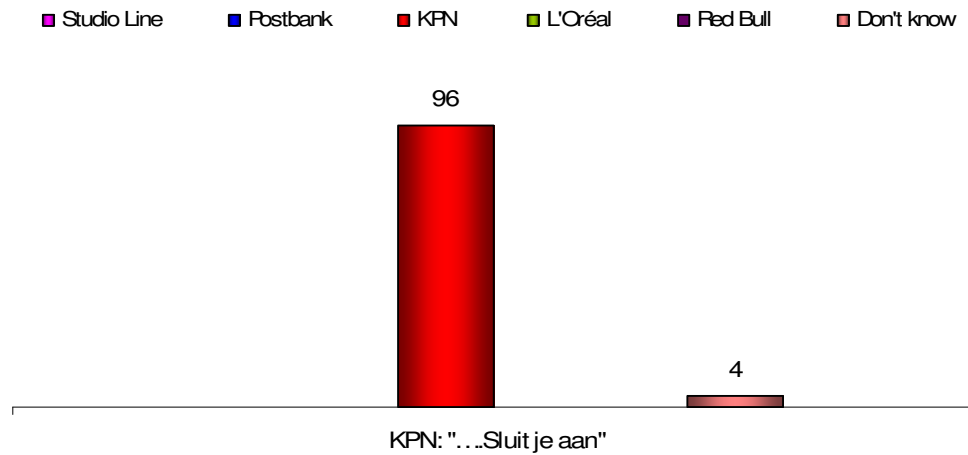


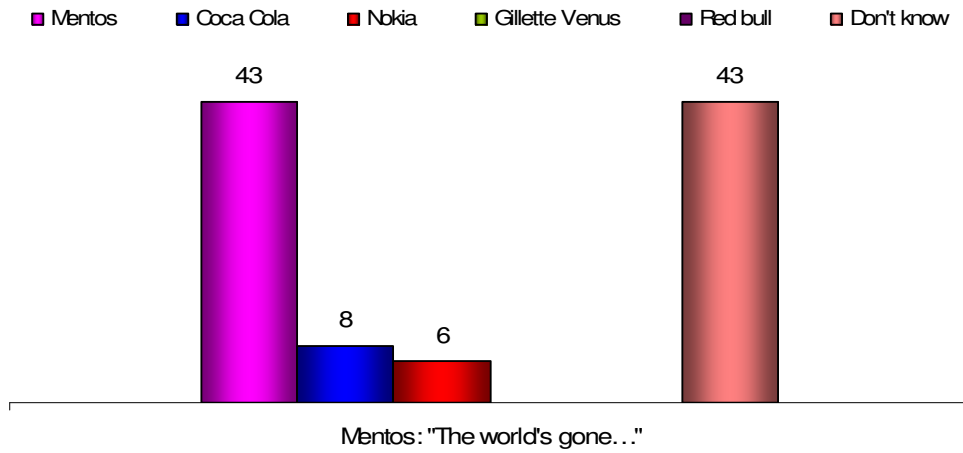
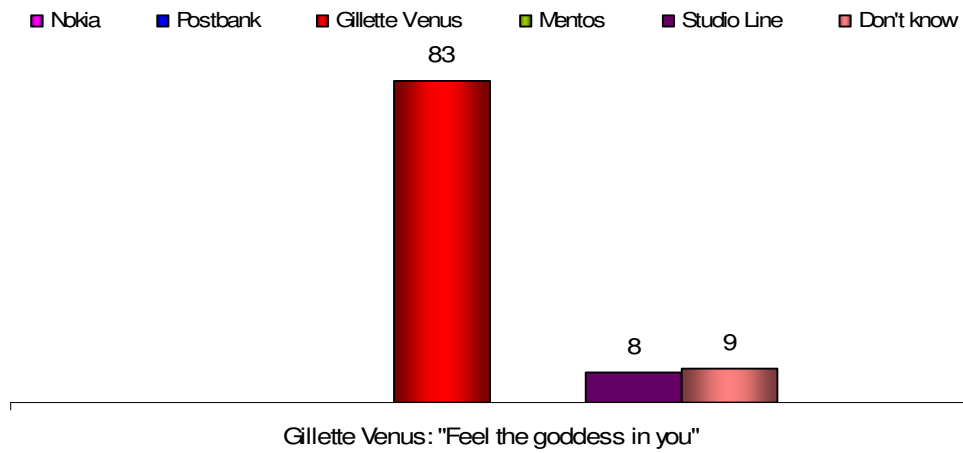
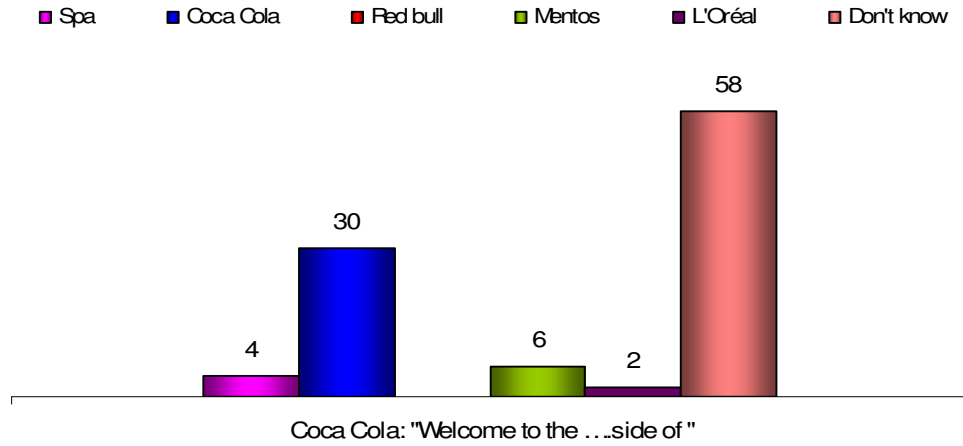
In the second question the participants were asked to rate the slogans in the example on a scale of 1 (very negative) the 10 (extremely positive). In question 5 the participants were asked to rate the same slogans however, this time the Company brand/ product name was shown. In the following graph one can find the average score of both these questions.

Cross tabulation of the average rating per slogan and the rating per slogan + Company/Product name



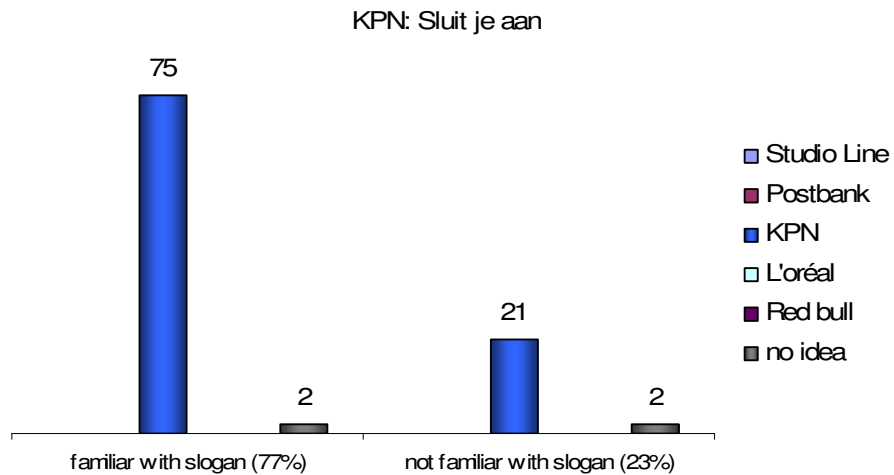
The participants were asked to link the slogan in the question with the right company or product. They were given the option to choose from a multiple choice list.
All numbers in the graph below are percentages.



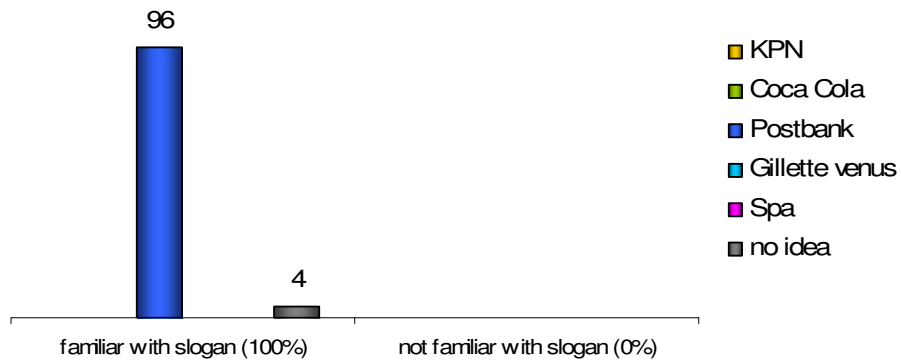


In the graphs below a cross tabulation is shown with the level of familiarity of the slogan (question 1) and the correct linking between slogan and company/ product name from the multiple choice questions (question 3)
All numbers in the graph below are percentages.

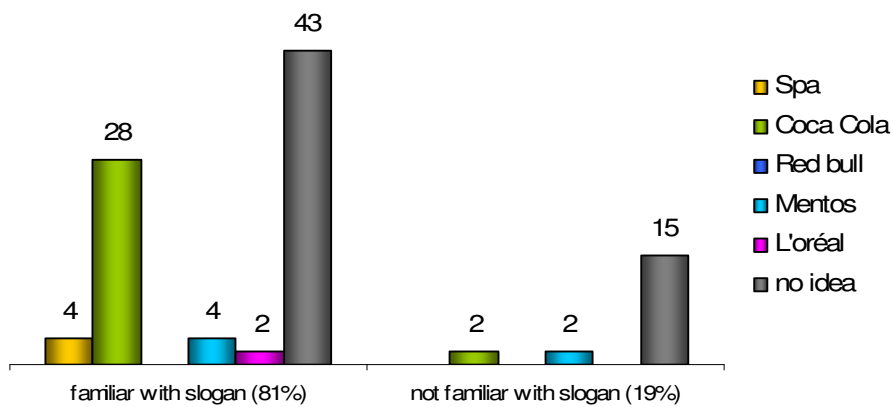
Cross tabulation of familiarity with slogan and correct choice of company/product name



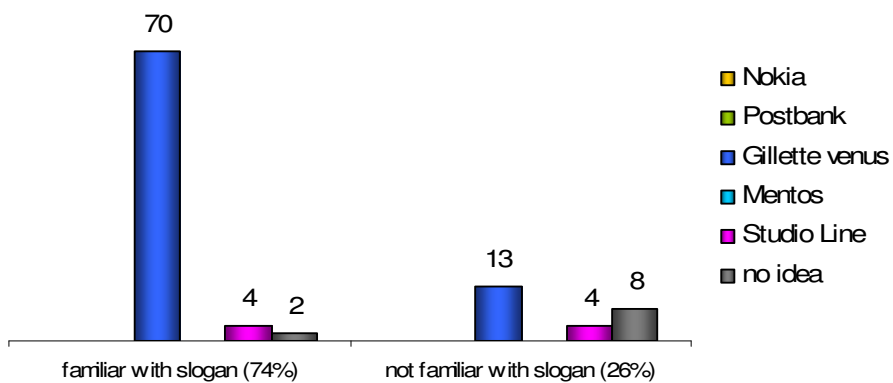
Postbank: Dat is de kracht van de Postbank

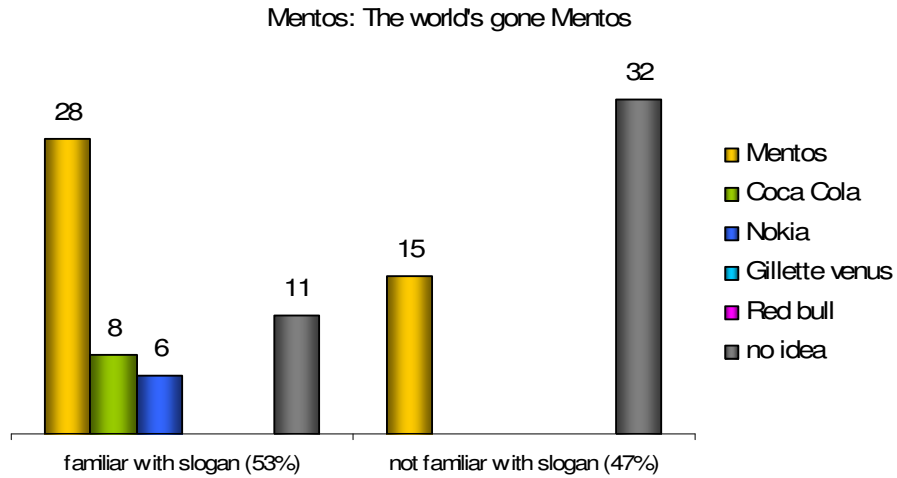


Coca Cola: Welcome to the Coca Cola side of life

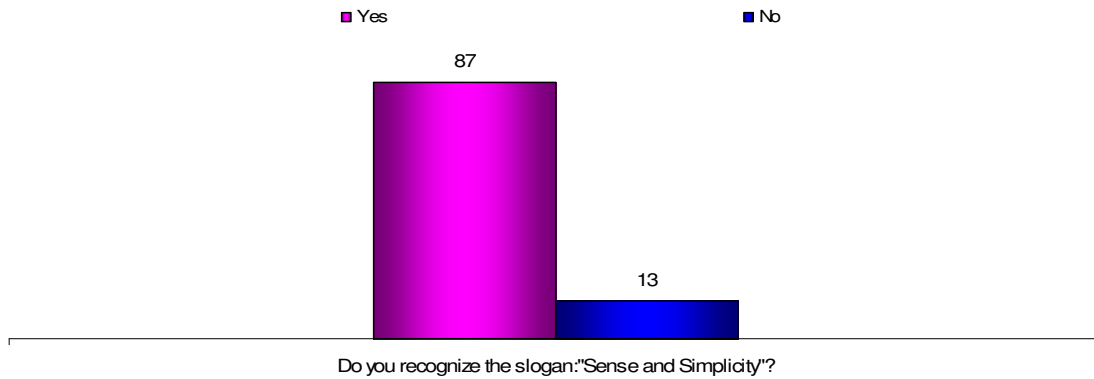


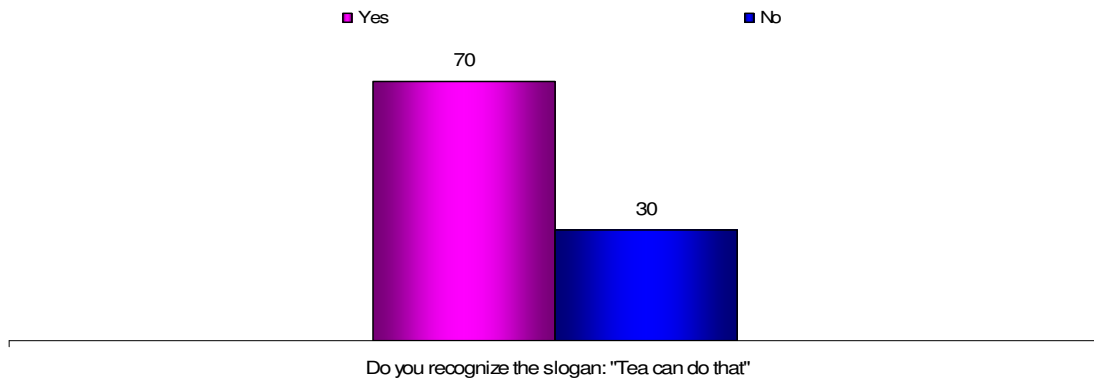
Gillette Venus: Feel the goddess in you





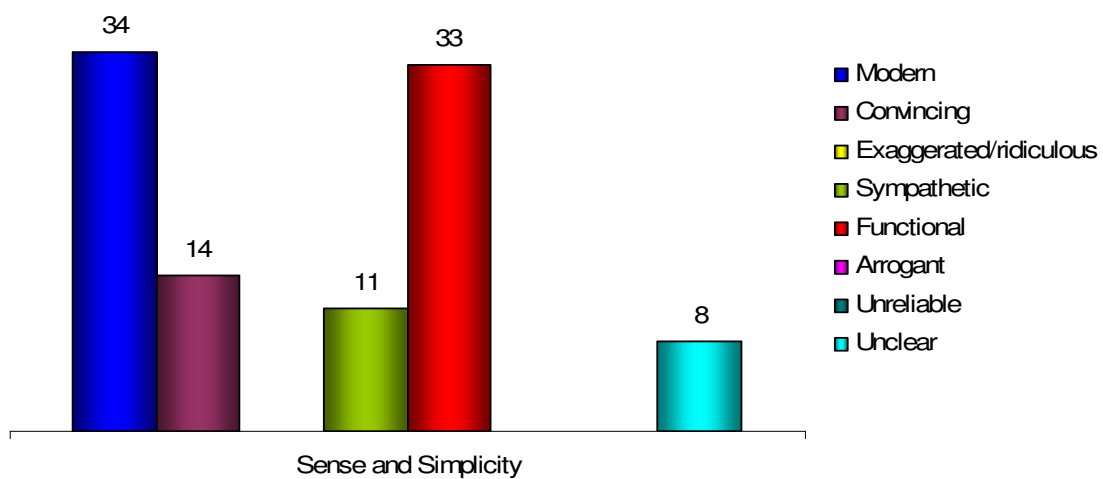
These graphs show the answer to the open questions concerning the recognition of the following slogans. *All numbers in the graph below are percentages.*

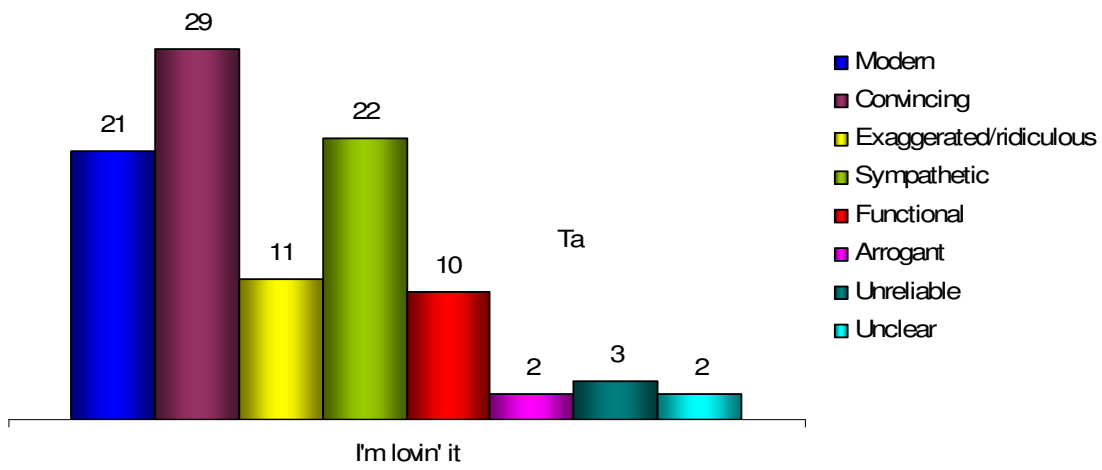
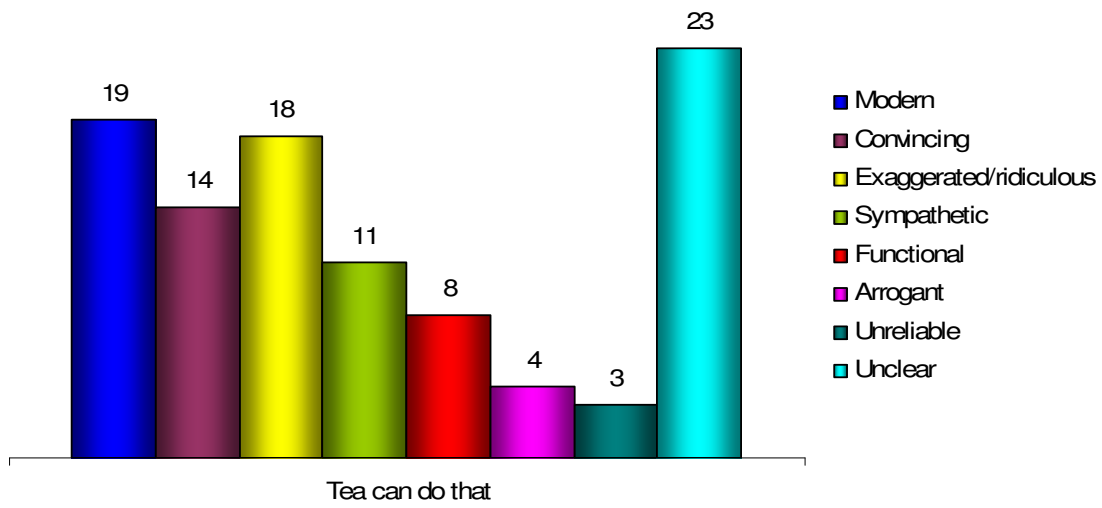




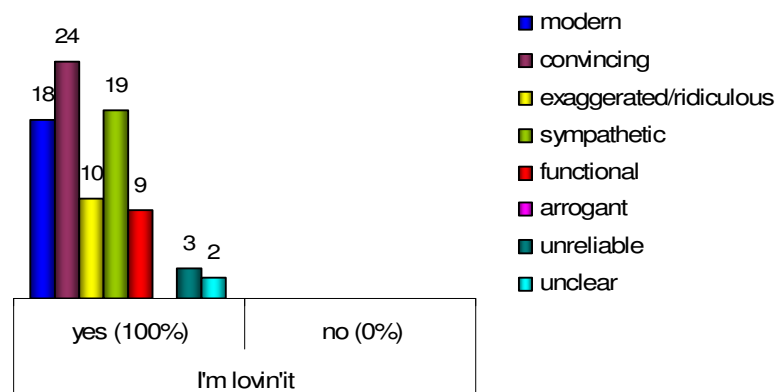
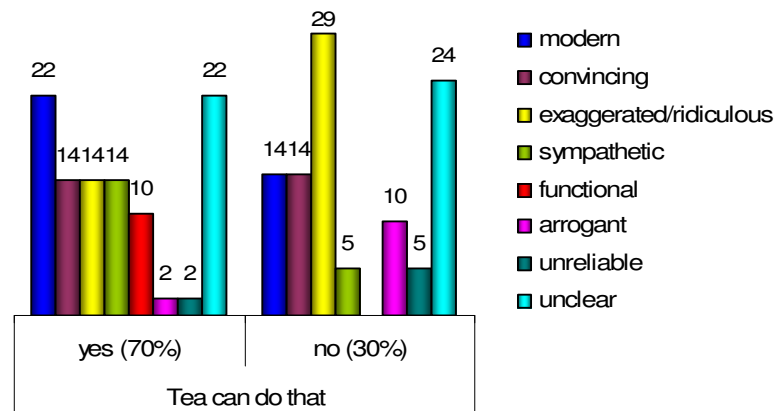
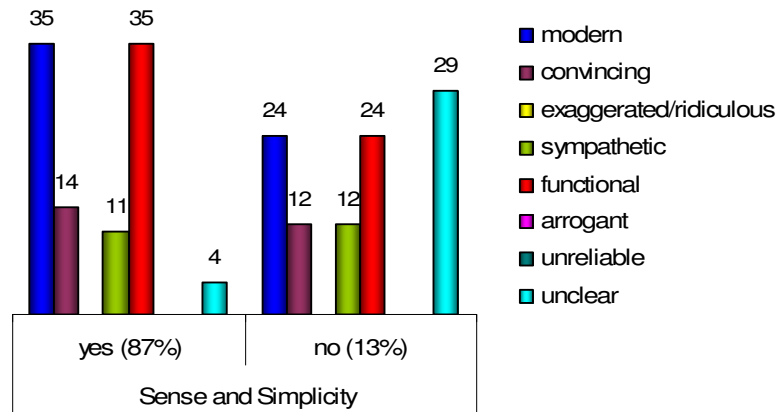
In sub-questions 6.3, 7.3 and to 8.3 the participants were asked to tick of the associations the have with the slogans used in the question. The following graphs show these results.

The associations with the slogans from questions 6-8

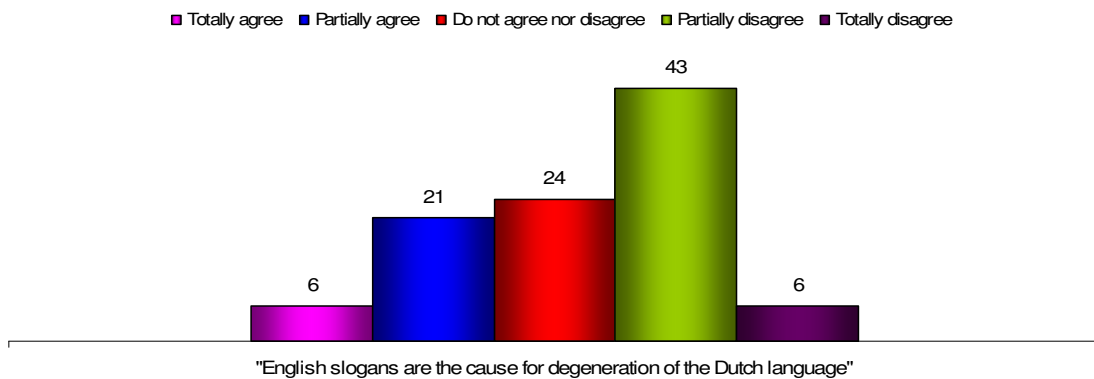
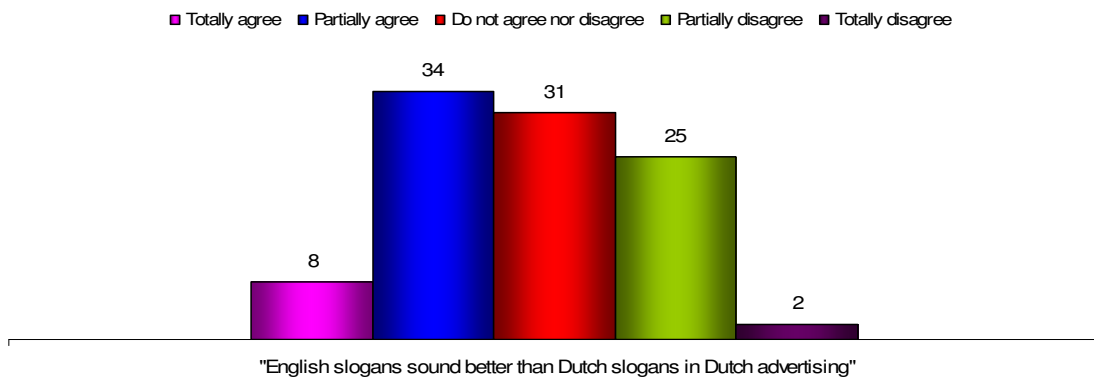
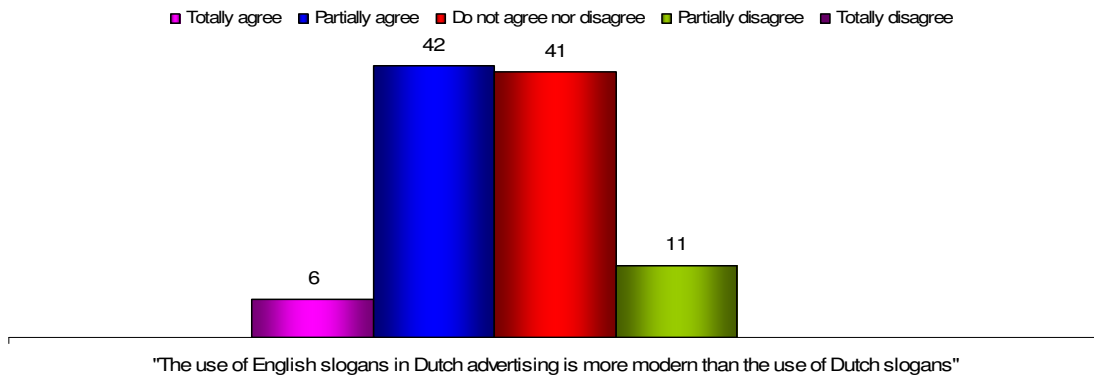


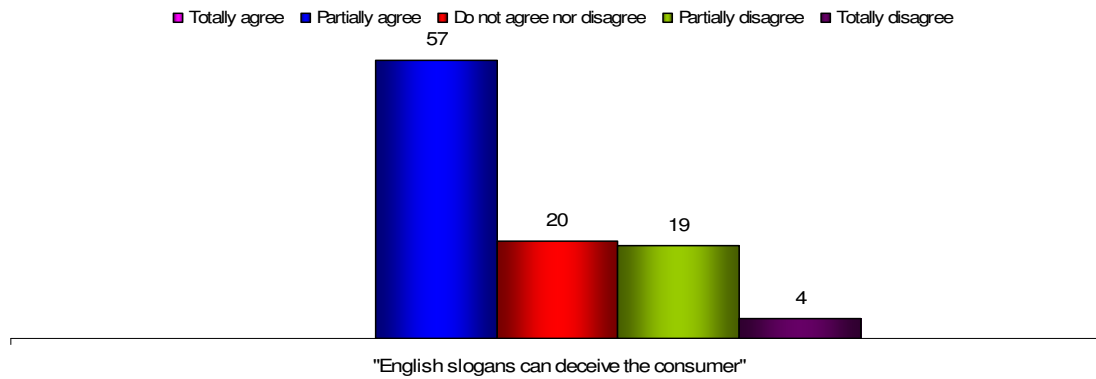


In sub-questions 6.3, 7.3 and to 8.3 the participants were asked to tick of the associations they have with the slogans used in the question. A cross tabulation from participants answering yes or no and the associations the participants have has been made to illustrate if there is a difference in associations between people knowing the slogan and people not knowing the slogan.



The following graphs show the answers to the opinion statements
All numbers in the graph below are percentages.

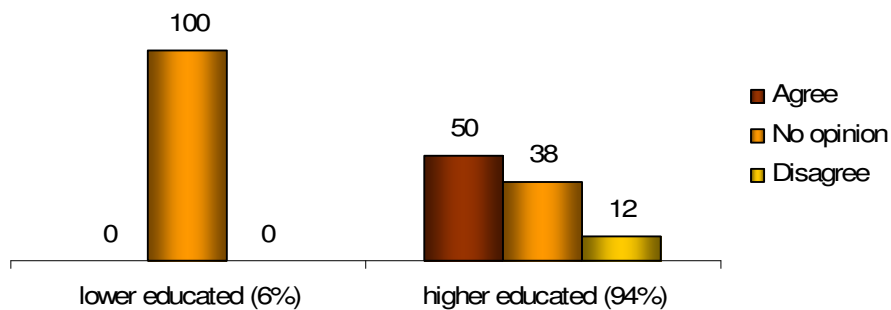




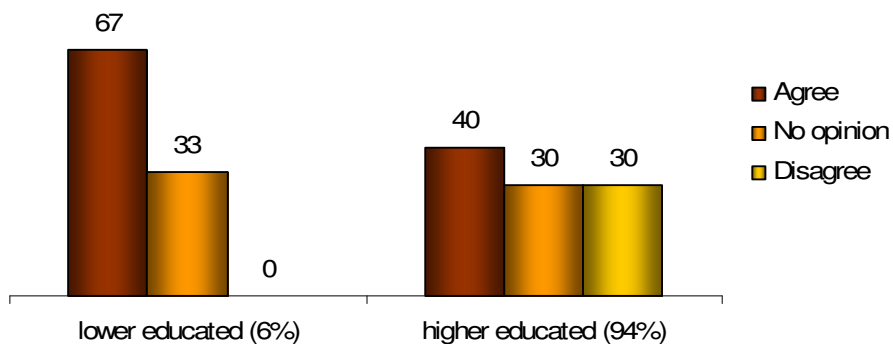
The following graphs show the cross tabulation of the level of education (demographic questions) and the opinion on the statements.
All numbers in the graph below are percentages.

Cross tabulation of education level and opinions on statements

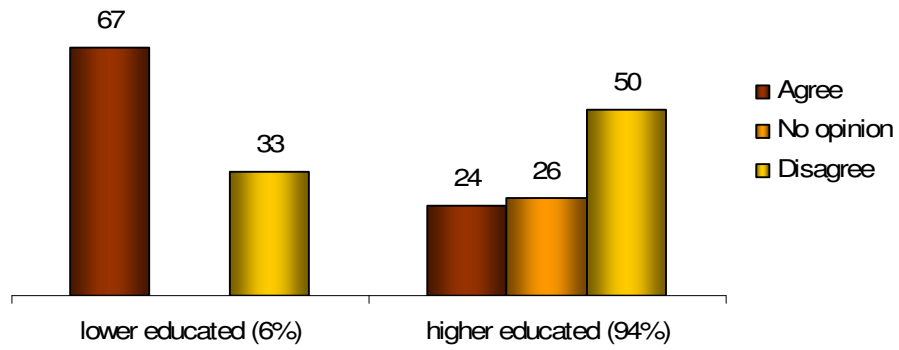
"The use of English slogans in Dutch advertising is more modern than the use of Dutch slogans"



"English slogans sound better than Dutch slogans in Dutch advertising"



"English slogans are the cause for degeneration of the Dutch language"



"English slogans can deceive the consumer"

