

BALCANICA SUPERIOR

WHY “BALCANICA SUPERIOR” AS THE NAME FOR THE REGIONAL BREAD OF EASTERN SERBIA?

Joint program between Switzerland and
Germany implemented by GIZ



Schweizerische Eidgenossenschaft
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Swiss Agency for Development
and Cooperation SDC



немачка
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INTRODUCTION

Selection of any name or title is not an easy and quick process. The choice of the name for a product or service is even more complicated, because it needs to bring together a range of features that the product or service has and, at the same time, to deliver the message to customers of the quality and characteristics of the product or service. In addition, the name for the brand must be sonorous, likable, easy to pronounce and it needs to have positive associations. More than that it must be usable in other languages and so on. Given that the regional brand of Eastern Serbia, in a way, is a new product, the choice of its name was also subject to all of these marketing challenges.

The practice in definition of the name of regional brands is such that they usually consists of the name or part of the name, of a geographical location from which they derive. In the case of eastern Serbia, it was an additional difficulty. Eastern Serbia is not one single geographical entity and doesn't have its own unique name. One of the most commonly used geographical names is Timok Region, according to the political name of the region from a previous period. However, the region (eight municipalities of Bor and Zajecar administrative areas), cannot be identified with the river Timok (eg. Sokobanja, Kladovo or Majdnapek does not have anything with the Timok river). In this way, it is impossible and inappropriate to take advantage of the name Timok or Timok Region. The same applies to the other major determinants, for example the Danube or Stara Planina. To avoid all these pitfalls, and to allow the brand to cover even the areas that belong to a wider region than Bor and Zajecar administrative districts, it became necessary to use the title Balkan.

FROM „BALKAN“ TO „BALCANICA“

Although the name "BALKAN" could fulfill some of the requirements for the name (or part of the name) of the brand of Eastern Serbia, as it indicates the certain geographical area, have enough sonority, it is easy to be written and pronounced in all languages, it is recognizable etc., on the other side, it was not a perfect solution. The main reason for this is because of political and social events which could give to it some negative associations. It is sometimes used with the pejorative context and is connected to something that is inherently bad and even primitive. With that in mind, but again, counting on all the positive aspects of this term (benefit of the possibility for the covered territory for branding), it became necessary to modify this term. Options for modifying ranged primarily from the use of the adjective instead of a noun - eg. Balkanski (in Serbian) or the like, but a good solution that came out was the Latin modification, which is used in science to name some locations, animals or plants – balcanicus, balcanica. Because of its more universal character, and not so strict Latin sound - the choice fell on the second and led to the winning solutions - BALCANICA. "Balcanica" is a clear association with the geographical area, it sounds good, it is easy to be written, is easy to pronounce, can be used in almost all languages and is sufficiently different to popular and (unjustified) negative connoted "Balkan".

FROM „MOESIA“ TO „SUPERIOR“

Using the Latin name Balcanica caused the need to analyze the possibility of using the Latin name for the area in which a regional brand of Eastern Serbia is to be established. However, at the time of the Roman Empire, when Latin language was still alive, the term Balkan, and therefore Balcanica was unknown. The Romans knew this region as Moesia Superior.

This analysis led to the second part of the name - SUPERIOR. Not only that it is a clear allusion to the historical region in which we are now, but Latin SUPERIOR over time is implemented in many languages and everywhere has the same meaning - Of high or superior quality or performance, which is absolutely ideal thing for the brand name (it is also used in many names and symbols, it is recognizable, sounds nice, it is easy to write and to pronounce, refers to the goods or services with a particular, special quality, etc...).

BALCANICA SUPERIOR – unique name for the regional brand of Eastern Serbia

In this way, we came to the final form of the name of a brand of Eastern Serbia - BALCANICA SUPERIOR. This name, though it sounds familiar because it consists of the words that are familiar and recognizable, in this form was not used for commercial purposes. This qualifies it and allows it to be used for the name of the brand and delivers the following messages:

- It is clear and has connections with the geographic area, which may be used in narrow or broad sense (broad because of "Balkan" or "Balcanica", and narrow because of the "Superior", which indicates the former Upper Moesia)
- It has clear lexical detachment of the term "Balkan", which can have negative connotations
- It has connections to the Roman Empire and the part of its territory which is, at that time and today, very specific and unique
- A clear association with the adjective “superior” (dominant, eminent, high-ranking, leading, majestic, patronizing, preeminent, superordinate, upper...), which indicates a particular quality
- Combining two words into one term gives the subtle messages on the geographical location and quality
- Name is striking, distinctive, easy to remember, easy to say, sonorous, it is not necessary to translate it into other languages and can always keep its original shape.
- It enables the "expansion" of regional brand in the future to other areas and territories that are considered as a part of the Balkans
- It equally covers products and services