**Plan**

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* **Opening of presentation**

Good afternoon! We are group Leo fans club. Our members are Leo, Ellie, and Jamie. Today, the research topic we are reporting on is “Is Nestlé a Lady? The Feminine Brand Name Advantage.”

The objective of this presentation is to let YOU understand the gender-related knowledge brands. Please turn your cellphone to silent mode. The presentation will last for 10 minutes. If you have any questions, please wait for for Q&A time.

* **Agenda**

Our presentation is divided into…

* **Transitions-open**

… will now continue the presentation

* **Introduction**

Research examines the effects of such gender associations on three important brand outcomes: attitudes, choice, and performance.

Research show that linguistically feminine names increase perceived warmth, which improves brand outcomes.

Feminine brand names can enhance attitudes and consumer choices.

* **Conceptual Framework**
1. The brand name represents a consumer’s first point of contact and can therefore drive initial impressions, associations, and expectations (Aaker et al., 1990).
2. Over time, people learn to recognize gender markers in names by observing the correlation between name and gender. Ex: David, Linda
3. Three features are particularly relevant:

Name length—Female names have more syllables than male names.

Pronunciation—Female names end with a vowel, male names end with a consonant.

Ex: Sarah, David

Stress—Polysyllabic male names have the stress on the first part, while female names have the stress on the second or subsequent syllable. Ex: ROB-ert, ro- Ber-ta.

* **Transition-close**

Now, Ellie will take the next part.

* **Transition-open**

Good afternoon, I’m Ellie. I will continue to present the following content.

* **Signaling sub-parts-Ellie**
1. According to the Stereotype Content Model, individuals and groups are evaluated based on two dimensions: warmth and competence…

Therefore, the authors predict positive downstream associations between feminine brand name gender and brand performance…

1. Let's consider when brand managers should choose linguistically feminine names, and when they should not. The advantage typically observed with feminine brand names, based on factors like name length, may be attenuated when the typical user is male…

So, there are the hypotheses…

* **Results**

Experimental results provide evidence for the advantage of female brands. That is to say, feminine brand names enhance perceived warmth.

And I list the 4 points here…

* **Transition-close**

Now, Jamie will talk about the conclusion.

* **Transition-open**

Hi, I’m Jamie. Let’s turn to the final part.

* **Signaling sub-parts-Jamie**

In this part, we have five points here.

* **Conclusion**
1. The findings of the research have significant practical implications, providing information for marketing strategies.
2. Research suggests that, when measured by length, sound, and stress, feminine names tend to have an advantage as they convey a warm feeling.
3. Feminine brand names have a market advantage, especially for hedonistic products.
4. Through feminine sub-brands, brand extensions, or logos, warmth can perhaps be injected into man’s brand names.
5. Nestlé is indeed a lady because it’s brand name that inspires warmth, positivity.
* **Closing of presentation**

That’s the end of our presentation. Thank you for your time and attention.