

BUILDING UP CORPORATE COMMUNICATION IDENTITY

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Abstract. *Corporate identity (the way in which a business enterprise, corporation, or firm presents itself to the public – customers, employees, and investors) is a primary objective of corporate communications (whose goal is to achieve the corporate business objectives). Usually visualised through branding and trademark, it can also cover advertising, product design, and public relations. This paper analyses how wording is used to identify the brand of the travel agency Aerotravel, based on a corpus of adjectives identified on its website. Results show that Aerotravel corporate identity points to extraordinariness, size, and quality, i.e., a remarkable company that operates in great style and providing high-quality tourist services.*

Keywords: *corporate identity, communication, website, analysis, wording*

INTRODUCTION

A corporate identity is the way in which a business enterprise, corporation, or firm presents itself to the public (customers, employees, and investors). Corporate identity, a primary objective of corporate communications (whose goal is to build up and maintain identity with a view to respond to and facilitate corporate business objectives), is usually visualised through *branding* (distinctive design/wording used to identify a particular brand) and with the use of a *trademark* (a symbol/word(s) legally registered as representing a company); it may also include advertising, product design, and public relations [15,7]. The objective of corporate identity management is to achieve a favourable image and reputation, which leads to competitive/strategic advantage [3].

There is a difference between *corporate image* (how a company is seen by the corresponding market) and corporate identity (how the company manages to present itself consciously or not) [2]. Corporate identity consists in a *corporate title*, a *logo*, and *supporting devices*.

This paper presents an analysis of the way the *Aerotravel* [16] travel agency (Figure 1) has built up its corporate identity on its own website. As the *Aerotravel* logo below shows, this agency has associated its name with that of *Lufthansa*, the most important German airline company and the second important airline company in Europe when combined with its subsidiaries, with the location in *city centres* (maybe an allusion to *the City*, the financial and commercial institutions located in the City of London), and with two symbolic colours – blue (as the sky) and yellow (as the sun) – the natural environment of flying a plane.

MATERIAL AND METHOD

The material used consisted in the adjectives identified on “About (Us)” page of *Aerotravel* [16] website, of one of the Top ten Romanian travel agencies in 2019 according to the Romanian publication *Ziarul Financiar* [8].

The method used is corpus analysis: both theoretical corpus analysis studies [1,13] and practical applications of corpus analysis on the language of tourism [4,5,6,10,15] have been used in the analysis of the adjectives used by *Aerotravel* in their corporate identity building up self-characterisation/presentation.



Figure 1. Logo of Aerotravel

RESEARCH RESULTS AND DISCUSSION

The importance of English as a *lingua franca* in the tourism industry is paramount since it affects choice of transportation, accommodation and food, and satisfaction of stay [12]. Unfortunately, the *Aerotravel* website does not provide an English version that would be of great help for foreign travellers since English is the *lingua franca* of the 21st century and a bi-lingual website would be ideal [11]. Therefore, the analysis of the adjectives depicting the profile of the company had to be done on the Romanian version of the *Aerotravel* website. Thus, the “About (Us)” text of *Aerotravel* website [16] contains the following 70 adjectives (with a total of 113 variants and, implicitly, 113 occurrences): *turistic* (*asistență turistică, agenții/circuite/pachete/servicii turistice*) (E *tourist*) (9 occurrences); *global* (*mobilitate globală, asiguratorii/furnizori/parteneri globali, rețele globale*) (E *global*) (6 occurrences); *întreg* (*întreg teritoriul, întreaga lume/responsabilitate*) (E *entire*) (5 occurrences); *important* (*segment important, furnizori importanți, companii/orașe importante*) (E *important*) (4 occurrences); *nou* (*locuri/nave/produse noi*) (E *new*), *propriu* (*propria rețea, angajați proprii, agenții proprii*) (E *own*), and *simplu* (*simplu bilet, călătorii simple*) (E *simple*) (3 occurrences each); *bun* (*asiguratorii buni, variante bune*) (E *good*), *continuu* (*expansiune/schimbare continuă*) (E *continual*), *dedicat* (*linie dedicată, consultanți dedicați*) (E *dedicated*), *desăvârșit* (*experiență desăvârșită*) (E *complete*), *direct* (*clienți direcți*) (E *direct*), *exclusiv* (*partener/reprezentant exclusiv*) (E *exclusive*), *financiar* (*transparență financiară*) (E *financial*), *garantat* (*tarife garantate*) (E *guaranteed*), *inedit* (*sejururi/zone inedite*) (E *unique*), *mare* (*rețea mare*) (E *large*), *memorabil* (*experiență memorabilă, experiențe memorabile*) (E *memorable*), *mic* (*tarife mici*) (E *low*), *multiplu* (*beneficii multiple*) (E *multiple*), *național* (*rețea națională*) (E *national*), *nenumărat* (*destinații/variante nenumărate*) (E *countless*), *organizat* (*agenții/grupuri organizate*) (E *organized*), *special* (*transport special, programe speciale*) (E *special*), *tehnologic* (*capabilități/soluții tehnologice*) (E *technological*), *tripartit* (*contracte tripartite*) (E *tripartite*), and *unic* (*oportunitate unică, evenimente unice*) (E *unique*) (2 occurrences each); *acut* (*nevoie acută*) (E *stringent*), *aerian* (*transport aerian*) (E *air*), *anual* (*vânzări anuale*) (E *annual*), *apreciat* (*destinații apreciate*) (E *appreciated*), *căsătorit* (*tineri căsătoriți*) (E *married*), *celebru* (*orașe celebre*) (E *famous*), *complet* (*portofoliu complet*) (E *complete*), *complex* (*planificare complexă*) (E *complexe*), *consacrat* (*destinație consacrată*) (E *consecrated*), *construit* (*nave construite*) (E *built*), *cuantificabil* (*beneficii cuantificabile*) (E *quantifiable*), *deplin* (*siguranță deplină*) (E *full*), *distribuit* (*agenții distribuite*) (E *distributed*), *echilibrat* (*planuri echilibrate*) (E *balanced*), *european* (*asiguratorii europeni*) (E *European*), *excelent* (*cunoaștere excelentă*) (E *excellent*), *exclusivist* (*proprietăți exclusiviste*) (E *exclusive*), *exotic* (*destinații exotice*) (E *exotic*), *extern* (*cazări externe*) (E *international*), *final* (*client final*) (E *end*), *flexibil* (*bugete flexibile*) (E *flexible*), *fluctuant* (*tarife fluctuante*) (E *fluctuating*), *ideal* (*itinerariu ideal*) (E *ideal*), *inclus* (*avion inclus*) (E *included*), *individual* (*croaziere individuale*) (E *individual*), *intern* (*cazări interne*) (E

domestic), *internațional* (*târguri internaționale*) (E *international*), *lansat* (*destinații lansate*) (E *launched*), *local* (*hoteluri locale*) (E *local*), *obisnuit* (*călătorie obișnuită*) (E *common*), *oferit* (*consultanță oferită*) (E *provided*), *operational* (*capabilități operaționale*) (E *operational*), *permanent* (*dinamică permanentă*) (E *permanent*), *plăcut* (*călătorii plăcute*) (E *pleasant*), *revânzător* (*agenții revânzătoare*) (E *re-selling*), *scurt* (*termen scurt*) (E *short*), *solid* (*parteneriate solide*) (E *solid*), *specializat* (*rețea specializată*) (E *specialized*), *tarifar* (*planuri tarifare*) (E *tariff*), *tangibil* (*beneficii tangibile*) (E *tangible*), *următor* (*următorii ani*) (E *next*), *variat* (*oferită variată*) (E *varied*), and *vast* (*experiență vastă*) (E *vast*) (1 occurrence each).

The 70 adjectives identified can be grouped, depending on their denotation, into 11 semantic categories (Figure 2): extraordinariness: *acut* (*nevoie acută*) (E *stringent*), *desăvârșit* (*experiență desăvârșită*) (E *complete*), *excelent* (*cunoaștere excelentă*) (E *excellent*), *exclusivist* (*proprietăți exclusiviste*) (E *exclusive*), *exotic* (*destinații exotice*) (E *exotic*), *ideal* (*itinerariu ideal*) (E *ideal*), *important* (*segment important, furnizori importanți, companii/orașe importante*), *individual* (*croaziere individuale*) (E *individual*), *inedit* (*sejururi/zone inedite*) (E *unique*), *memorabil* (*experiență memorabilă, experiențe memorabile*) (E *memorable*), *special* (*transport special, programe speciale*), *specializat* (*rețea specializată*) (E *specialized*), *nenumărat* (*destinații/variante nenumărate*) (E *countless*) (23 occurrences); size: *global* (*mobilitate globală, siguratori/furnizori/parteneri globali, rețele globale*), *întreg* (*întreg teritoriul, întreaga lume/responsabilitate*), *mare* (*rețea mare*) (E *large*), *mic* (*tarife mici*) (E *low*), *multiplu* (*beneficii multiple*) (E *multiple*), *național* (*rețea națională*) (E *national*), *tripartit* (*contracte tripartite*) (E *tripartite*), *vast* (*experiență vastă*) (E *vast*) (22 occurrences); quality: *apreciat* (*destinații apreciate*) (E *appreciated*), *bun* (*asiguratori buni, variante bune*) (E *good*), *dedicat* (*linie dedicată, consultanți dedicați*) (E *dedicated*), *organizat* (*agenții/grupuri organizate*) (E *organized*), *tehnologic* (*capabilități/soluții tehnologice*) (E *technological*), *complet* (*portofoliu complet*) (E *complete*), *complex* (*planificare complexă*) (E *complex*), *deplin* (*siguranță deplină*) (E *full*), *echilibrat* (*planuri echilibrate*) (E *balanced*), *obisnuit* (*călătorie obișnuită*) (E *common*), *operational* (*capabilități operaționale*) (E *operational*), *plăcut* (*călătorii plăcute*) (E *pleasant*), *solid* (*parteneriate solide*) (E *solid*), *variat* (*oferită variată*) (E *varied*) (18 occurrences); generality: *turistic* (*asistență turistică, agenții/circuite/pachete/servicii turistice*) (E *tourist*), *aerian* (*transport aerian*) (E *air*), *căsătorit* (*tinere căsătoriți*) (E *married*), *distribuit* (*agenții distribuite*) (E *distributed*), *final* (*client final*) (E *end*), *inclus* (*avion inclus*) (E *included*), *lansat* (*destinații lansate*) (E *launched*), *oferit* (*consultanță oferită*) (E *provided*), *revânzător* (*agenții revânzătoare*) (E *re-selling*) (17 occurrences); money: *financiar* (*transparență financiară*) (E *financial*), *garantat* (*tarife garantate*) (E *guaranteed*), *cuantificabil* (*beneficii cuantificabile*) (E *quantifiable*), *flexibil* (*bugete flexibile*) (E *flexible*), *fluctuant* (*tarife fluctuante*) (E *fluctuating*), *tarifar* (*planuri tarifare*) (E *tariff*), *tangibil* (*beneficii tangibile*) (E *tangible*) (9 occurrences); authenticity: *direct* (*clienți direcți*) (E *direct*), *local* (*hoteluri locale*), *simplu* (*simplu bilet, călătorii simple*) (E *simple*) (6 occurrences); time: *anual* (*vânzări anuale*) (E *annual*), *continuu* (*expansiune/schimbare continuă*) (E *continual*), *permanent* (*dinamică permanentă*) (E *permanent*), *scurt* (*termen scurt*), *următor* (*următorii ani*) (E *next*) (6 occurrences); internality/internationality: *european* (*asiguratori europeni*) (E *European*), *extern* (*cazări externe*) (E *international*), *intern* (*cazări interne*) (E *domestic*), *internațional* (*târguri internaționale*) (4 occurrences); exclusiveness: *propriu* (*propria rețea, angajați proprii, agenții proprii*) (3 occurrences); newness: *nou* (*locuri/nave/produse noi*) (E *new*) (3 occurrences); and popularity: *celebru* (*orașe celebre*) (E *famous*), *consacrat* (*destinație consacrată*) (E *consecrated*) (2 occurrences).

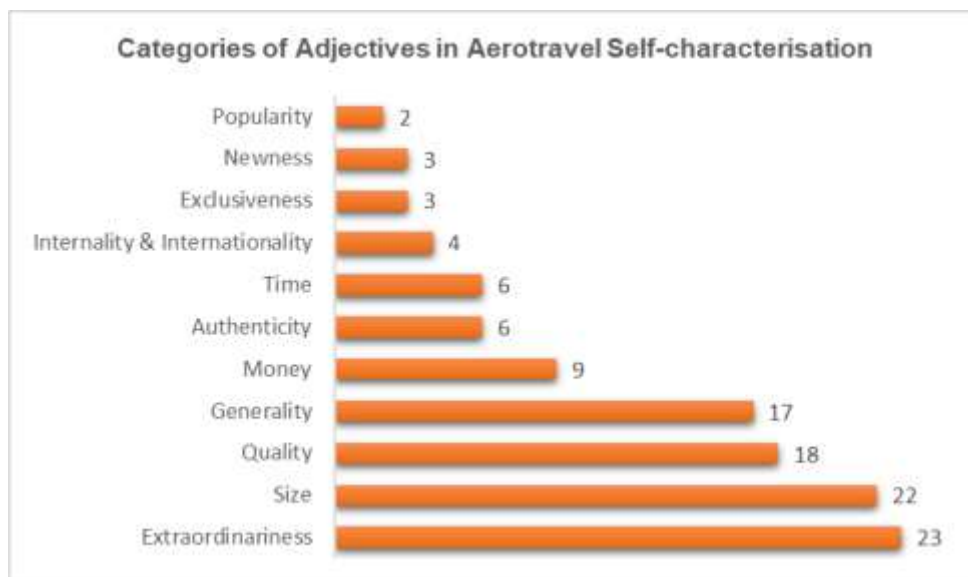


Figure 2. Categories of adjectives in *Aerotravel* self-characterisation

The analysis of the corpus of adjectives qualifying the Romanian travel agency *Aerotravel* as shown in its corporate identity building up self-characterisation/presentation points to a shift from *popularity*, *newness*, and *exclusiveness* (2,3, and 3 occurrences, respectively) to *extraordinariness*, *size*, and *quality* (23,22, and 18 occurrences, respectively). A comparative analysis of other similar corpora could clarify if this is a mere trend in building up self-characterisation/presentation or the result of customers' choices and preferences.

CONCLUSIONS

The semantic analysis of the corpus of *Aerotravel* self-characterising adjectives shows, leaving aside the terms belonging to the field of generality) that this company:

- Is remarkable, since 23 adjectives (20.35%) belong to the semantic field of extraordinariness;
- Values size, using 22 adjectives (19.46%), and quality, using 18 adjectives (15.92%);
- Pays rather little attention to money, since only 9 adjectives (7.96%) belong to this semantic field;
- Pays even less attention to authenticity and time, using 6 adjectives each (5.30%), to internality & internationality, using 4 adjectives (3.53%), exclusiveness and newness, using 3 adjectives each (2.65%), and popularity, using only 2 adjectives (1.76%).

Therefore, *Aerotravel* corporate identity points to extraordinariness, size, and quality, i.e., *a remarkable company that operates in great style and providing high-quality tourist services*.

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