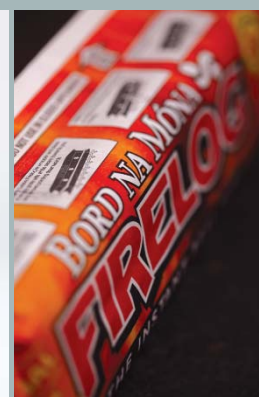


Bilingualism on Food Packaging — Researching the Potential

Pacáistíocht Bia agus Dátheanghas —
Taighde ar Fhéidearachaí



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Executive Summary

Achoimre Fheidhmeach



Overall, the consumer research shows that there was a positive attitude among consumers to buying food products which included Irish words on the packaging as well as English. There was a general preference for the incorporation of words rather than a direct translation of information already present. Consumers felt that the use of bilingualism on food packaging was more suited to traditional products like bread, jams, cheese and so on rather than on products distinctly manufactured or produced in another country. Consumers associated English/Irish bilingualism with a product that was traditional, wholesome, manufactured in Ireland and one that had a national identity. Although they recognised the marketing reasons behind the use of Irish signage in some of the supermarkets discussed they still had a favourable attitude towards its use.

Most consumers who agreed that they would pay more for a product that used bilingualism on the food packaging would pay up to 50c more on a product with a product price of €2.50. Industry representatives were also positively disposed towards the increased use of bilingualism on food packaging although they felt there should be a subsidy available to assist SME's or small businesses to make the appropriate change. Other research has shown that even where consumers do not have a great knowledge of the Irish language there is still a positive attitude towards it. However, there is perhaps a need for food companies to work with agencies such as Foras na Gaeilge to choose the most appropriate words and slogans to use on the label. Current legislation was not seen to pose a problem regarding the use of bilingualism on the food label but statutory bodies such as the Food Safety Authority of Ireland and the Food Standards Agency can provide information in this regard to companies with specific queries.

Ar an iomlán, léiríonn an taighde tomhaltóra go raibh meon dearfach i measc tomhaltóirí i leith táirgí bia a cheannach a bhfuil focail Ghaeilge ar a bpacáistíocht chomh maith le focail Bhéarla. Ba é an chéadrogha go ginearálta na focail a bheith comhshnaidhmthe seachas aistriúchán díreach d'eolas atá ann i mBéarla cheana féin. Mhothaigh tomhaltóirí gur fhóir an dátheangachas ar phacáistíocht bia níos mó do tháirgí traidisiúnta, arán, subha, cáis agus mar sin de, seachas ar tháirgí ar léir gur de dhéantús nó de tháirgeadh tír eile iad. Chomhcheangail tomhaltóirí úsáid an dátheangachais Béarla/Gaeilge le táirge a bhí traidisiúnta, folláin, déanta in Éirinn agus a raibh féiniúlacht náisiúnta aige. Cé gur aithin siad na cúiseanna margaíochta is siocair le húsáid na comharthaíochta Gaeilge i gcuid de na hollmhargaí a pléadh bhí meon dearfach acu go fóill i leith a húsáide.

I dtaca leis na tomhaltóirí a d'aontaigh go n-íocfadh siad níos mó ar tháirge a raibh dátheangachas ar phacáistíocht an bhia, d'íocfadh siad suas le 50c níos mó ar tháirge le praghas táirge de €2.50. Bhí ionadaithe an tionscadail báuil chomh maith le húsáid mhéadaithe an dátheangachais ar phacáistíocht bia cé gur mhothaigh siad gur cheart fóirdheontas a bheith ar fáil do ghnólachtaí beaga chun an t-athrú cuí a dhéanamh. Léirigh taighde eile go bhfuil meon dearfach i leith na Gaeilge fiú nuair nach mbíonn mórán eolais ag tomhaltóirí ar an nGaeilge. Arae, tá gá, b'fhéidir, le comhlachtaí bia bheith ag obair le gníomhaireachtaí ar nós Foras na Gaeilge chun na focail agus na sluaghairmeacha is oiriúnaí a roghnú le húsáid ar an lipéad. Níor dearcadh ar an reachtaíocht reatha mar údar faidhbe i leith úsáid an dátheangachais ar lipéid bhia ach féadann comhlachtaí reachtúla ar nós Údarás Sábháilteachta Bia na hÉireann agus an Food Standards Agency eolas a chur ar fáil maidir leis an gceist seo do chomhlachtaí a bhfuil ceisteanna ar leith acu.

Literature Review

Prior to the primary research on which this report is based, being undertaken, a comprehensive review of the academic literature was conducted.

This review had two main purposes:

1. To aid a sharper definition of the concepts being investigated namely the use of bilingualism in consumer environments and;
2. To overview documented research in the use of bilingualism as a marketing or advertising tool.

The research suggests that where there is a positive attitude to a minority language, including some words from that language in a slogan primarily in the majority language will encourage higher product evaluation. So if there is a positive attitude towards the Irish language it suggests that a slogan in English that incorporates Irish words could encourage someone to make a purchase. The literature review revealed a number of areas to be taken into consideration in a study of the potential use of English/Irish bilingualism in the packaging of consumer products. These themes formed the basis of the qualitative and quantitative consumer studies undertaken and were:

- Developing an understanding and measure of the level of secondary bilingualism evident among Irish consumers;
- Measuring consumers attitudes to increased visibility of the Irish language specifically in consumer environments;
- Developing an understanding of consumers emotional responses to the increased use of English/Irish bilingualism in consumer environments;
- Developing an understanding of consumers cognitive responses to use of bilingualism on packaging;
- Measuring consumers reported propensity to buy products employing a bilingual marketing strategy.

Achoimre Fheidhmeach

Sular tugadh faoin taighde ar a bhfuil an tuairisc seo bunaithe rinneadh athbhreithniú cuimsitheach ar an litríocht acadúil.

Bhí dhá phríomhchuspóir leis an athbhreithniú seo:

1. Chun cuidiú le sainmhíniú níos géire de na coincheapa atáthar á n-iniúchadh, eadhon úsáid an dátheangachais i dtimpeallachtaí an tomhaltóra agus;
2. Chun taighde doiciméadaithe in úsáid an dátheangachais mar uirlís mhargaíochta nó fógraíochta a fhorbhreathnú.

Tugann an taighde le tuiscint go spreagfaidh roinnt focal den teanga mhionlaigh i sluaghairm atá don chuid is mó sa teanga thromlaigh breithmheas táirge níos airde má tá meon dearfach ann i leith na teanga mionlaigh. Mar sin de, má tá meon dearfach ann i leith na Gaeilge tugann sin le tuiscint go spreagfadh sluaghairm i mBéarla, ina bhfuil roinnt focal i nGaeilge, duine chun rud a cheannach. Nocht an t-athbhreithniú litríochta roinnt réimsí le cur san áireamh i staidéar ar an úsáid arbh fhéidir a bhaint as dátheangachas Béarla/Gaeilge ar phacáistíú táirgí do thomhaltóirí. Ba iad na téamaí seo bunús na staidéar cáilíochtúil agus cainníochtúil a rinneadh. Seo na téamaí:

- Tuiscint a fhorbairt ar mhéid an dátheangachais thánaistigh atá follasach i measc tomhaltóirí Éireannacha;
- Meon tomhaltóirí i leith infheictheacht mhéadaithe na Gaeilge agus i dtimpeallacht tomhaltóirí go sonrach;
- Tuiscint a fhorbairt ar fhreagra mothúchánaigh tomhaltóirí i leith úsáid mhéadaithe an dátheangachais Béarla/Gaeilge i dtimpeallacht tomhaltóirí;
- Tuiscint a fhorbairt ar fhreagra cognaíoch tomhaltóirí i leith úsáid an dátheangachais ar phacáistíocht;
- An claonadh a thuairiscítear a bheith i dtomhaltóirí táirgí a úsáideann stráitéis mhargaíochta dhátheangach a thomhais.

Focus groups

Qualitative analysis was employed to explore consumer's attitudes and perceptions towards the inclusion of bilingual (Irish/English) content as part of the broader marketing communications mix with a specific focus on branding, packaging and labelling of food products. Four focus groups were conducted and each group consisted of between eight and ten people. All members of these groups were representative of adult shoppers in Ireland. One of the group consisted of members who were primary bilingual English/Irish speakers. Existing and sample bilingual packaging and advertising were used as stimulus material to promote discussion among the group members.

Overall, the qualitative consumer research findings suggest that the inclusion of bilingualism on food packaging is welcomed by consumers. They are far from passive in their response to the increased use of it and see it as a positive act on the part of food marketers. They view language as a part of their identity and that can extend to their consumer identity too. But perhaps most importantly they enjoy exposure to the Irish language and appear to be positively disposed to increased exposure to it if it is executed in a sensible, pragmatic, entertaining and accessible manner.

If food manufacturers are measured in their approach to incorporating English/Irish bilingualism and they provide consumers with contemporary and accessible bilingual packaging, they will be successful in attracting an audience in search of their own sense of Irish identity, an audience who has a desire to 'buy Irish' or at least support those they perceive as 'Irish Friendly' and an audience who have an increasing desire to be entertained by all forms of marketing communications media including packaging.

Fócasghrupaí

Úsáideadh anailís cháilíochtúil chun meon agus léargas tomhaltóirí i leith ábhar dátheangach (Gaeilge/Béarla) a bheith mar chuid den mhórmheascadh margaíochta agus cumarsáide le fócas ar leith ar bhrandáil, phacáistiú agus lipéadú táirgí bia. Stiúradh ceithre fhócasghrúpa agus bhí idir ochtar agus deichniúr i ngach aon ghrúpa. Bhí gach aon bhall sna grúpaí seo ina ionadaí ar dhaoine fásta a bhíonn ag siopadóireacht in Éirinn. Ba chainteoirí dátheangacha Béarla/Gaeilge iad baill grúpa amháin. Úsáideadh pacáistíocht agus fógraíocht dhátheangach atá ann cheana agus samplaí mar ábhar spreagtha le haghaidh plé idir baill na ngrúpaí.

Ar an iomlán, tugann tátail an taighde cháilíochtúil tomhaltóirí le tuiscint go gcuireann tomhaltóirí fáilte roimh an dátheangachas ar phacáistíocht bia. Ní fuaránta a bhfreagra d'úsáid an dátheangachais, ná baol air, agus dearcann siad air mar ghníomh dearfach ag margóirí bia. Dearcann siad ar an nGaeilge mar chuid dá bhféiniúlacht is féidir a leathnú le bheith mar chuid dá bhféiniúlacht mar thomhaltóirí chomh maith. Ach b'fhéidir gurb é is tábhachtaí ná go dtaitníonn sé leo an Ghaeilge a fheiceáil agus is cosúil gur mhaith leo go mbeidh an Ghaeilge níos feiceálaí má dhéantar sin ar bhealach ciallmhar, pragmatach, taitneamhach agus inrochtana.

Má tá déantúsóirí bia tomhaiste ina gcur chuige i leith an dátheangachais Béarla/Gaeilge a ghlacadh chucu féin, agus má chuireann siad pacáistíocht dhátheangach atá nua-aimseartha agus inléite, éireoidh leo custaiméirí a mhealladh atá ag lorg a dtuisceana féin ar an bhféiniúlacht Éireannach, custaiméirí a bhfuil fonn orthu earraí Éireannacha a cheannach nó, ar a laghad, tacaíocht a thabhairt dóibh siúd atá báúil don Ghaelachas, agus custaiméirí a bhfuil fonn orthu, níos mó agus níos mó, taitneamh a bhaint as gach cineál meán cumarsáide margaíochta, an phacáistíocht san áireamh.

Quantitative research

The quantitative survey was built on the findings of the qualitative focus group research and designed to provide a quantifiable response to questions relating to the attitudes of consumers towards the use of bilingualism on food packaging. The researchers conducted face-to-face interviews with each respondent and a detailed questionnaire was completed. The interviews took place outside a Tesco store in each of Cork, Dublin and Galway and outside a Dunnes Stores shop in Belfast. Only shoppers who were 'the' or 'one of the' main shoppers in their household completed the questionnaires.

Key findings and conclusions of the quantitative survey

Secondary bilingualism

There is a high level of secondary bilingualism reported among the market segment surveyed and attitudes towards the Irish language are very positive with a large proportion of those surveyed claiming that they are interested in the Irish language. However, in line with other countries for example Paraguay, reported usage of the language is low with 69% of the market claiming they either rarely or never have occasion to use the language.

Taighde Cainníochtúil

Tógadh an taighde cainníochtúil ar thátail thaighde an fhócasghrúpa chainníochtúil agus dearadh é chun freagra inchainníochtaithe a chur ar fáil do cheisteanna a bhaineann le meon tomhaltóirí i leith úsáid an dátheangachais ar phacáistíocht bia. Rinne na taighdeoirí agallaimh duine le duine le gach freagróir agus críochnaíodh ceistneoir mionchruinn. Bhí na hagallaimh taobh amuigh de shiopa Tesco i gCorcaigh, i mBaile Átha Cliath agus i nGaillimh agus taobh amuigh de shiopa Dunnes Stores i mBéal Feirste. Ní dhearna ach daoine a bhí ar na 'príomhshiopadóirí' nó 'ar dhuine de na príomhshiopadóirí' ina dteaghlach na ceistneoirí.

Príomhchinntí agus príomhthátail an tsuirbhé chainníochtúil

Dátheangachas tánaisteach

Tuairiscítear leibhéal ard dátheangachais thánaistigh i measc dheighleog an mhargaidh a ndearnadh suirbhé uirthi agus tá meon an-dearfach i leith na Gaeilge le líon ard dá ndearnadh suirbhé orthu ag maíomh gur spéis leo an Ghaeilge. Arae, ar aon dul le tíortha eile, an Paragua mar shampla, tuairiscítear leibhéal íseal úsáide na teanga le 69% den mhargadh ag maíomh gurb annamh deis acu, nó nach mbíonn deis acu riamh, an teanga a úsáid.

The place of the Irish language

With regard to the 'place' of the Irish language consumers believe it should be evident in ceremonial and cultural events as well as place names and people's names. Levels of national pride are very high and the consumers sampled are active in their engagement in Irish cultural events, travel and tourism.

Irish language and the consumer landscape

A large majority of consumers surveyed said they would welcome increased visibility of the Irish language in the consumer landscape for example in supermarket signage. Ability to remember products that are currently using the Irish language was not very high with only 44% of those surveyed being able to recall one or more products and almost half of those sampled claiming to have never noticed the Irish language on food labels.

Consumer perceptions of Irish language labelling

Consumers reported assumptions that products engaging in bilingual labelling would be manufactured in Ireland and have home-made or artisan attributes. However, they did not necessarily attach the attribute of high quality to the product.

Áit na Gaeilge

I dtaca le 'áit' na Gaeilge creideann tomhaltóirí gur cheart go mbeadh sí follasach i searmanais agus in ócáidí cultúrtha chomh maith le logainmneacha agus ainmneacha daoine. Tá leibhéil mórtais náisiúnta an-ard agus tá na tomhaltóirí sa sampla an-ghníomhach ina rannpháirteachas in ócáidí cultúrtha, i dtaisteal agus sa turasóireacht in Éirinn.

An Ghaeilge i dtimpeallacht an tomhaltóra

Dúirt móramh mór na dtomhaltóirí a ndearnadh suirbhé orthu go bhfáilteodh siad roimh fheiceálacht na Gaeilge a bheith méadaithe i dtimpeallacht an tomhaltóra, mar shampla, ar chomharthaíocht in ollmhargaí. Ní raibh mórán daoine in ann cuimhneamh ar tháirgí atá ag úsáid na Gaeilge faoi láthair le gan ach 44% dá ndearnadh suirbhé orthu in ann meabhrú ar tháirge amháin nó níos mó agus beagnach a leath den sampla ag maíomh nár thug siad an Ghaeilge faoi deara riamh ar lipéid bhia.

Aireachtáil an tomhaltóra i leith lipéadú Gaeilge

Thuiriscigh Tomhaltóirí barúlacha faoi tháirgí le lipéid i nGaeilge gur in Éirinn a dhéanfaí iad agus go mbeadh tréithe iontu a bhaineann le déantús baile nó ceardaíocht. Arae, ní gá gur shamhlaigh tréith an ardchaighdeáin leis an táirge.

Propensity to buy Irish labelled produce

A significant majority of those sampled would welcome increased use of bilingual labelling and reported that they would be inclined to buy products using this labelling. Almost half those sampled claimed they would choose products incorporating the Irish language into labelling over others that did not.

Industry view

A series of structured face-to-face interviews were then carried out with representatives of different sectors of the Irish food industry between June and July 2007 to establish what their views were with regard to the use of Irish on food packaging. Overall, all participants agreed that industry would have a positive perception of the use of bilingualism if it could be shown that there was potential to increase sales or profit margins.

The success of doing something like this would also depend on the marketing campaign and marketing budget that would be available to a company. One of the main barriers perceived was the level of understanding of Irish among the buying public and the cost of educating them about the words being used. Most agreed that the use of Irish on the label implied a locally produced, wholesome image and that it worked best on a more traditional range of products.

An claonadh chun táirgí le lipéid i nGaeilge a cheannach

D'fháilteodh móramh suntasach dá raibh sa sampla roimh úsáid mhéadaithe de lipéid i nGaeilge agus thuairiscigh go mbeadh siad toilteanach táirgí a cheannach a úsáideann an lipéadú seo. Mhaígh beagnach leath dá raibh sa sampla go roghnódh siad táirgí a bhfuil Gaeilge ar a lipéid roimh tháirgí gan í.

Dearcadh an Tionscail

Rinneadh sraith d'agallaimh struchtúrtha duine le duine le hionadaithe earnálacha éagsúla thionscal bia na hÉireann idir Meitheamh agus Iúil 2007 le socrú cad iad a mbarúlacha i leith úsáid na Gaeilge ar phacáistíocht bia. Ar an iomlán d'aontaigh rannpháirtithe go mbeadh dearcadh dearfach ag an tionscadal ar úsáid an dátheangachais dá mb'fhéidir a thaispeáint gurbh fhéidir díolacháin nó corrlaigh bhrabúis a héadú.

Bheadh dul chun cinn rud éigin mar seo a dhéanamh ag brath, comh maith, ar bhuiséad margaíochta a bheadh ar fáil ag comhlacht. Ar cheann de na príomhbhacanna a áiríodh ba é leibhéal tuisceana an phobail cheannaitheoirí ar an nGaeilge agus an costas a bhainfeadh le hoideachas a chur orthu faoi na focail a bheadh in úsáid. D'aontaigh an chuid is mó go dtugann úsáid na Gaeilge ar lipéad íomhá fholláin de tháirgeadh áitiúil le tuiscint agus gur mhó a éifeacht le réimse níos traidisiúnta de tháirgí.

They felt that research should be conducted among consumers to determine the potential of bilingualism in this market. As the quantitative survey carried out for this report showed, there is a positive attitude among consumers with regards to bilingualism and the use of the Irish language on food packaging. The participants in these industry interviews agreed that funding or a subvention should be made available by Foras na Gaeilge to companies who would like to include the Irish language on their food packaging. They felt that there was an overall trend towards locally produced, traditional, 'green' products and this trend may support the introduction of bilingualism on products such as these.

However, the industry representatives also felt that consumers would only have a positive attitude to bilingualism if the product satisfied other consumer needs as well. The majority of representatives thought that this type of marketing was suitable for all company sizes with only one representative suggesting that it is more suited to smaller companies.

Mhottaigh siad gur cheart taighde a dhéanamh i measc custaiméirí le féidearthachtaí an dátheangachais sa mhargadh seo a dheimhniú. Mar a thaispeáin an suirbhé cáilíochtúil a rinneadh don tuairisc seo, tá meon dearfach i measc tomhaltóirí i leith an dátheangachais agus úsáid na Gaeilge ar phacáistíocht bia. D'aontaigh rannpháirtithe na n-agallamh tionscail seo gur chóir d'Fhoras na Gaeilge maoiniú nó teanntaíocht a chur ar fáil do chomhlachtaí ar mhian leo an Ghaeilge a bheith ar a bpacáistíocht bia. Mhottaigh siad go raibh treocht ghinearálta i dtreo táirgí de dhéantús áitiúil atá traidisiúnta agus 'glas' agus go mb'fhéidir go dtacódh an treocht seo le dátheangachas ar tháirgí dá leithéid seo.

Arae, mhottaigh ionadaithe an tionscail chomh maith nach mbeadh meon dearfach ag tomhaltóirí i leith an dátheangachais mura sásódh an táirge riachtanais eile an tomhaltóra chomh maith. Shíl tromlach na n-ionadaithe go mbeadh an cineál seo margaíochta oiriúnach do chomhlachtaí de gach méid le gan ach ionadaí amháin ag moladh go mbeadh sé níos oiriúnaí do chomhlachtaí níos lú.

Literature Review

Athbhreithniú Litríochta



Introduction

Prior to the primary research on which this report is based, being undertaken, a comprehensive review of the academic literature was conducted.

This review had two main purposes:

1. To aid a sharper definition of the concepts being investigated namely the use of bilingualism in consumer environments and;
2. To overview documented research in the use of bilingualism as a marketing or advertising tool.

Academic and industry based literature in the area of bilingualism and the market economy centres on a number of major themes:

- The information value of bilingual marketing communication
- The symbolic value of bilingual marketing communication
- The socio-cultural effects of a bilingual marketing strategy

The first section of this literature review defines bilingualism in an Irish context addressing the nature of what can be termed a nation of secondary bilinguals. The second section addresses the effects of language in communication and how marketers can avail of this knowledge. The third and forth sections focus on bilingual consumer environments and the crafting of bilingual slogans. The fifth section looks specifically at the role of packaging as a part of the overall marketing communications mix and the place of bilingualism within this. The final sections address bilingualism in practice and the potential of a language-based approach to marketing in an Irish context.

The review is peppered with examples from a number of countries engaging in bilingual strategies for both civic and commercial ends including Paraguay, China, Malta, Wales and the US.

1. Defining bilingualism in an Irish context

The term bilingualism is generally used to describe people who have two first languages. However, the vast numbers to whom the term bilingual can be at all reasonably applied fall into the category of 'non-fluent' bilinguals. Edwards (2004) goes as far as to suggest that everyone is bilingual, that there is no-one who does not know at least a few words in a language other than their mother tongue.

There are two official languages in Ireland. According to the present Constitution (1937), Irish is designated as the first official language and national language of the State and English the second official language. English is the dominant language of everyday communication in Ireland.

A distinction which can be usefully applied in the Irish context is that between primary and secondary bilingualism. Primary bilingualism refers to a dual competence acquired naturally through contextual demands. The Gaeltacht regions of the country are intended to be Irish-speaking but are in reality primary bilingual. Secondary bilingualism refers to a dual competence acquired through systematic and formal instruction. This competence is developed primarily within the education system where students experience at least eleven years exposure to the language (O'Laoire, 2005).

The Official Languages Act (2003) aims to ensure better availability and a higher standard of public services through the Irish language. It places a statutory obligation on the Department of State and public bodies to make specific provision for delivery of such services through a statutory planning framework. The Act also specifies some basic general provisions of universal applicability including correspondence to be replied to in the language in which it was written, providing information to the public in the Irish language, or in the Irish and English languages, bilingual publications of certain key documents and use of Irish in the courts. Section 1 (5) of the First Schedule of the Act also provides that the scope of the Act can be broadened in the future to other sectors of the economy, including telecommunications companies, banks and insurance companies. Kelly-Holmes and Atkinson (2007) recognise that the Irish language is privileged in the official sphere but argue that language planning and promotion bodies recognise the need for Irish as a living language to live also in the commercial sphere.

2. Effects of language in communication

Cardinal (2005) cites May (2001) and Nettle and Romaine (2001) in arguing that more and more defenders of linguistic minority rights argue that societies have a human interest in keeping viable linguistic communities alive. They cite Grin (2003) who suggests that linguistic diversity is a value which democratic societies want to cherish. In contemporary cross-cultural research, effects of language in communication settings are explained either in terms of the 'information' conveyed or the 'symbolic meanings' conveyed.

An informational approach focuses on how easily consumers can comprehend and respond to information provided in a particular language (for example advertising in English would be ineffective if consumers in an ethnic subculture could not comprehend the advertised message). The informational paradigm is largely irrelevant in an Irish context as few consumers are true bilinguals or speak Irish as their first language. The second approach examining effects of language focuses on the 'symbolic' meanings signalled by a language (Dubish, 2001). This is applicable to the Irish context as secondary bilingualism is high. The symbolic value of a bilingual marketing strategy can be exploited by elements of the commercial sphere wishing to target a segment of consumers who feel favourable about their native language and who value the support of members of the commercial sphere for the promotion and utilisation of Irish as a living language. While a great number of studies in this area have centred on the use of bilingualism in marketing and advertising to various minorities some of whom do not speak the dominant language of the country they are living in (i.e. Hispanics in America who speak Spanish as their first and sometimes only language) or to true bilinguals, the situation in Ireland holds greater parallels with the Welsh context than that in the U.S. In Wales the emphasis is on the breathing of life into the Welsh language by the public and the commercial spheres, the aim being the development of a truly bilingual population.

The future of minority languages depends to a large degree on the individuals that speak these languages and the efforts of the entire community including both public and private spheres of social and economic life. Political will towards the growth of bilingualism at least with respect to communication from Public Bodies appears to be strong (Official Languages Act, 2003). If Irish consumers feel positively disposed to the increasing visibility and usability of the Irish language more generally, it leaves consumer-based industries in a position to respond to this feeling by incorporating the Irish language into the communications strategies targeting major consumer groups.

Measures of linguistic attitude and linguistic usage by consumers can provide marketers with a deeper insight into the value of employing a bilingual approach to consumer communications for example branding materials and packaging/labelling.

a. Linguistic attitude and linguistic use

Linguistic attitudes are defined as an individual or collective expression towards language, the act of responding to certain aspects of language for example linguistic ideologies and linguistic use (Choi, 2003). They convey the social, cultural and sentimental values of the speakers. Linguistic use is the act of communicating, in verbal or written form in one or more languages. It refers to behaviour or actions that can be determined by elements of linguistic attitude. A positive attitude towards a language may increase its use and can result in the maintenance of that language. Conversely, an unfavourable or negative attitude can hinder the diffusion and vitality of a language and may result in its abandonment or loss.

b. Differentiation versus standardisation

Sociolinguistic approaches to the effects of language in communication emphasise the cultural aspects of a bilingual approach. Global brands operating in local markets must choose between standardisation and differentiation of their communications media. The extent to which a message grounded in the social heritage of one community can be understood by those in another community needs to be questioned and understood (Caruana and Abdilla, 2005). The challenge for marketers in the future is to clearly understand what role their product and communication play in the lives of their consumers.

The Informational Paradigm

Psycholinguistic models suggest that bilinguals have different cognitive structures for each language they know. Consumers who are true bilinguals may feel differently towards different advertisements depending on whether they are presented in the consumers' first or second language (Luna and Perrachio, 2001). In a marketing context this means that even the perfect translation of a marketing communication may not have the same meaning as the original. Luna and Perrachio (2002) suggest that word-association tasks may help marketers gain insight into the dual-cognitive structures of bilingual consumers and discover possible differences in meaning across languages.

The Conceptual Feature Model (De Groot, 1992) examines the nature of the links between words and their meanings. Words in each language known by a bilingual activate a series of conceptual features which define the subjective meaning of the word for each individual. Translation-equivalent words do not necessarily trigger the same sets of conceptual features and this could be due to the different contexts in which the words are learned or normally used. Thus for example the English word friend and the Spanish word Amigo although similar in meaning may not activate the same subjective meanings for an English/Spanish bilingual, for example amigo refers to a male friend while the English 'friend' is gender neutral. Tests of the Conceptual Feature Model have found that concrete words share more conceptual features across languages than abstract words.

De Groot (1992) suggests this is because function and appearance of concrete entities tend to be the same across different language communities (chair or apple) but abstract words do not have external referents, their meanings have to be acquired from an objective source such as a dictionary or by deducing them from the contexts in which they are used.

3. Bilingual consumer environments

How do consumers process information in bilingual environments and how can marketers best use an understanding of this knowledge in developing effective communication strategies. (Luna and Peracchio, 2005) have studied this phenomenon over recent years and they suggest that code-switching is one important component to consider when communicating in a bilingual consumer environment.

a. Code-switching

Bilinguals use and encounter code-switching in a variety of everyday interactions and situations. It refers to the insertion of a foreign word or expression into a sentence (e.g. into an advertising slogan), resulting in a mixed-language message. For example, an ad targeting U.S. Latinos in a Hispanic magazine used code-switching when it asked: Twenty million hijas are covered by AFLAC is yours? In Spanish, the word 'hija' means 'daughter'. The ad is not only tailoring its message to reflect the bilingual abilities of its audience, it is also highlighting an important component of the message, namely the importance of family well-being.

b. Markedness models

Myers-Scotton's Markedness Model (1993) attempts to explain the social motivations of code-switching by considering language choice as a way of communicating desired or perceived group memberships and interpersonal relationships. A 'marked' element is generally recognised as communicating a specific intended meaning.

It stands out from its immediate context, from the perceiver's prior experience or expectations, or from other foci of attention. Thus if an individual is processing information in one language and the message switches to a different language, that code-switched word will be made salient, or marked in linguistic terms, because it stands out from its context. The insertion of code-switched elements into an individual's speech signals a specific social identity or sense of group belonging. A common colloquial greeting between young Irish people on meeting is 'what's the craic?'¹ which is used instead of 'how are you?'.

This is an example of code-switching, craic is the 'marked' element of the phrase and sees an individual drawing on the Irish language and tapping into a distinctive identity. When marketers do the same they can exploit an identity based connection with the target audience.

When individuals direct their attention to a code-switched word in an advertisement, they will activate the language schema to which that word belongs and become aware of the social meaning carried by that language. They will elaborate on those associations and the valence of those associations will influence product evaluations. In other words and drawing on Johnston et al. (1990), the language schema associated with the code-switched term is subject to a high degree of elaboration because of the markedness of the term.

Thus Luna and Peracchio make us aware of the communicative role of language choice, the notion of language schemas, and the phenomenon of code-switching and the social constraints on its use. From a cognitive perspective they illustrate that the code-switched language term inserted in a message provides salience or markedness, motivating bilinguals to direct attention to the switched language's schema, which includes attitudes toward that language. Their research suggests that where there is a positive attitude to a minority language, including some words from that language in a slogan primarily in the majority language will encourage higher product evaluation. So if there is a positive attitude towards the Irish language it suggests that a slogan in English that incorporates Irish words could encourage someone to make a purchase.

¹ Craic is an Irish word which roughly translates to good times

4. Crafting bilingual slogans

Bilingual texts are...texts written in two languages in which the two versions are physically discrete and have a content which is usually, at least in part, common to both...A distinction must be made between mixed-language texts...in which the two languages are blended together to form a single piece of discourse and bilingual texts, in which some sort of juxtaposition of two separate versions is the norm, and there is an element of repetition, partial or complete, in the content of the versions. The writer of a bilingual text for the most part sets out to say at least some things twice, but alternatively he may present the two 'versions' as complementary contributions to the same theme, with a few verbal correspondences. Adams (2003:2) as cited in Reh (2004). The practice of crafting bilingual slogans in marketing communications can be understood in terms of direct translation and parallel drafting.

Direct Translation – a slogan is rendered (word-to-word) or semantically from one language to another. This achieves a better measure of morpheme-to-morpheme correspondence and correspondence in phrasal structure, the translated product is essentially the original slogan repeated in foreign terms. For example Vodafone use 'Conas ata tu' in the Irish versions of their advertisements a direct translation of their tagline 'How Are You?'.

Parallel Drafting – the message embodied in the original slogan is rendered in a target language without the traditional constraints of direct translation. This is considered a reconstruction rather than a translation task. It may involve a change of focus in the rendered version. The focus adopted in one language version may differ from that in another language version – resulting in a dual focus bilingual slogan. Homestead one of the most successful and familiar of Irish brands despite its relatively young existence at just twenty six years in operation employs a bilingual strategy in its advertising. 'Fiuntas ag teacht chun ti', is now almost more familiar than the original 'brings value home' catchphrase and has brought considerable attention to the Homestead brand. While the meaning of the catchphrase is the same in both languages what reminds consumers of Homestead's authenticity and adds to its growing success is the continued reinforcement of the brands strategy of advertising in Irish. The authentic use of the language itself is more important than the meaning of the message.

The Case of China

If globalisation and economic developments of Greater China hold their course, the practice of using bilingual corporate slogans will become more and more common. Lee and So (2007) investigated the comparative effectiveness of parallel drafting versus direct translation in bilingual slogans of firms operating in Greater China. They found that the practice of direct translation may involve a number of problems such as semantic inaccuracies and oddities in phrasing. However, parallel drafting may help corporate communicators to design or select bilingual corporate-slogans that are better in terms of communication effectiveness and rhetorical propriety.

It also puts into practice the concept of bilingual communication which aims to transmit the intended messages to the target readers of different linguistic and cultural backgrounds. In addition, the parallel-drafting approach to crafting bilingual slogans may result in a dual-focus. It enriches the corporate-slogans and allows readers who understand both languages to get more than one message from the slogans in two languages.

5. Using bilingualism in packaging — A marketing tool?

a. The role of packaging

Package design involves several considerations ranging from protecting package contents to articulating and communicating desired brand impressions. The growth of supermarkets, mass merchandisers and other self-service retail outlets has necessitated that the 'package' perform marketing functions beyond the traditional role of merely containing and protecting the product. As shoppers spend only approximately ten to twelve seconds viewing brands before either moving on or selecting an item for purchase, 'packaging' performs key communication and salesmanship roles at the point of purchase.

According to Shimp (2007) the package also serves to:

1. Draw attention to a brand;
2. Break through competitive clutter at the point of purchase;
3. Justify price and value to the consumer;
4. Signify brand features and benefits;
5. Convey emotionality and;
6. Ultimately motivate consumers' brand choices.

Thus, packages perform a major role in enhancing brand equity by creating or fortifying brand awareness and building brand images through conveying functional, symbolic and experiential benefits.

What constitutes a good package?

While it is impossible to generalise across all packaging situations the VIEW model (Shimp, 2007) highlights four general features that can be used to evaluate a particular package. Visibility refers to the ability of a package to attract attention at the point of purchase. Increased visibility can be achieved through colour, graphics and novel size and shape of packaging while remaining within the overall brand image.

Research suggests that package design is an extremely influential medium because of its pervasive impact on purchasers, its presence at the crucial moment when the purchase decision is made, and consumers' high level of involvement when they actively scan packages in their decision making. Information is the second element of the model and the one that is of most relevance to the use of bilingualism on packaging. Package designers must include the right type and quantity of information on the package without cluttering it. Short memorable slogans often work well especially when integrated with wider advertising of the product.

Emotional appeal refers to the packages ability to evoke a desired feeling or mood. It is generally achieved through colour, shape and packaging materials but could also be achieved through the incorporation of the Irish language into the packaging as language taps into consumers' sense of identity and also creates feelings of nostalgia among consumers. The final component of the model is Workability. This refers to how a package functions in terms of protection, storage and accessibility rather than how it communicates a message.

b. A culture based rationale

Given that consumer markets are increasingly global and much of the world's population speaks more than one language, the area of bilingual communication as an element of the marketing communications mix has received increasing attention over recent years (Luna and Perrachio, 1999).

A number of factors need to be considered when considering a bilingual approach in any marketing communications medium for example using bilingualism in package design:

1. Levels of true bilingualism among target consumers;
2. Levels of monolingualism among target consumers (dominant or minority language only);
3. Numbers of target audience who are secondary bilinguals.

In the case of a population where two languages are spoken by different members of the population but true bilingualism is low, using bilingual communications is important from an information processing perspective (for example Hispanics in the US whose first language is Spanish can be more effectively communicated through a bilingual Spanish/English approach). However, where true or secondary bilingualism is high the rationale behind using bilingualism in communications with consumers is primarily symbolic as firms attempt to tap into consumers' identities and sense of national pride.

As detailed above the majority of Irish consumers are secondary bilinguals and the rationale for companies such as 'Homestead' using bilingualism in their advertising campaigns lies in an attempt to communicate effectively with Irish consumers by offering an element of communication which is distinctive to Irish identity i.e. the Irish language.

The theory of accommodation applied to advertising proposes that adaptation to the language of the consumer is interpreted as the advertiser being sensitive towards their culture and it then produces an affinity towards those adverts. Koslow et al (1994) have found this to be the case among Hispanics in the USA and the theory could also be applicable in Europe where many cultures are associated with nationalist feelings which, according to Dunn (1976) require multinationals.

i. Cultural-value systems

Luna and Gupta (2001) stress the importance of an understanding of how culture influences consumer behaviour. **Figure 1** (opposite) depicts the cultural value system which is manifested in terms of symbols, heroes and rituals.

The model depicts the impact that cultural values have on an individual's consumption behaviour. Marketing communications are represented as a moderator of the effects of cultural values on consumer behaviour. The American Marketing Association defines Consumer Behaviour as 'the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives'. Cognition includes any construct or process that refers to memory structures or self-construal. Affect refers to the attitude/intention formation processes and its outcomes: attitudes toward an entity, either material (e.g. products) or abstract (e.g. an ethnic group). Behaviour includes individual choices and behaviour patterns, such as media usage or food shopping.

Luna and Gupta developed a framework that expresses the effect that each of the manifestations of culture has on the three elements of consumer behaviour along with the managerial implications resulting.

Figure 1: From Luna and Gupta (2001)

	Values	Symbols	Rituals	Heroes
Cognition	Information processing	Language as symbol, products as symbols	Engagement in grooming or possession rituals	Perceptions of spokesperson authenticity and celebrity advertising
Affect	Preferences/ evaluations	Language as symbol	Preference for innovations	Attitudes elicited by spokesperson ethnicity
Behaviour	Consumption patterns response to sales promotions and purchasing roles	Consumption as a symbolic act	Consumption as role confirmation and adoption of innovations	Influences in decision-making
Managerial Implications	<p>Research</p> <p>i. What values are considered positives in consumers' culture?</p> <p>ii. Are country of origin effects important in your market?</p> <p>iii. How do you categorise your product?</p> <p>iv. Is consumption public/private?</p> <p>v. Do your consumers act as members of identifiable culture or a diverse mix?</p>	<p>Research</p> <p>i. What connotation does the language in your ads have?</p> <p>ii. Are your products symbols of nationalism?</p> <p>iii. Which language produces better attitudes towards your products?</p> <p>iv. Does consumption of your product contain symbolic meaning for the consumer?</p>	<p>Research</p> <p>i. Is your product connected to any rituals in the life of the targeted?</p> <p>ii. Is your product seen as an integral part a life/role transition?</p> <p>iii. Is your product related to peer group membership?</p> <p>iv. Does the ritual usage of your product change as consumer segment changes?</p>	<p>Research</p> <p>i. What do the consumers think about actors in your ads?</p> <p>ii. Can targeted consumers see themselves as users of your product?</p> <p>iii. Do local ad actors produce better attitudes?</p> <p>iv. Do people like your brand because their heroes do?</p>

6. Bilingualism in practice — The Welsh example

Symbols – refers to a broad category of processes and objects that carry a meaning that is unique to a particular group of people. The symbols most frequently studied by consumer researchers are language and consumer products. Product symbolism is generated at the societal level. Advertising serves as a vehicle to align cultural values with specific products. Individuals in their efforts to define their social self consume products charged with symbolic meanings.

Rituals – refers to an expressive symbolic activity consisting of multiple behaviours repeated over time. These behaviours are dramatically scripted, acted out and performed with formality, seriousness and inner intensity. Products can be considered as ritual artefacts and their consumption as part of a ritual (for example rituals associated with Guinness as depicted in their advertisements). Through consumption rituals, consumer goods become symbols of cultural values. At the same time, symbols reinforce values, or may shift them.

Heroes – refers to people alive or dead who are highly prized in a culture and who can be harnessed for communications purposes to endorse products or to attach a sense of cultural value or prestige or authenticity to a product.

“Wales is a crucible of ethnolinguistic diversity, change, aspiration, and opportunity. Wales is well known as that part of the British ‘Celtic fringe’ hosting the most resilient of the Celtic languages which has hung on to vitality despite a long and acrimonious history of minoritisation and anglicisation” (Coupland, 2006:352)

Coupland et al (2006) conducted a survey of 2000 informants with links to Wales in an exploration of Welsh social identities and affiliation, engagement with Welsh cultural practices and perceptions of the ethnolinguistic vitality of the Welsh language and of domain priorities for Welsh. The Welsh Census of 2001 shows 20.5% self-declaring Welsh speakers resident in Wales age three years and over. This reflects a rare instance of a reversed minority language shift and has taken place following a period of stabilisation from 1981 to 1991.

In 1999, political devolution was instituted in Wales and the devolved Welsh Assembly Government became a key language planning agency for Welsh, acting through Bwrdd Yr Iaith Gymraeg. It is formally committed to engineering a ‘truly bilingual Wales’ through a raft of language promotional initiatives (National Assembly for Wales, 2002) and measures to protect so-called heartland Welsh-speaking communities in rural and coastal north and west Wales. It was however the Welsh Language Act 1993 which established that ‘in the course of public business and the administration of justice, so far as is reasonably practicable, the Welsh and English languages are to be treated on the basis of equality.

Basically the Act did three things:

1. Set up the Welsh Language Board, answerable to the Secretary of State for Wales, with the duty of promoting the use of Welsh and ensuring compliance with the other provisions;
2. Gave Welsh speakers the right to speak Welsh in court proceedings;
3. Obligated all organisations in the public sector providing services to the public in Wales to treat Welsh and English on an equal basis.

The powers given to the Secretary of State for Wales under this Act were later devolved to the National Assembly for Wales. Delegated or secondary legislation has been made under this Act by the Secretary of State, and subsequently the National Assembly forcing more public bodies to prepare what are known as Welsh Language Schemes which show their commitment to the 'equality of treatment' principle.

Coupland et al's study found that the most competent speakers of Welsh affiliate most strongly with Wales and show the strongest personal commitment in supporting the language, support its use across all domains, and engage most strongly with Welsh cultural life.

"Welshness emerges as a powerful and involving subjective alignment, but one that is distributed with subtle emphasis and shading across 'homeland' and 'diasporic' groups, and groups who move fluidly in between these designations."

(Coupland, 2006:371)

Their study found that Welsh-linked groups were more optimistic about the future vitality of the Welsh language and afforded greater priority to it especially in family settings than did Welsh within Wales groups.

In a similar vein Bishop et al. (2003) reported on the Welsh diaspora as part of large-scale project on Wales, Welsh language and Welsh identity under globalisation. They found that the Welsh diaspora is a powerful source of emotional and moral support for what they call the project of Wales. "The Welsh diaspora is relatively unrecognised in Wales, yet it seems to have the potential to 'reflect back' highly positive meanings and values for Welshness."

They found that the Welsh-associated networks in North America provide a cultural infrastructure where various forms of Welsh cultural and linguistic practice are made available thus facilitating a sort of 'cultural imagining'. They argue that diasporic communities can be characterised in their distinctive attempts to 'maintain (real and/or imagined) connections and commitments to their homeland and to recognise themselves and act as a collective community.' The Welsh diaspora is not as consolidated or visible as diasporas created by Irish or Scottish emigration but it is nevertheless extensive and features in Welsh political and economic initiatives. Members of diasporic communities such as Irish or Welsh diaspora can thus be acknowledged as potential markets to be targeted by marketers engaged in bilingual approaches.

7. Bilingualism in Ireland — A language based approach to marketing

Ceremonial use is emerging as an important dimension of how minority languages are perceived, valued and positioned, with considerable implications for minority language policy and intervention. Current language policy in Wales is committed to developing Wales as a 'living language' in a 'truly bilingual Wales'. While the rhetoric imagines Welsh and English as coequal codes across all social domains, with competent bilinguals exercising 'choice' as to which language they use for which communicative purposes the authors highlight shortcomings of this as functional specialisation is the norm in bilingual communities. The authors argues that Welsh seems to 'sell' better in the ceremonial 'market' than in family and workplace 'markets' at home and abroad. They introduce the concept 'symbolic ethnicity' (Gans, 1979) and argue that ceremonial priorities for minority languages and cultures, linked to heritagization and nostalgia markets, are multiplying massively and redefining the meaning and value of sociolinguistic 'localness'.

Kelly-Holmes and Atkinson (2007) argue that Ireland provides a context where there are no monolingual speakers of the Irish language and as a result of this there is no transactional communicative reason for using the minority language for advertising purposes, however, there may still be 'contextual characteristics' which tend to elicit or prompt one language to be used rather than the other in settings in which either one could potentially be utilised. When an advertiser chooses to advertise using Irish, it is about constructing identities of Irishness. The authors argue that Irish could have something of the status of a USP (unique selling point) something that differentiates the product in the eyes of the consumers.

Irish has a strong symbolic meaning for the population in general, marking a difference from the rest of the Anglophone world. This symbolism can be exploited by marketers attempting to construct a more authentically Irish identity for their product and their target audience.

Kelly-Holmes and Atkinson conducted a case study of Irish language advertising (January – February, 2004), focusing on two Irish Newspapers, Foinse and Lá. A content analysis was carried out which categorized the ads in terms of 'compulsory sector' (public and related sectors bound by language policy and planning directives to use Irish) and 'non-compulsory sector' which comprised all other advertising. A distinction was also made between traditional (music, arts events, literature, language industry, education) and non traditional domains.

Advertisements that are driven by the need to comply with language policy and planning directives were found to be the main constituent of the Irish-language adscape. The ads that fell outside of this 'compulsory' category, tended to be confined to a narrow range of products and services from traditional domains. Identification appears to play a role in the language choices of 'non-typical' advertisers who are opting for Irish language media, but in some cases this may only reinforce ownership of the language by a particular community. Of the small number of commercial advertisers they spoke to, rationale for using Irish centred on demands from the target market, a wish to support the language and to contribute towards the language community and an attempt to create authenticity. They concluded that a 'language-based' marketing approach seemed to be at work in this adscape. Advertisers are making choices primarily as members of a particular sociolinguistic environment rather than on the basis of economic rationale.

8. Conclusion

This literature review has revealed a number of areas which must be taken into consideration in a study of the potential use of English/Irish bilingualism in the packaging of consumer products.

They can be summarised as follows:

1. Developing an understanding and measure of the level of secondary bilingualism evident among Irish consumers;
2. Measuring consumers attitudes to increased visibility of the Irish language specifically in consumer environments;
3. Developing an understanding of consumers emotional responses to the increased use of English/Irish;
4. Developing an understanding of consumers cognitive responses to use of bilingualism on packaging;
5. Measuring consumers reported propensity to buy products employing a bilingual marketing strategy.

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Qualitative Review

Athbhreithniú Cáilíochtúil



Introduction

Qualitative analysis was employed to explore consumer's attitudes and perceptions towards the inclusion of bilingual (Irish/English) content as part of the broader marketing communications mix with a specific focus on branding, packaging and labelling of food products. Four focus groups were conducted and each group consisted of between eight and ten people. All members of these groups were representative of adult shoppers in Ireland. One of the groups consisted of members who were primary bilingual English/Irish speakers. Existing and sample bilingual packaging and advertising were used as stimulus material to promote discussion among the group members. Initially consumer's views on the current status of the Irish language were explored.

Emerging themes in this area included:

1. National identity and class or status based identities;
2. Views on the Irish language as living and vibrant or traditional and dying and;
3. Visibility of the Irish language in our day to day lives including awareness of the use of bilingualism in our cultural and social environments.

Consumers attitudes towards the use of bilingualism were explored specifically:

1. Beliefs regarding what motivates marketers to include bilingualism on packaging and;
2. Perceptions of and emotions towards the use of bilingualism by marketers.

Finally, consumers views on the use of bilingualism in food packaging were explored and examples of bilingual food packaging were used to generate a deeper level of discussion (See appendix A for a list of these materials). Qualitative research reveals a range of associations and characteristics consumers attach to products using bilingual packaging including notions around authenticity, feelings of nostalgia and a homegrown or 'made in Ireland' attribute. Consumers held strong views around the aesthetics of bilingual content and provided recommendations regarding the use of bilingualism in food packaging.

1. The Irish language and consumers

A sense of increased pride in and protection of the Irish language is emerging in the context of a changing Ireland. The consumer environment is a multi-cultural one and the opening of shops targeting African, Asian and Eastern European consumers living in Ireland symbolises the multi ethnic nature of Irish society today. In addition Irish owned shops for example butcher shops are displaying multi-lingual signage in an effort to communicate with ethnic minority groups living and working in Ireland. Consumers feel positively disposed to the increased visibility of the Irish language as it is symbolic of Irish people's national identity. They felt that by using the Irish language they were reaffirming their Irish identity.

Niamh...*“it could be a case that because of all these other cultures coming in and showing such pride in their own language, their own foods, their own culture it kind of puts us a little bit to shame.”*

Clare...*“People are using the (Irish) language as a way to distinguish themselves from the influxes of other nationalities and other cultures that have come into the country... That is a way of reaffirming their Irish identity rather than embracing a more European one or a world one.”*

In addition to ideas about national identity, connotations around social status emerged in a discussion around the role of the Irish language in the lives of these consumers. This argument emerged most strongly in the context of the growth in the numbers of children attending Gaelscoileanna in Dublin. Participants indicated that there was a certain elitism associated with sending children to Gaelscoileanna and there was a feeling that a child would have more individual attention because of smaller class sizes.

Clare... *“there was a certain elitism associated with it rather than just sending your kids to the local school. If you sent them to a Gael Scoil...there would be more focus on the pupils...there would be smaller class numbers and you would have more dedicated and more committed teachers.”* Coupled with ideas about the ability to speak Irish fluently and notions of higher social standing was the belief that the Irish language is going through something of a reinvention in terms of being seen as fashionable and ‘cool’ — a yuppie thing.”

Coupled with ideas about the ability to speak Irish fluently and notions of higher social standing was the belief that the Irish language is going through something of a reinvention in terms of being seen as ‘fashionable, cool and ‘a yuppie thing’.

Lorna... *“there’s some advertisements in Irish and it’s kind of gone cool now.”*

Derek... *“I think it’s a fashionable thing for some people, not for everybody but for some. There are those who are genuine and value the Irish language as important. I think it can be a status thing.”*

Attitudes towards the Irish language are positive and its centrality in terms of contemporary Irish identity appears strong. However, are consumers aware of bilingualism in consumer and wider social environments? The research reveals that consumers are aware of bilingualism on bus stops and various forms of public transport including buses, rail and the luas. Road signs are also recalled for including bilingual content. Other categories include restaurant doors which might read fáilte/welcome, signage for toilets in public areas, supermarket entrances and exits and ATM machines which offer consumers the option to carry out their transaction through Irish or English. Government advertisements in newspapers are recalled for being bilingual along with museum signage and the phone directory. Brands that were freely recalled for including bilingual content included Homestead and Cara matches. Consumers were shown some sample signage from the aisles of two large stores Tesco and Homebase which is bilingual in design. Interestingly something of a ‘wallpaper effect’ appeared to take place here whereby consumers reported that they had been in these stores but they had not really noticed the bilingual signage.

Michelle...*“I’ve never really noticed. It’s probably been there but I just wouldn’t notice it actually... it’s something that hasn’t caught my eye.”*

Michael...*“When you see it you recognise it.”*

John...*“Before though I wouldn’t have said that they were bilingual.”*

2. Consumers attitudes towards bilingualism

Consumers attitudes towards the use of bilingualism by business and non-business entities were related to their views on what motivated these entities to engage in the use of bilingualism in their product or service offerings. Consumers perceptions of, emotions towards and opinions on the use of bilingualism were overwhelmingly positive and demonstrated a preference for increased involvement on their own parts. In other words consumers want to be drawn in by bilingualism and they want to be able to engage with it in a cognitive manner. In other words they want it to make them think. This is particularly the case when Irish phrases are used in addition to English content as it offers the consumer the challenge of translating it for themselves as opposed to being offered a direct English/Irish translation.

Beliefs concerning motivation of producers of bilingual content were divergent among these groups of consumers with some seeing it as a form of ‘tokenism’ on the part of marketers in their efforts to gain access to and become integral to Irish markets, while others categorised the activity as ‘Irish friendly’ and viewed it as a welcome development and something to be grateful for.

Not surprisingly qualitative research reveals that consumers demonstrate a high degree of what marketers call ‘consumer savvy’ in their efforts to read the motivations of marketers.

Michael...*“Tesco is involved in so many international markets that they’re trying to localise their product offering ever so slightly by putting up Irish names on the signs and I presume...make at least a token effort to involve Irish suppliers because you have to localise it or people will be offended by the brand.”*

James...*"It's only a secondary thought, it's an add-on...it's not a priority."*

The use of bilingualism is also understood as an 'Irish friendly' activity and one which perhaps puts Irish companies who are currently not engaging in the use of bilingualism to shame.

Traolach...*"I think this is only a marketing strategy that one of the by-products is goodwill...and it's brilliant, it's a great thing..."*

Clare...*"(Irish companies) just don't feel that they necessarily need to do any of the branding or any of their advertising bilingual because again they're just trading on the fact that they are Irish owned and they don't feel that they need to distinguish themselves from anyone else in the market. It's just laziness on their part."*

Participants were invited to give their opinions on the Vodafone 'How are You?' campaign where an advertisement has been manipulated for airing on TG4. This ad is composed of a series of scenes from global contemporary life and a commentary text is displayed throughout. In the Irish version this text is displayed as Gaeilge. Consumers were drawn into this advertisement as they tried to translate the text displayed.

Denis...*"I was there trying to read it and trying to make out what it means. ... So you try to match them up (Irish and English) and...improve or pick up a bit more Irish yourself."*

Tommy...*"it was just like Irish in a new age. It was very inspiring, very positive in a technological age. We haven't lost our identity totally...conas atá tú, it's just very recognisable for everybody."*

Michael...*"All the words were stamped out so if you couldn't even understand the words being spoken you could see them...it was really easy Irish so that was a worthwhile advertisement. The brand is an Irish friendly company."*

Edel...*"Everyday phrases so you can understand and relate to them."*

The groups also viewed an advertisement for Barry's Tea. This ad in a similar vein to the Vodafone ad is one which consumers are familiar with in its English version. The one aired on TG4 was dubbed over in Irish and unlike the Vodafone ad which consisted of short snappy text bites appearing on the screen, this one contained lengthy dialogue spoken over the ad. This format proved to be inaccessible for some focus group participants and was best summed up by James.

James...*"It's like being in a hotel room in a different country."*

The focus group with Irish speaking participants felt more positive about the 'Barry's Tea' ad, they liked what they perceived as high quality spoken Irish and a good parallel translation.

Catherine ...*“A translation, it sounded well, at least the second, the Barry’s one sounded more natural.”*

What can be deduced from these insights is the importance of accessibility when employing bilingualism in marketing efforts. The sophisticated execution of the Barry’s Tea ad might have a wide appeal with fluent Irish speakers, however, the simpler approach of Vodafone is popular with representatives of wider Irish society whose spoken Irish is very limited. We can say tentatively that consumers also have a preference for parallel over direct translation. In response to samples of food products including Siúcra and lunch bags Martina expressed a preference for parallel translation over direct.

Martina ...*“I like the little slogans as well, I don’t think there’s any need to translate everything because you’re not going to read it all because you won’t understand (everything). You could try and read it — but would you remember it? I have to say as well I do like the idea of adding value, adding kind of fun names... There’s no value to reading bainne úr as opposed to fresh milk. While little added things like “lón an lae” or the Siúcra sayings... add more value.*

In a TNS/MRBI report Irish in Business (2005), a representative sample of people from Ireland and Northern Ireland were interviewed regarding their attitudes to using Irish in advertising and marketing. The research discovered that support for the increased use of Irish in advertising and marketing is, broadly speaking, strongest amongst those who have some proficiency in the language and weakest amongst those who do not – but this relationship was not exclusive! In the Republic, 1 in 4 of those who favoured the increased use of Irish in advertising and marketing had very poor/no Irish ability.

Conversely, a similar proportion of those opposed to the idea in the Republic claimed to have very/quite good Irish. Over half of those opposed to the proposition are aged 45+ years – this applies both sides of the border! Similar trends were apparent in terms of support for increased use of Irish by businesses.

Support for the increased use of Irish by businesses in day-to-day dealings is recorded at a somewhat more modest level than the increased use of Irish in advertising – 49% are in favour of the proposition in the Republic (59% favoured an increased use in advertising). There was widespread support for the initiatives put to respondents on each side of the border amongst those who were in favour of the increased use of Irish by businesses.

Not surprisingly there was correlation between one’s Irish language ability and support for the increased use of Irish i.e. those with the greatest ability registered the highest levels of support, whilst those with lowest ability were least likely to be in favour of either proposition.

3. Bilingualism in food packaging

An exploration of consumer's views on the use of bilingualism in food packaging revealed a high degree of pragmatism and again consumer savvy. A desire for consumer involvement was again expressed in terms of a desire for the provision of translated bilingual content so consumers can expand their knowledge of the Irish language and have fun with bilingualism. Consumer expectations and recommendations around the use of bilingualism in a food context were explored along with the associations or beliefs they attach to bilingualism in a food context. These associations included a sense of nostalgia, authenticity and Irishness. However, these positive associations declined when consumers were presented with products which they deemed unsuitable for bilingual packaging such as products which were quite obviously not originating in Ireland.

i. Consumer expectations on bilingualism in food

Consumers held strong views that bilingual food packaging was most suitable for what they categorised as 'basic' food products such as dairy, meats and fresh fruits and vegetables. In addition consumers would expect to find it on products manufactured in Ireland for example in cottage industries.

Breda... *"Well to me it would be all of the basics like bread where you'd expect to see some sort of Irish...But not say on something like pasta."*

Fiona... *"Products made in Ireland would be the obvious one."*

Aoife... *"Yeah I like having Irish words on (packaging) but only if it's an Irish brand and you can actually figure it out. If it's an Irish product and if it's produced in Ireland, then I think it's important to have the Irish words on it."*

ii. Participants associations concerning bilingualism in food

Focus groups were provided with some samples of bilingual packaging and their views and product associations were explored. When bilingual content was included in the marketing of a product, such as teabags, (bilingual advertising) consumers assumed that the product was Irish.

Lorna... *"(Barry's Tea) you know having the advertisement in Irish I think would make you definitely associate it as being an Irish product."*

Derek... *"I would assume it's Irish if it has Irish language on it."*

Tommy... *"Folláin...I just assumed it was Irish. Yeah, I never even thought about it. It was just subconscious. I didn't know which one to get so I just picked up the one with the Irish label because they seemed to be all around the same price."*

Using bilingual content seems to evoke associations of 'home-grown' and 'organic' in the minds of the consumers particularly when the food category is a fresh product. The use of bilingualism on packaging provides a shortcut for consumers who want to buy Irish produce.

Niamh... “I just assume in Tesco that most of the stuff has come from abroad whereas if I saw something that was bilingual or just had Irish on it I’d assume that it was maybe organic.”

However, when bilingualism is employed for a product which is deemed by this group of consumers as clearly not home-grown for example a packet of pistachio nuts, these associations are diminished.

Denis... “I wouldn’t expect Irish on a packet of pistachio nuts.”

Tommy... “It isn’t something that I’d identify as being Irish.”

Niamh... “There would be no point putting an Irish name on pistachio nuts because you know there’s not going to be any pistachio nuts grown in Ireland.”

Similar views were shared with regard to an international product such as ‘Pringles’. Consumers felt using Irish/English bilingualism on a product with the profile of Pringles would be inauthentic or insincere.

Aoife... “Even ‘Pringles’ translated into Irish seems a bit insincere to me because it’s not an Irish brand.”

Lorna... “(Pringles) Yeah I’d probably feel a bit cynical about that because you know it’s an international brand and they’re just trying to hop on the band wagon.”

Interestingly, the consumers did not think Vodafone were being insincere or not authentic when the Irish language was incorporated into their advertising and it would appear that it is possible for international product/service offerings to win over this audience through a bilingual approach. However, it seems the quality of the execution must be high to counter the homegrown bias of the consumer audience. Bilingual content also served to elicit a sense of nostalgia in consumers, particularly when used by traditional brands such as ‘Siúcra’ and ‘Fiacla’. These brands bring back memories of childhood and the past.

Michael... “(Siúcra) But it does remind me of home because my mum used to buy that.”

Despite some of the positive connotations elicited through a sense of nostalgia for certain brands, consumers perceive these traditional brands as being ‘stuck’ in the 1980’s and perhaps in need of a revamp in order to compete with more contemporary brands such as ‘Folláin’.

Muiris... “Fiacla and Siúcra were around when I was growing up whereas Folláin I only have seen in the last six or seven years I think. So they would definitely have connotations to me of the 80’s and people kind of slagging Irish to a certain extent... I don’t think Folláin would have that connotation for some reason...it is one of those words which isn’t extremely common...it would be among Irish speakers but it just grabs you and it’s authentic as well and...it matches the product.”

(iii) Consumer recommendations

Focus groups were positively disposed towards the use of English/Irish bilingualism in the packaging of food products overall.

They saw it as useful and welcome for a number of reasons:

1. It increased visibility of the Irish language and promotion of the longevity of that language;
2. If used primarily on Irish produce it provides a shortcut for consumers who wish to 'buy Irish' and;
3. It is a welcome means of marketing communication, something they could be entertained by and play with to an extent.

Consumers expressed a preference for the use of bilingualism on everyday products specifically generic products such as bread and milk. Consumers were articulate in expressing what they do not want from bilingual packaging most specifically they do not want a direct translation of every word of text on the package.

Of all the sample packaging shown to this group of consumers, Gem sugar packaging (individual one spoon packets) were the most popular. Consumers clearly enjoy reading the seanfhocal printed on the back of these tiny packets along with the translation.

The final recommendation concerned accuracy in the utilisation of bilingualism. Members of the Irish speaking group picked up on a couple of small inaccuracies in some of the marketing executions and felt this was sloppy and should be avoided.

(The TNS/MRBI survey found the increased use of Irish in advertising had slightly greater appeal than that of the increased use of Irish by businesses. From the perspective of those with limited/no language ability, it was less intimidating to engage in Irish in a passive manner, such as that afforded by advertising/marketing, than it was to transact with businesses through the medium of Irish. The report concluded that it is possible that the increased use of Irish in advertising will generate greater interest and confidence in using the language, thus making the incorporation of Irish into other business interfaces more acceptable and accepted in the future).

Conclusions

Overall the qualitative consumer research findings suggest that the inclusion of bilingualism on food packaging is welcomed by consumers. They are far from passive in their response to the increased use of it and see it as a positive act on the part of food marketers. They view language as a part of their identity and that can extend to their consumer identity too. But perhaps most importantly they enjoy exposure to the Irish language and appear to be positively disposed to increased exposure to it if it is executed in a sensible, pragmatic, entertaining and accessible manner.

If food manufacturers are measured in their approach to incorporating English/Irish bilingualism and they provide consumers with contemporary and accessible bilingual packaging, they will be successful in attracting an audience in search of their own sense of Irish identity, an audience who has a desire to 'buy Irish' or at least support those they perceive as 'Irish Friendly' and an audience who have an increasing desire to be entertained by all forms of marketing communications media including packaging.

Quantitative Review

Athbhreithniú Cainníochtúil

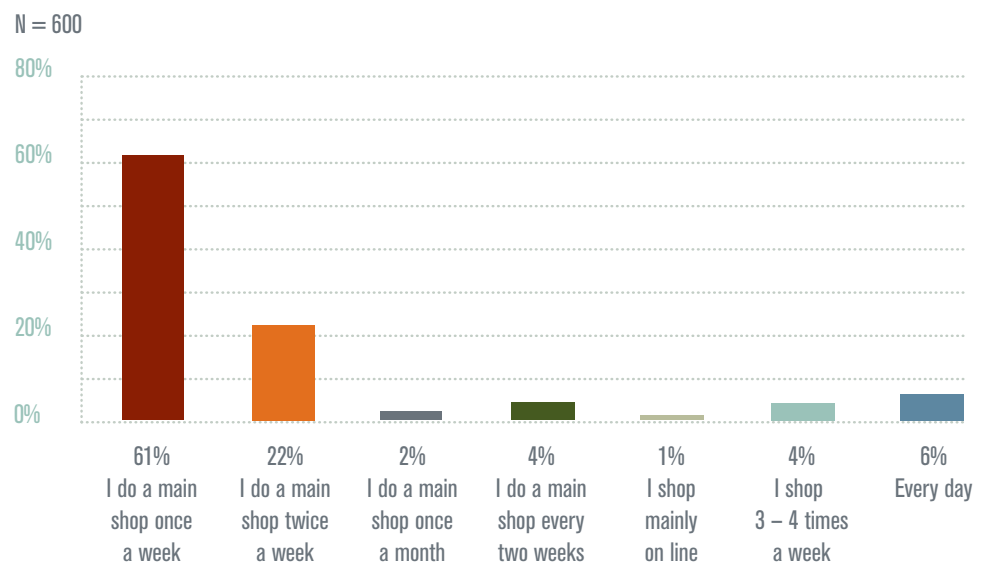


Section 1 — Demographics

Four researchers from DIT's Food Product Development Centre surveyed 600 respondents during June, July and August 2007 at four locations: Cork, Dublin, Galway and Belfast. The researchers conducted face-to-face interviews with each respondent and a detailed questionnaire was completed. The interviews took place outside a Tesco store in each of Cork, Dublin and Galway and outside a Dunnes Stores shop in Belfast. Only shoppers who were 'the' or 'one of the' main shoppers in their household completed the questionnaires.

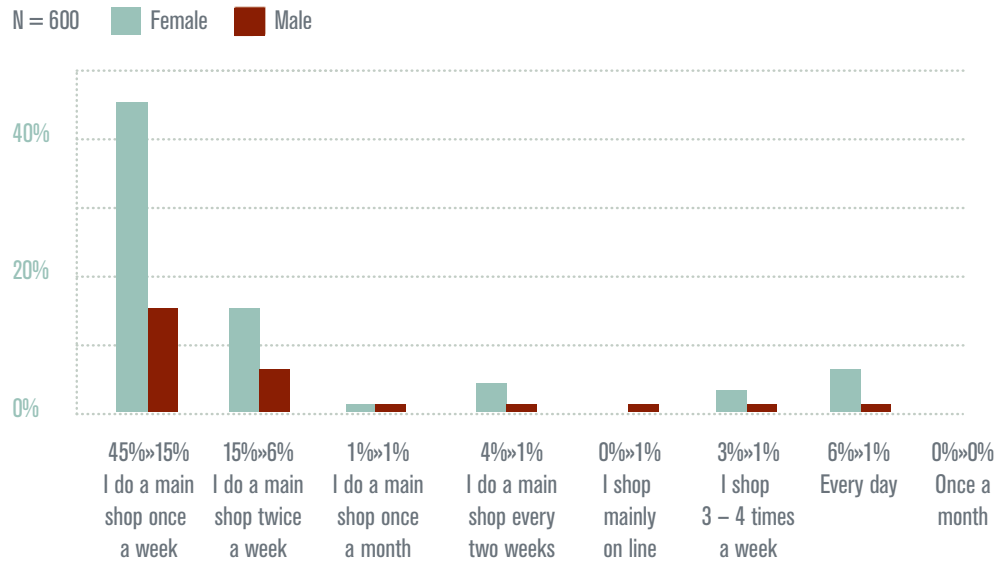
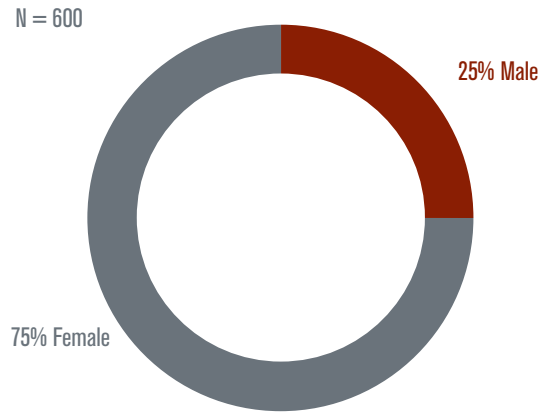
Frequency of shopping

The majority of shoppers (61%) completed their 'main shop' once a week while a further 22% complete a 'main shop' twice a week. Of the six hundred respondents only 1% shopped online while a further 6% did grocery shopping every day.



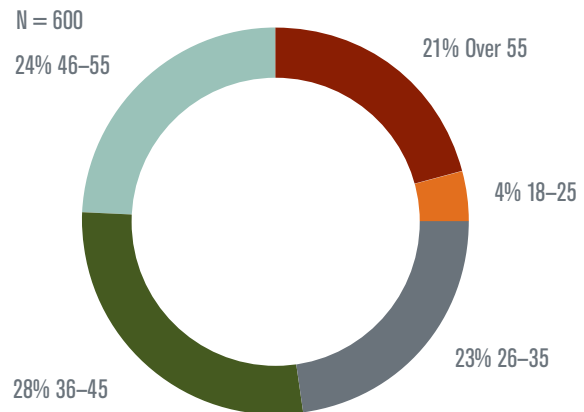
Gender

Of the six hundred consumers surveyed 75% were female and 25% were male. Of the 75% of females surveyed, 45% completed a 'main shop' once a week compared with 15% of the males surveyed. A further 15% of females completed a 'main shop' twice a week compared to 6% of male consumers.



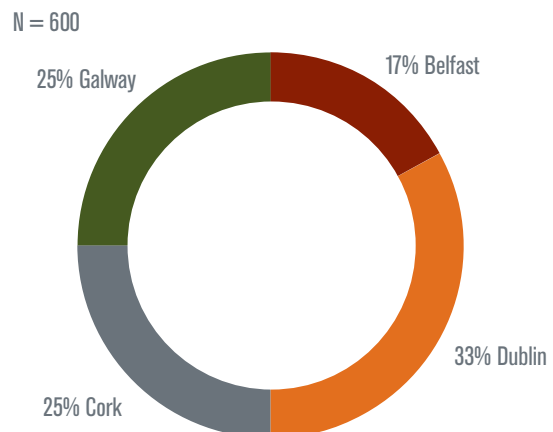
Age group

Of the 600 consumers interviewed the majority were over 26 years of age: 23% were 26 to 35; 28% were 36 to 45; 24% were 46 to 55; and 21% were over 55 years of age. Only 4% were between the ages of 18 and 25.



Geographical location

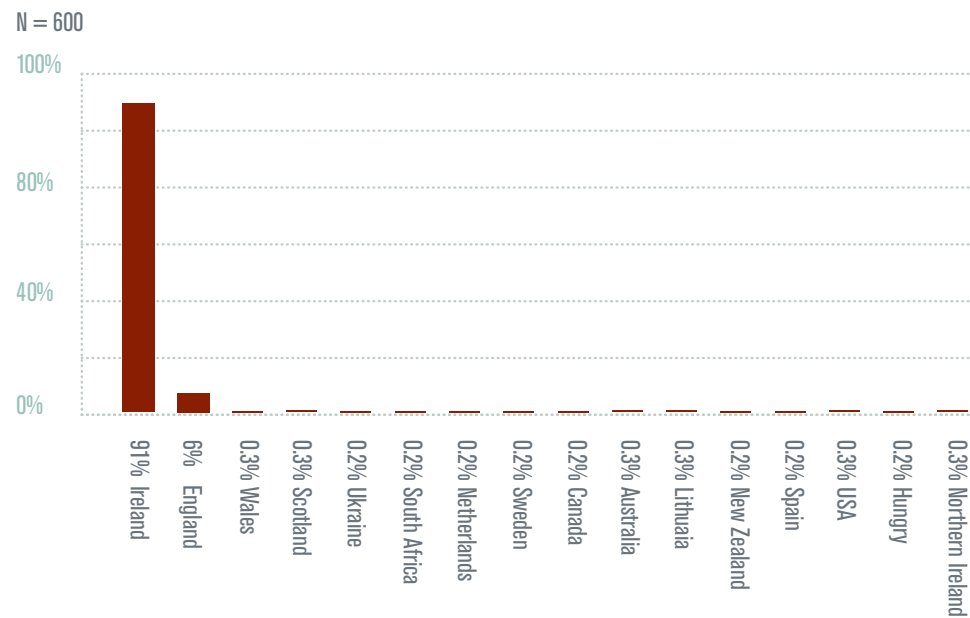
The majority of consumers were surveyed in Dublin (33%). A further 25% were interviewed in each of Galway and Cork and the final 17% were interviewed in Belfast.



Country of birth

The vast majority of respondents (91%) stated they were born in Ireland (including those interviewed in Northern Ireland). Most of the rest gave their country of birth as England (6%) with the balance saying they had been born in Northern

Ireland, Wales, Scotland, Australia, Lithuania, USA, Ukraine, South Africa, Netherlands, Sweden, Canada, New Zealand, Spain and Hungary.

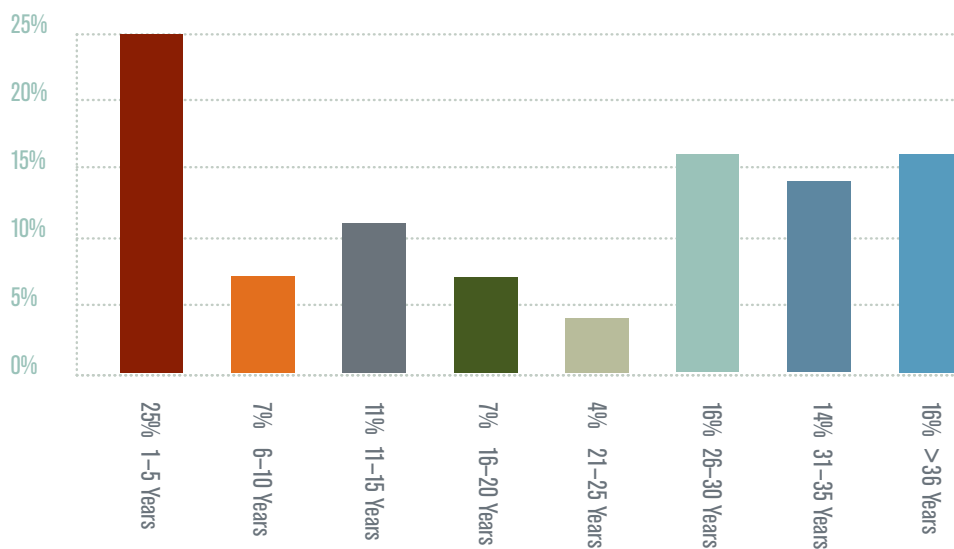


Number of years living in Ireland

A total of 56 consumers had been born outside Ireland. Most of these had been living in Ireland between 26 and 35 years. A further 16% had been living in Ireland for more than

36 years. Some (25%) had only been living in Ireland for between 1 and 5 years and only 4% had been living in Ireland between 21 and 25 years.

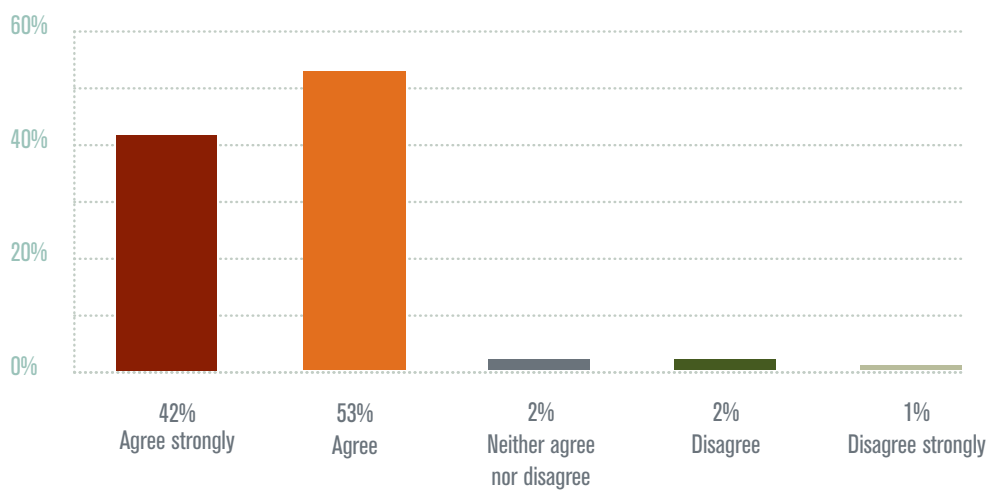
N = 56



I feel Ireland is my real home

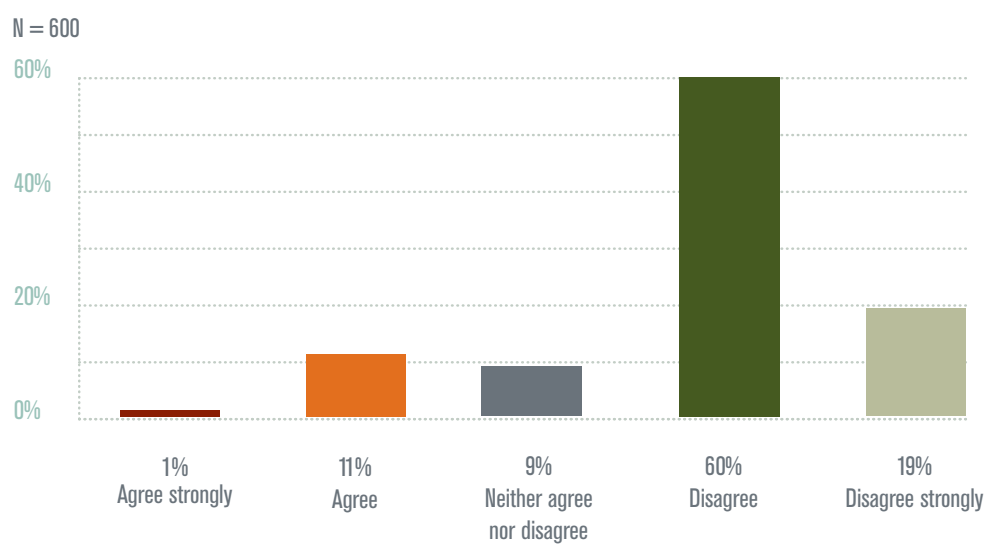
Almost all respondents agreed that Ireland was their real home, no matter where they came from.

N = 600



I feel more European than Irish

Most of the respondents felt more Irish than European but 11% of those interviewed agreed with the statement.

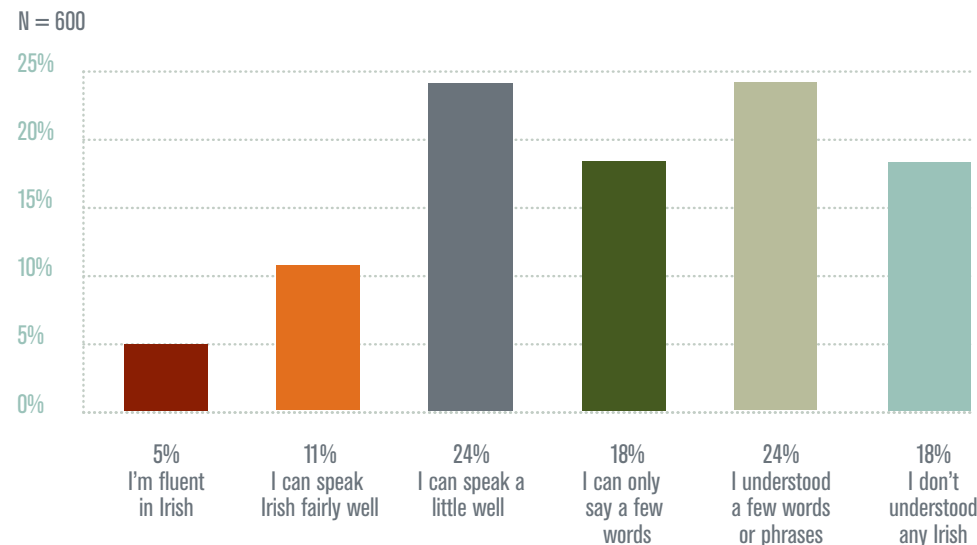


Section 2 – Linguistic usage

In order to provide some contextual background to the study respondents were asked to rate their own level of familiarity with the Irish language. This is not an objective measure but instead gives a measure of how those surveyed perceived own knowledge of the Irish language.

Knowledge of the Irish language

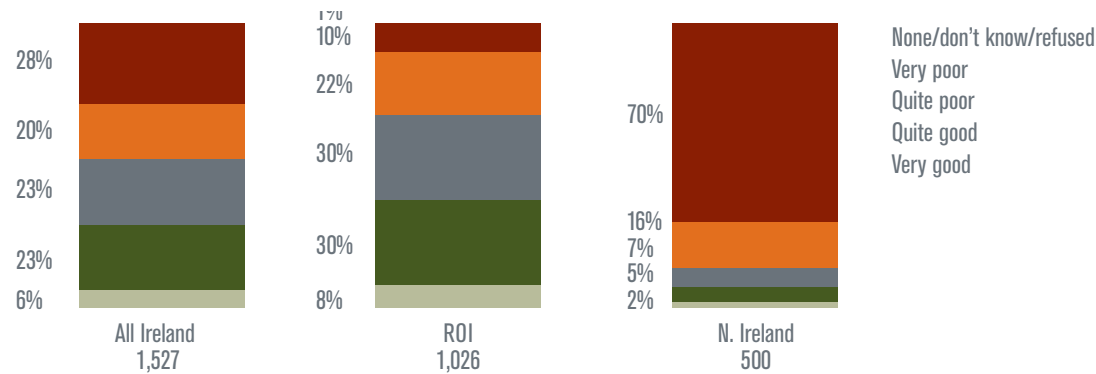
The majority of consumers (66%) rated themselves as being able to speak some Irish or at least being familiar with a few words and phrases. A total of 16% of respondents claimed fluency or a good ability to speak the Irish language. A further 18% claimed not to understand any Irish at all. Galway had the highest level of fluency – 25% considered themselves fluent or could speak Irish ‘fairly well’. This was closely followed by Cork (21%). Of those interviewed in Dublin, only 10% fell into these categories and in Belfast the rate had declined to 8%.



The findings of an MRBI poll carried out in 2005 for Foras na Gaeilge (Irish in Business, 2005, MRBI) showed that 29% of all respondents rated their knowledge as being very good or quite good with a further 23% indicating it was quite poor. In this survey 86% of consumers in Northern Ireland claimed they had a very poor or no knowledge of Irish, whereas only 32% of those in Ireland had the same response.

Description of level of Irish

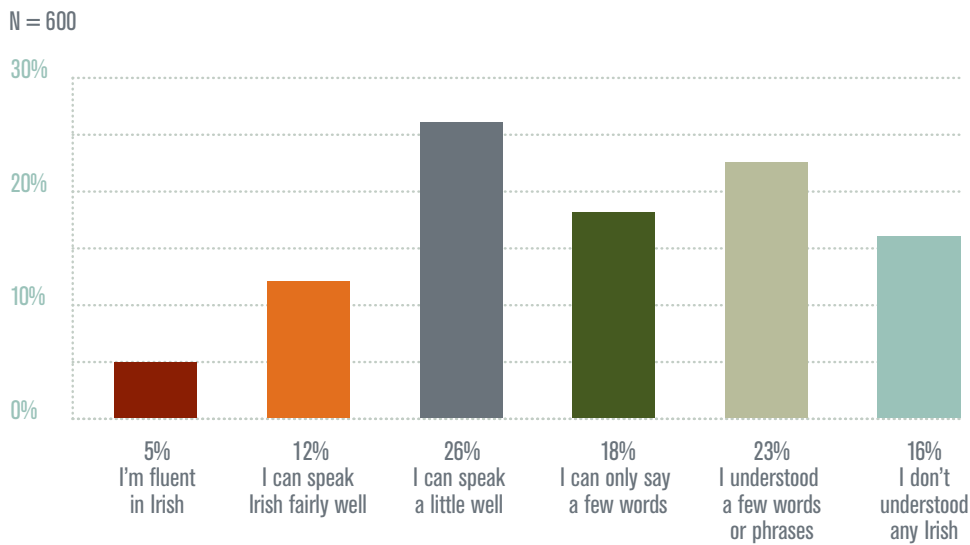
Source TNS MRBI, Irish in Business, 2005



People born in Ireland — Ability to speak Irish

The vast majority of Irish respondents (84%) claimed to be able to at least understand a few words and phrases.

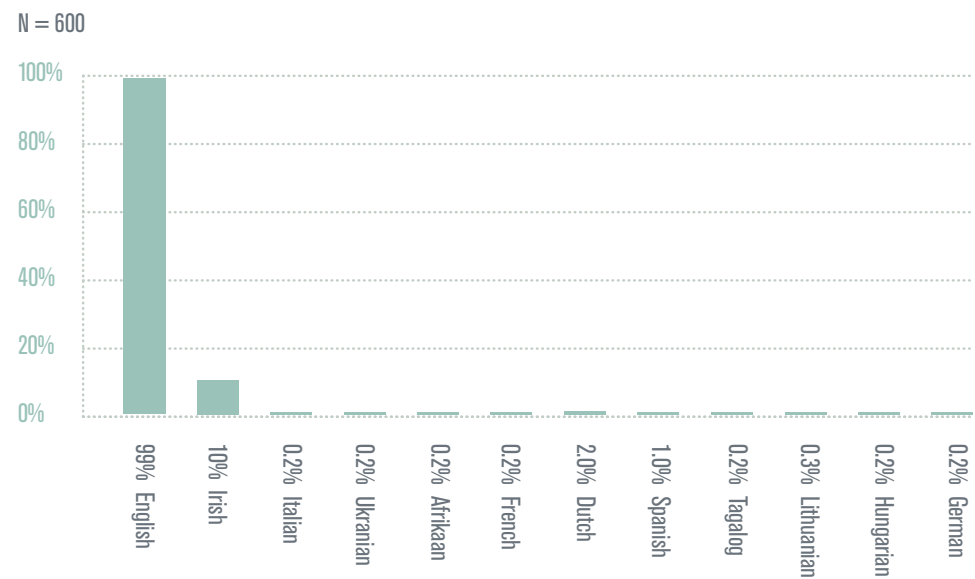
Only 5% were 'fluent' but the remaining 79% had some knowledge of the language or words.



Language spoken at home

Of the 56 consumers that were not born in Ireland two people (1 English person and 1 Canadian) described themselves as fluent in the Irish language. A total of 19 non-Irish consumers had some knowledge of Irish with 1 person claiming they could 'speak Irish fairly well'. The rest could 'speak a little Irish', 'say a few words' or 'understand a few words or phrases'. The remaining group didn't understand any Irish.

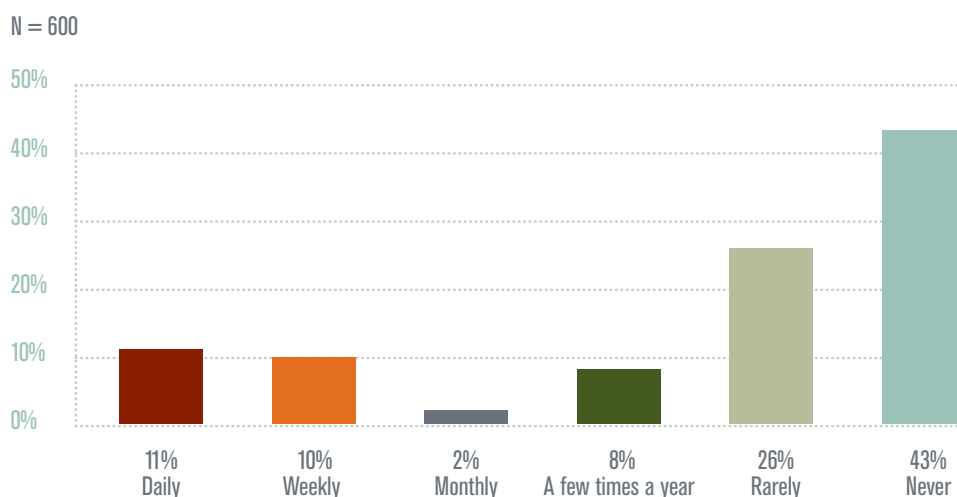
The respondents were asked what languages they spoke at home. They could list more than one where relevant. The vast majority (99%) spoke English at home but 10% of the total sample also spoke Irish in the home. A higher percentage of those living in Galway (17%) claimed to speak Irish at home. Only 1% of the sample did not speak English at home. They spoke Irish (3), Ukrainian (1), Afrikaans (1) or Lithuanian (1). Other languages spoken in the home along with English included: Italian, Afrikaans, Lithuanian, French, Spanish, Hungarian, Tagalog, German and Dutch.



How often do you use Irish?

Overall, the vast majority of respondents (69%) either 'rarely' or 'never' spoke Irish at home. Of those born in Ireland, 49% 'never' spoke Irish in the home whereas 57% of those born

elsewhere 'never' spoke Irish at home. However, 31% of respondents used it in the home at some point during the year, with 21% saying they use it on a daily or weekly basis.



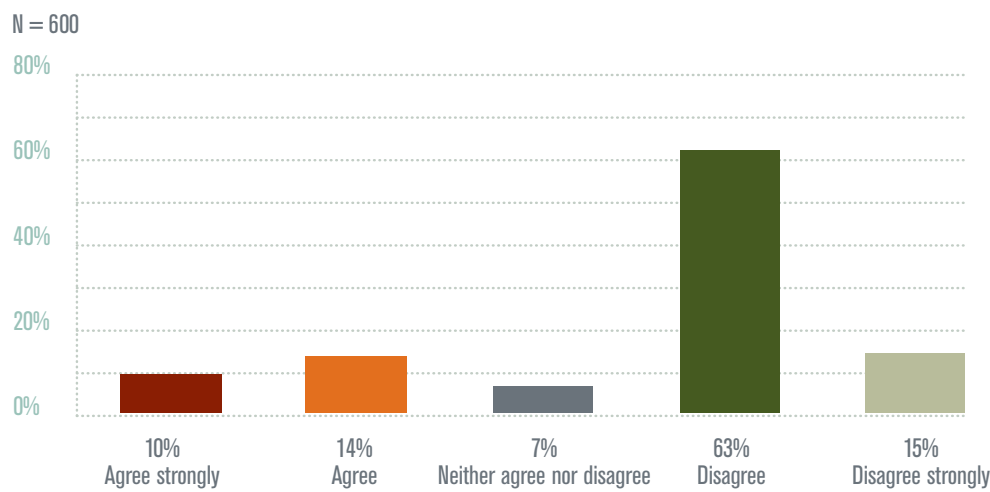
Section 3 — Attitude and practice

The respondents were all presented with a number of statements concerning their identity and attitude to the Irish language and culture. They were asked whether they agreed or disagreed with each of the statements.

I have no interest in the Irish language

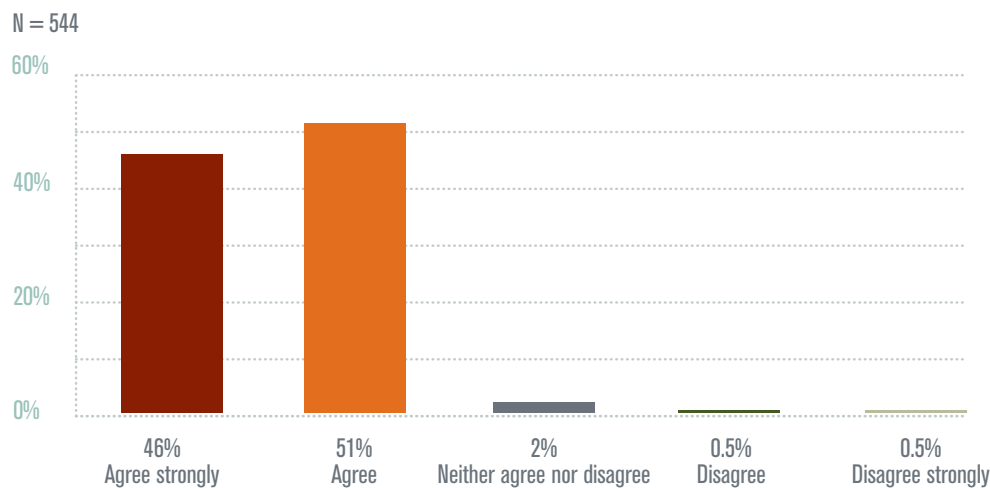
The vast majority of respondents (78%) disagreed with this statement with only 14% overall agreeing that they had no interest in the Irish language. Most of these (88%) were from

Ireland, 4% were from England and the rest were from the Ukraine, Wales, Scotland, Italy, USA and Northern Ireland.



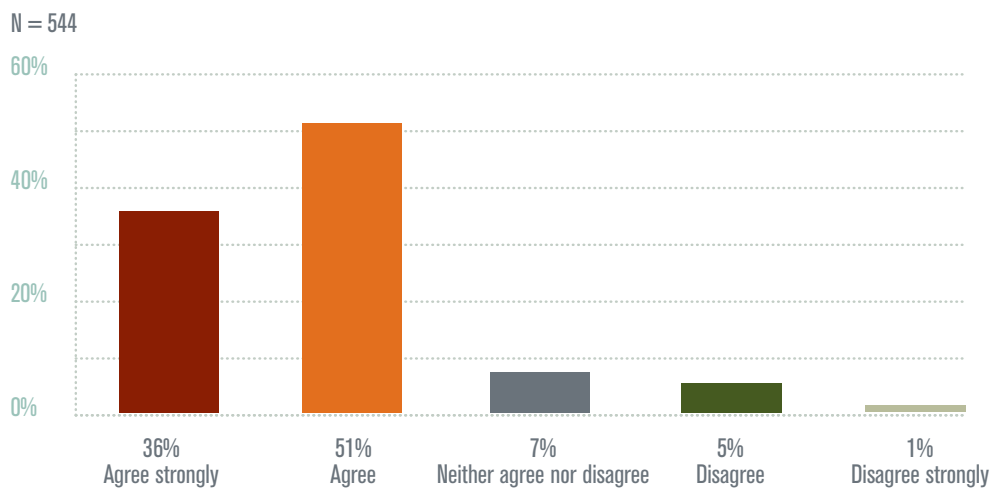
I am proud to be Irish — Born in Ireland

Of those who were born in Ireland 97% either agreed or agreed strongly with the statement 'I am proud to be Irish'. Only 1% of the sample disagreed.



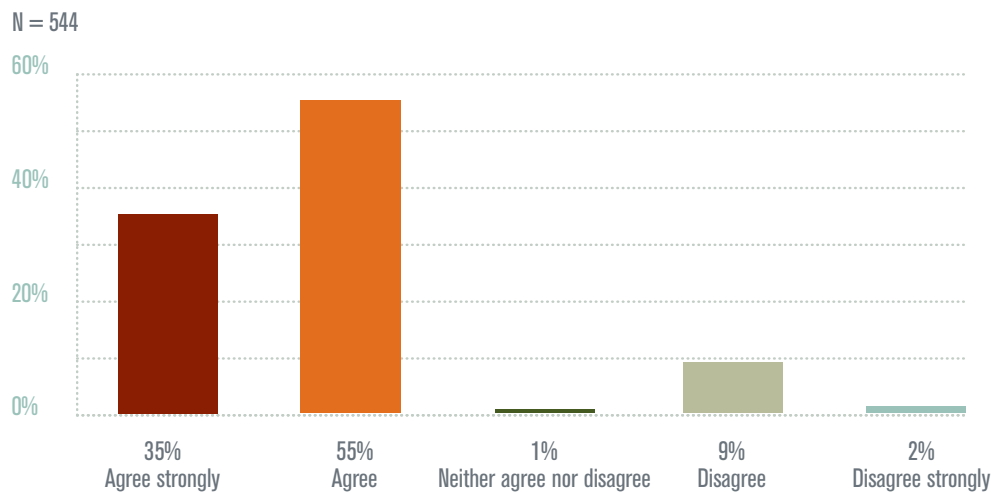
It is important to let people know I'm Irish

When only respondents born in Ireland were evaluated, 87% were found to agree with this statement. Only 6% of them did not think it was important to let people know they were Irish.



I feel very Irish — Born in Ireland

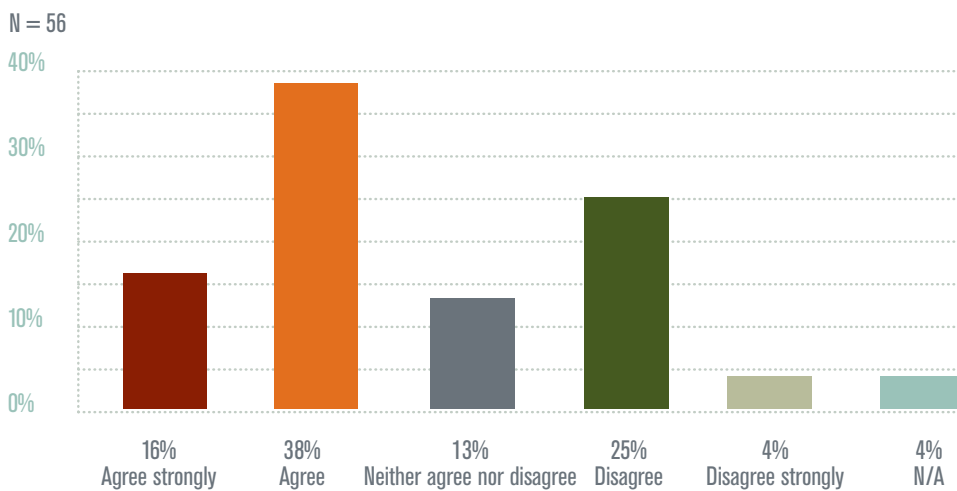
The majority of consumers born in Ireland (90%) agreed with the statement 'I feel very Irish'. Only 5% disagreed.



I feel very Irish — Not born in Ireland

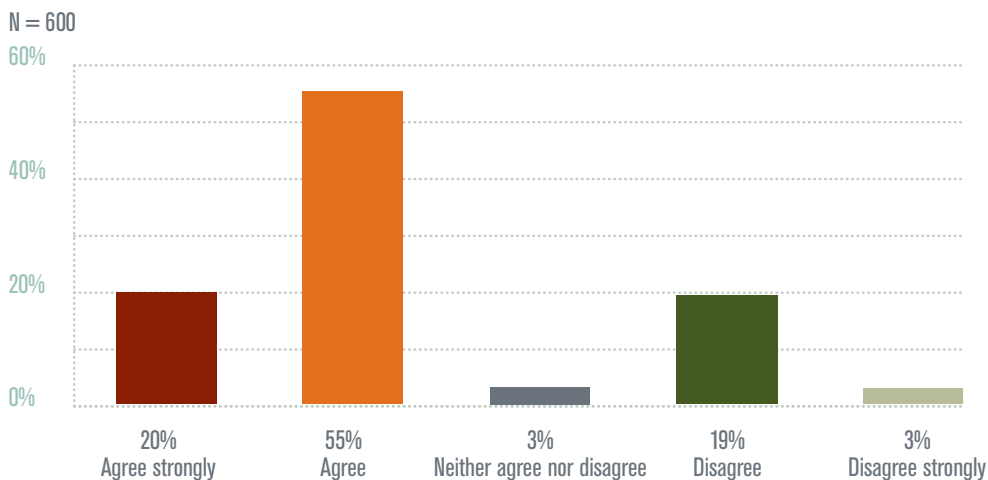
The same question was asked of those not born in Ireland (the majority of whom had lived in Ireland for long periods).

More than half of these (54%) also agreed that they felt very Irish. Just under a third (29%) did not feel very Irish.



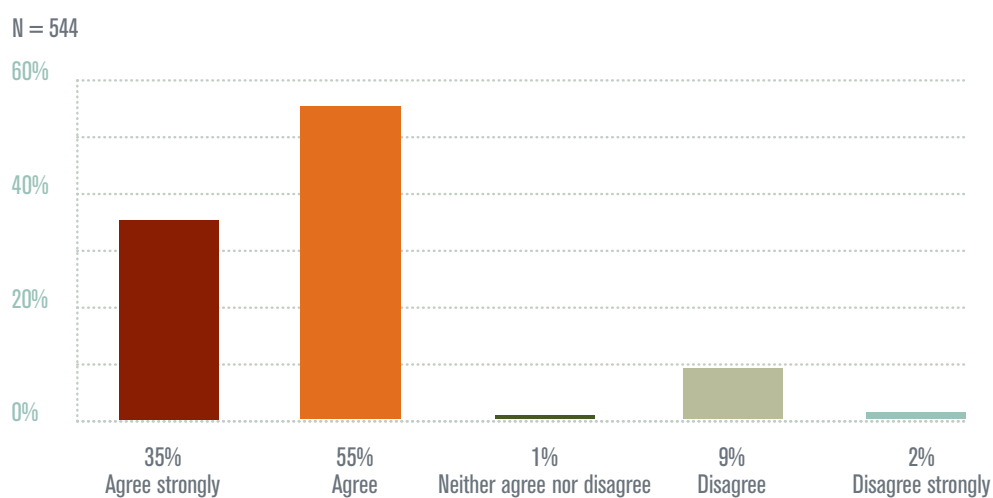
I sometimes engage in Irish heritage or cultural events

Most respondents (75%) claimed that they sometimes engaged in Irish heritage or cultural events while 22% disagreed with the statement.



I sometimes engage in Irish travel or tourism

A total of 88% agreed that they sometimes engaged in Irish travel and tourism. Only 11% claimed not to do so.

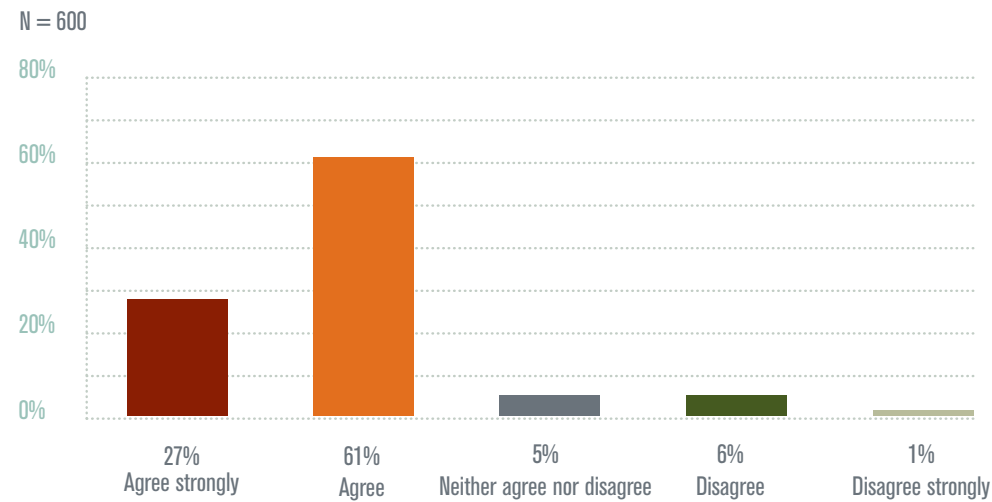


Section 4 — Place

A measure of consumers' attitudes towards the importance of using Irish in ceremonial and cultural events revealed that 88% of those surveyed either agreed or strongly agreed that it is important to use the Irish language at these types of events. Only 6% of consumers felt it was not important to use the Irish language at these events.

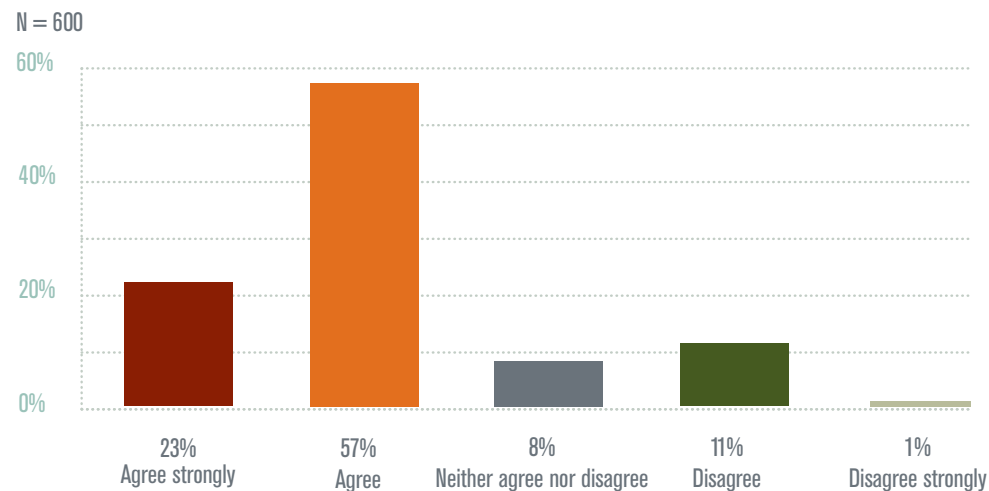
It is important to use Irish in ceremonial and cultural events

A total of 88% agreed that they sometimes engaged in Irish travel and tourism. Only 11% claimed not to do so.



It is important to use the Irish language in place names and people's names

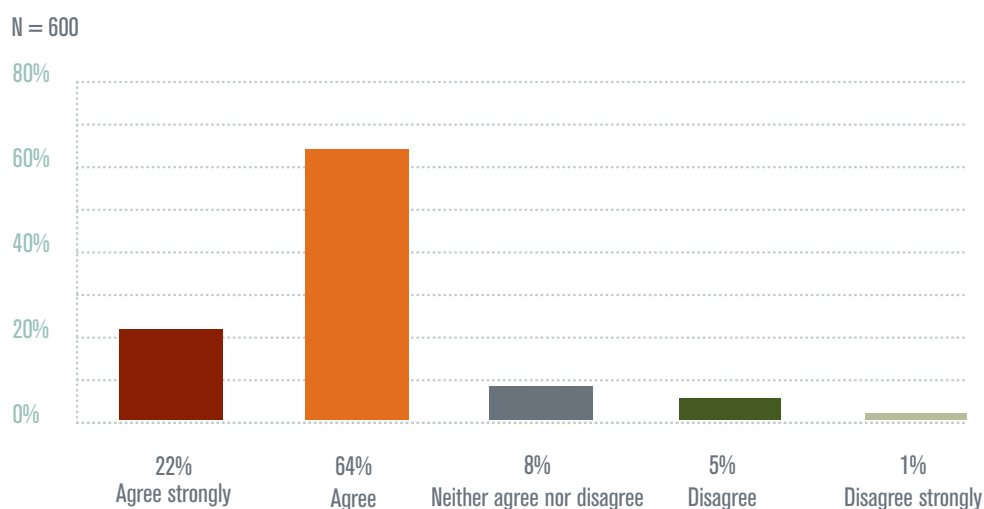
The vast majority of respondents (80%) agreed that it was important to use Irish in place names and people's names. Only 12% disagreed with this.



Increased visibility of the Irish language in supermarket signage is a welcome development

The majority of respondents (86%) agreed that commercial visibility of the language was a welcome development. Only 6% disagreed with this. In a research report on the value of Irish to private industry (Value of the Irish language to the private sector, Ipsos MORI, 2006) the positive effects of using bilingualism in business transactions was also

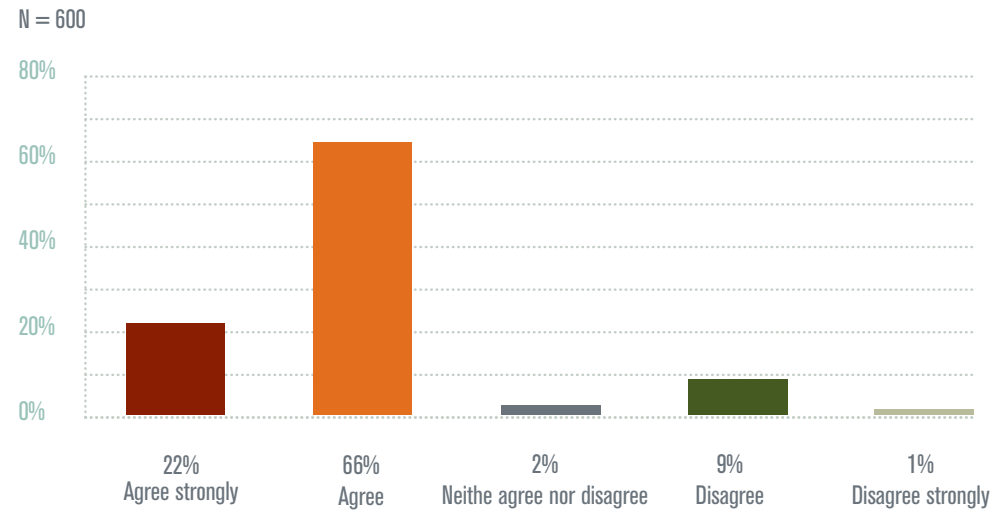
highlighted. Many of the businesses believed that there was an increasing confidence amongst the general public regarding use and support of the language. The report also found that using Irish differentiated a business in a way that generated goodwill amongst customers and dual language signage was a cost effective way to do this.



Section 5 — Labelling

The survey revealed that consumers attach certain attributes to products using a bilingual strategy. A strong association emerged between country of origin and the use of Irish on food packaging. The vast majority (88%) claimed they would assume that a product label with Irish words on it had been manufactured in Ireland.

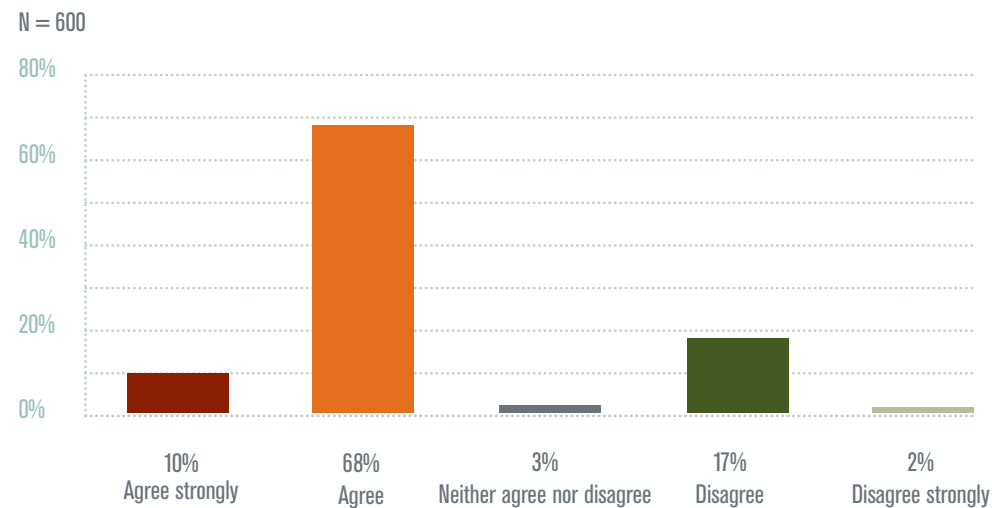
If I see Irish on the label I assume it has been manufactured in Ireland



If I see Irish on the label I get the impression it is produced locally

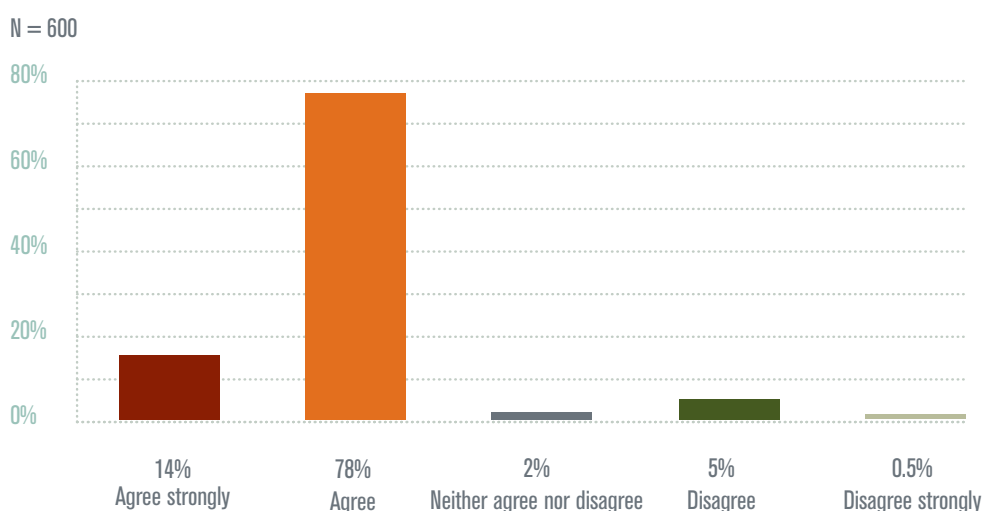
The majority of respondents (78%) agreed that an Irish label gives the impression it is produced locally.

Even more of the Belfast consumers (89%) agreed with this statement.



I feel as though I am supporting Irish food manufacturers when I buy foods that have Irish on the label

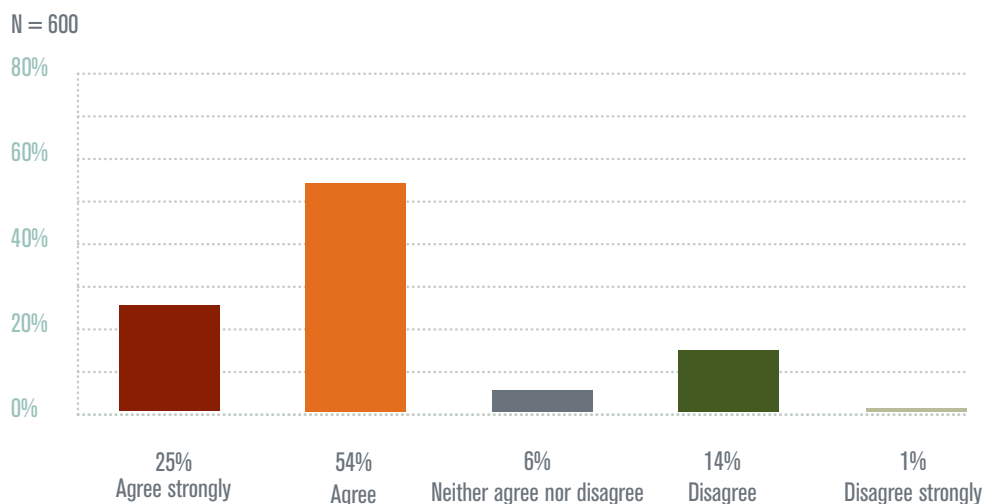
Almost all respondents (92%) believed they would be supporting Irish food manufacturers if the products they purchased had Irish words on the food label.



If I see Irish on the label I think it's more artisan/homemade

The majority of those surveyed (79%) agreed that they would attribute an artisan or homemade quality

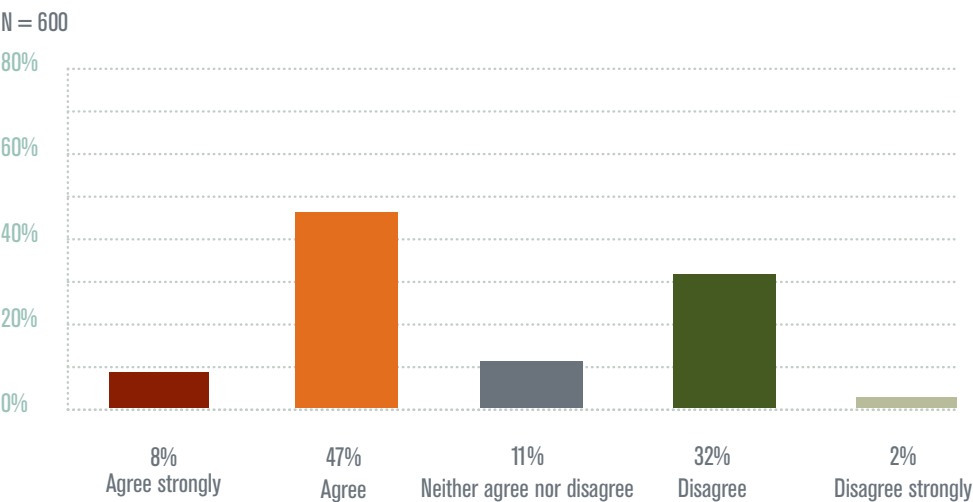
to products with the Irish language on the label. Although, a further 15% did not think agree with this.



Inclusion of Irish on food packaging indicates a high quality product

However, just over half (55%) of those asked if they associated bilingualism with high quality agreed with the statement.

Just over a third did not associate high quality with the use of Irish on the label.

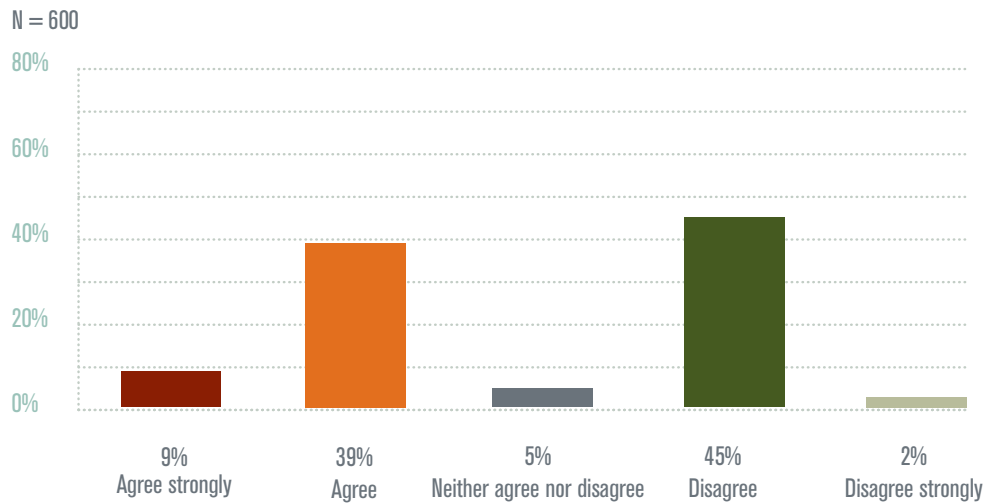


Section 6 — Recall and recognition

Consumers were asked if they could recall any product with bilingual labelling or an Irish product name. More than half (56%) could remember at least one product. However, when the Belfast sample was analysed only 7% could recall any names. The names mentioned most frequently were: Fiacła, Siúcra, Bord na Móna, Folláin and Báinne. Other food brands and products mentioned included: Bord Bia, Glanbia, and Bialann but some consumers could only recall names of products with a national identity such as Homestead, West Cork Products and Fuschia.

Just under half (48%) the respondents claimed not to have noticed Irish being used on food labels. This could be because there are relatively few products that use bilingual labelling or Irish words on the packaging. It could also be because some strong brand names such as Glanbia are so familiar that consumers no longer think of them as an Irish word as suggested by some of the focus group participants. When the Belfast sample was analysed, 87% had never noticed the Irish language on food labels.

I have never noticed Irish on food



Recognising words

Respondents were asked to translate some common words and phrases and some phrases that could be used on food packaging from Irish to English. Those based in the Republic of Ireland could recognise most of the phrases and words, however respondents in Belfast who may have had little mainstream education in Irish were not as proficient.

The one exception was Sláinte which could be translated by the most people overall (92%) and which 65% of respondents in Belfast could translate. The other words and phrases that could be translated at least in part by most people were: Bainne (86%), Uisce (82%) and Maith an Cailín (79%). 9% of respondents were born in Ireland. Of this sample, 75% had no knowledge whatsoever of Irish terms.

N = 600	Can translate it correctly	Can translate most of it	Recognises the word but cannot recall it	Has no idea what it means
Prátaí	72%	1%	1%	26%
Bainne	84%	2%	0.2%	14%
Úll	58%	1%	4%	37%
Uisce	80%	2%	1%	17%
Milseáin	72%	1%	1%	26%
Cúig in Aghaidh an Lae	17%	26%	7%	50%
Maith an Cailín	75%	4%	2%	19%
Ar Aghaidh Linn	45%	7%	5%	43%
Sláinte	89%	3%	1%	7%
Déanta in Éirinn	46%	18%	4%	32%

Section 7 — Propensity to purchase

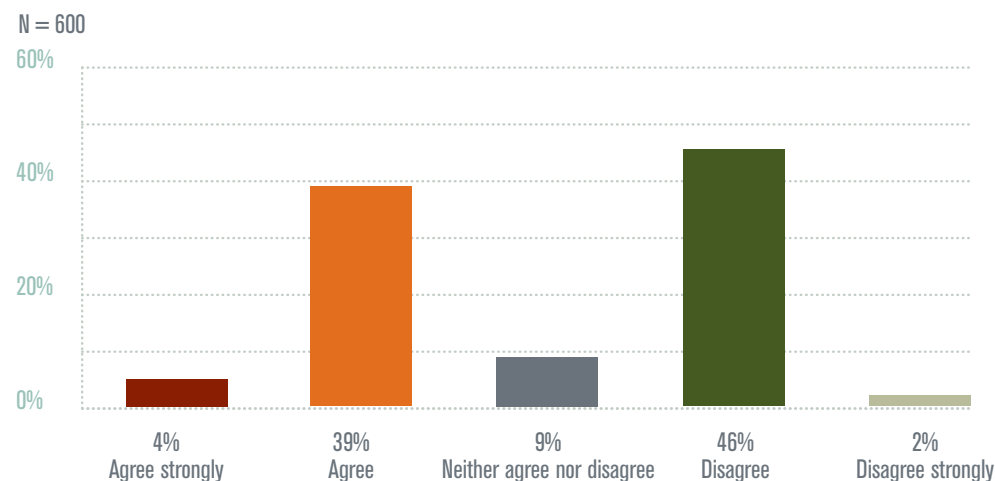
Having explored their attitudes to Irish language and culture and its links to heritage, quality and national identity, the respondents were then asked about the use of bilingualism and how it would influence their buying patterns.

They were presented with a number of statements associated with buying food to see if they would be encouraged to purchase foods with bilingual labelling.

The use of Irish on food labels doesn't influence my choice of purchase

Almost half of those interviewed (48%) disagreed with this statement implying that it does influence their choice of purchase. A further 43% claimed that it would not influence their choice of purchase.

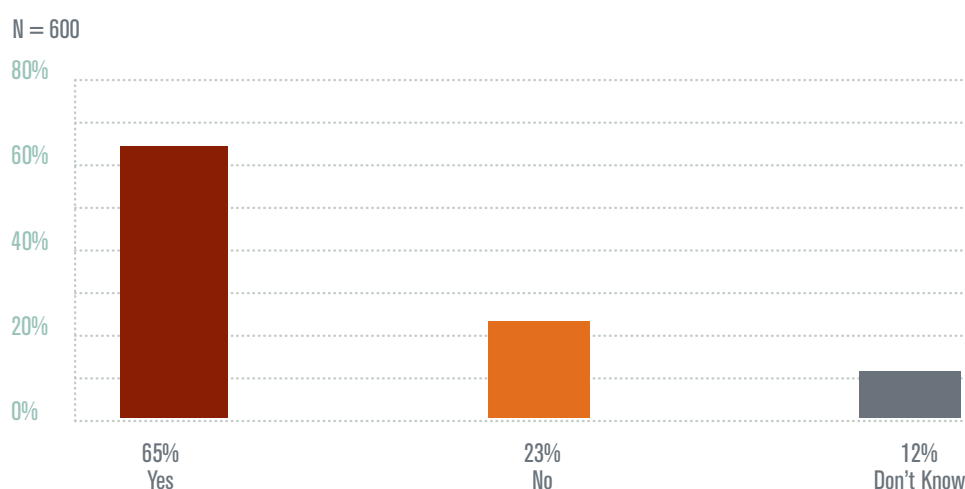
Some 9% of respondents were unsure. A large proportion of the Belfast sample 65% stated that the use of the Irish language on food labels would influence their choice of purchase.



Would you be more inclined to buy products which use Irish on the label?

To explore this further they were asked if they would be more inclined to purchase products with Irish on the label. The majority of respondents (65%) said they would be.

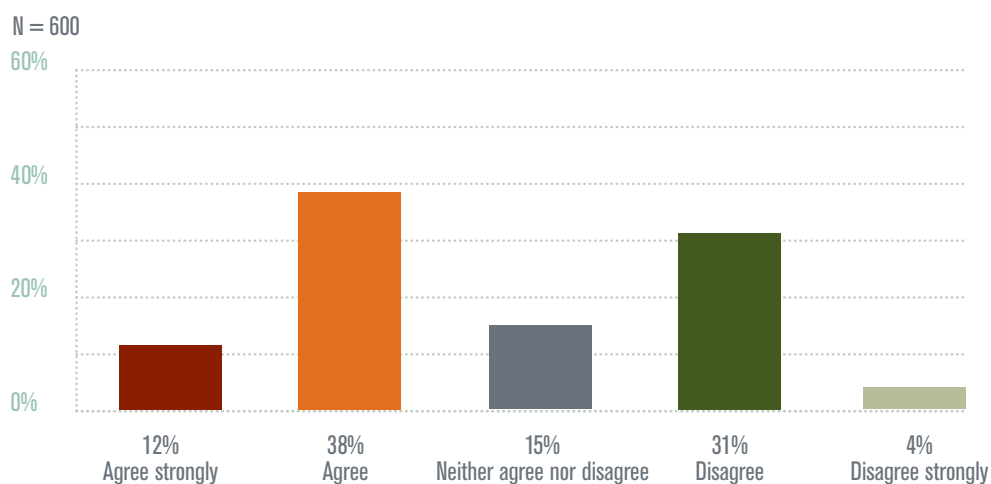
Another 12% were unsure but only 23% said they would not be more inclined to buy them. In Belfast, 71% of respondents agreed with the statement.



I would choose food products using Irish on the label over similar products that do not

Half of those interviewed claimed that they would choose food products with bilingual labelling over similar products without Irish on the label. Just over a third disagreed with the statement. More than half of those interviewed in Belfast (59%) agreed with the statement with just over a quarter disagreeing (26%). About a third of those who indicated that they had an interest in the Irish language (i.e. disagreed strongly with the statement: 'I have no interest in the Irish language')

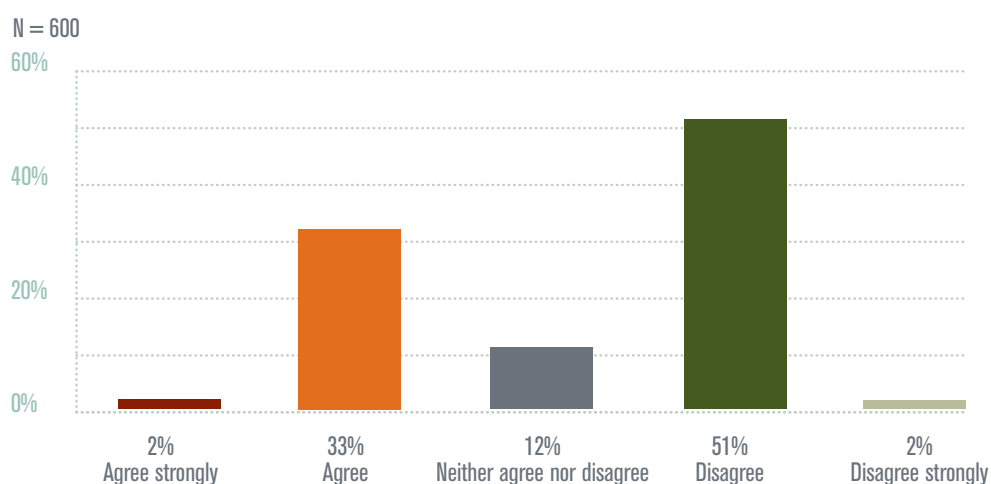
said they 'agreed' or 'agreed strongly' that they would 'choose food products using Irish on the label over similar products that do not'. Just over 6% of those who indicated they had no interest in the Irish language also said they would choose products using Irish on the label. However, 22% of those with an interest in the Irish language said they would not make that choice.



Seeing Irish on a food label wouldn't encourage me to buy

More than half of those interviewed disagreed with this statement and would not be discouraged from buying product with Irish on the label. A higher proportion of

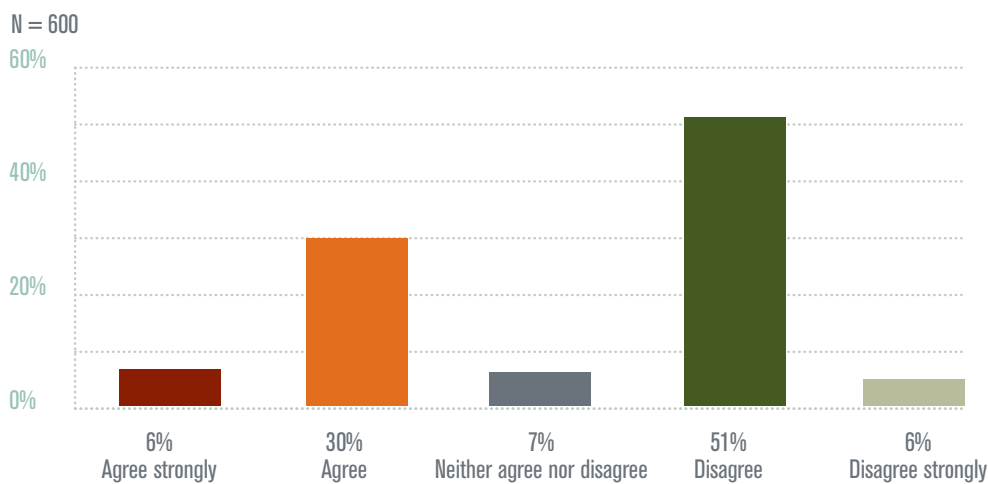
Belfast consumers 64% would also not be discouraged. Just over a third thought they wouldn't be encouraged to buy product that had Irish on the label.



I am only interested in value for money

To identify consumers whose only interest was value for money the respondents were presented with this statement.

However the majority (57%) did not agree and only 36% claimed they were only interested in value for money.



Paying extra for bilingual labelling

Answers to questions relating to buying products using bilingual labelling and paying more for them were cross-tabulated. A total of 42% of respondents said that they

would buy products which use Irish on the label **and** would pay more for them.

		Would you be prepared to pay more for a product that included Irish on the label		
		Yes	No	Don't know
Would you be more inclined to buy products which use Irish on the label over similar ones which didn't	Yes	42%	19%	4%
	No	0.5%	21%	0.7%
	Don't know	2.5%	6%	3%
	Depends on product	0%	0%	0.2%

Those who said they would pay more for a product that had bilingual labelling were asked how much extra they would pay on a product worth 2.50. A third of those who said they would pay more agreed to pay up to 10 cents extra on a 2.50

purchase and a further 35% agreed they would pay up to 50 cents more. Of those who said they would pay more, 19% were interviewed in Belfast and 8% of these said they would pay up to 10p more and 9% said they would pay up to 50p more.

How much would you pay for a product that cost say €2.50?

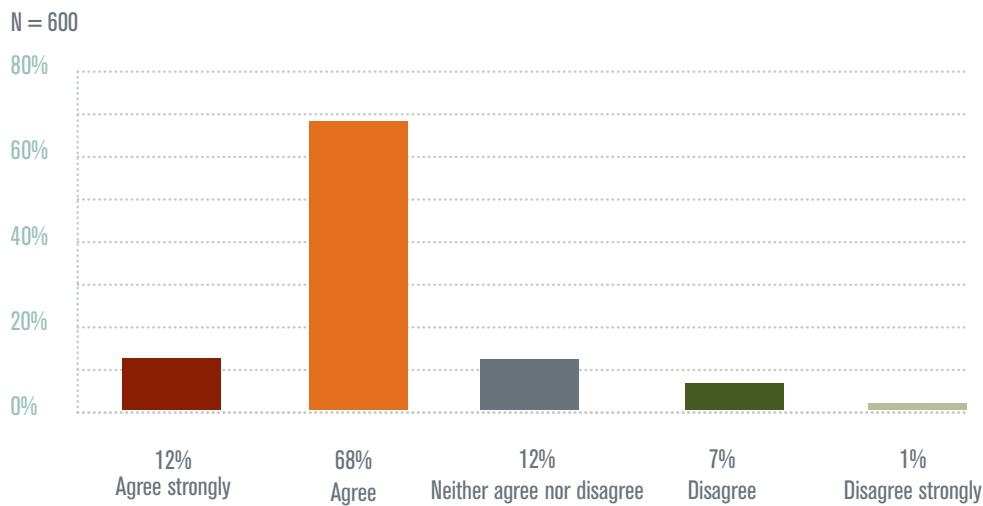
	Up to 5 cent	Up to 10 cent	Up to 50 cent	More than 50 cent	Depends on product	25 cent more	£1	Up to 5p	Up to 10p	Up to 50p	Over 50p
Yes I would pay more	6%	33%	35.0%	6.0%	0.0%	1.0%	0.5%	0.5%	8.0%	9.0%	1.0%

Section 8 — Overall attitude to bilingual labelling

The respondents were presented with statements in relation to their overall attitude towards increasing the availability of food products with bilingual labelling. A very high percentage of respondents (80%) said they would like to see more food products with bilingual labelling. Only 8% disagreed with the

statement. An even higher percentage of those interviewed in Belfast (87%) had a positive attitude towards bilingual food labelling.

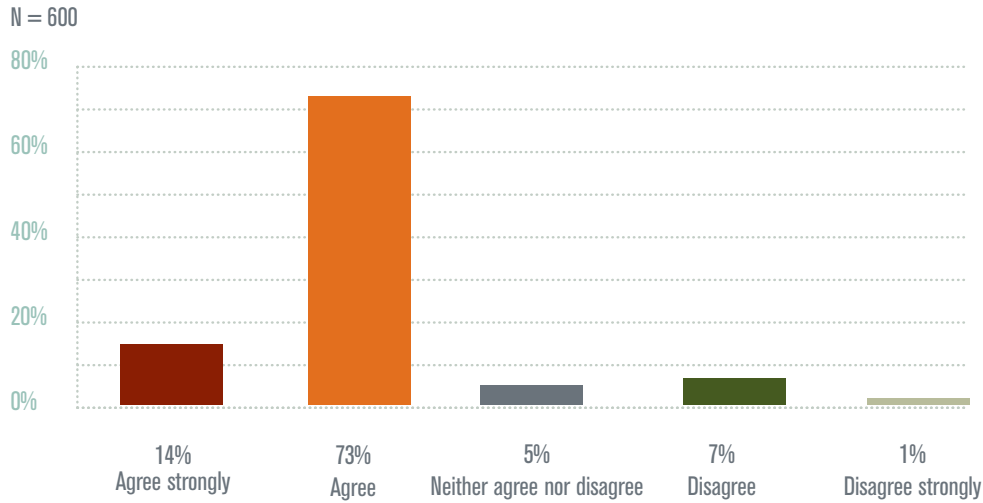
I would like to see more food products using Irish on the food label



Buying products incorporating Irish demonstrates support for the language

Again, a very large proportion of consumers (87%) agreed that buying products incorporating Irish demonstrates

support for the language. A greater proportion of those interviewed in Belfast held the same view (94%).



Which of these options would you like to see used on a food label

The interviewees were asked what sort of bilingual options they would like to see on food packaging. The majority of them (60%) wanted to see more Irish brand names and more

translation of food product names. Almost half also wanted to see more Irish phrases on the packaging.

More Irish phrases	49%
More Irish brand names	60%
Translation of food product name	60%
Other	3%
No reply	2%

(Respondents could choose more than one option)

Conclusions

Key findings and conclusions

1. Secondary bilingualism

There is a high level of secondary bilingualism reported among the market segment surveyed and attitudes towards the Irish language are very positive with a large proportion of those surveyed claiming that they are interested in the Irish language. However, in line with other countries for example Paraguay, reported usage of the language is low with 69% of the market claiming they either rarely or never have occasion to use the language.

2. The place of the Irish language

With regard to the 'place' of the Irish language consumers believe it should be evident in ceremonial and cultural events as well as place names and people's names. Levels of national pride are very high and the consumers sampled are active in their engagement in Irish cultural events, travel and tourism.

3. Irish Language and the Consumer Landscape

A large majority of consumers surveyed said they would welcome increased visibility of the Irish language in the consumer landscape for example in supermarket signage. Ability to remember products that are currently using the Irish language was not very high with only 44% of those surveyed being able to recall one or more products and almost half of those sampled claiming to have never noticed the Irish language on food labels.

4. Consumer perceptions of Irish language labelling

Consumers reported assumptions that products engaging in bilingual labelling would be manufactured in Ireland and have home-made or artisan attributes. However, they did not necessarily attach the attribute of high quality to the product.

5. Propensity to buy Irish labelled produce

A significant majority of those sampled would welcome increased use of bilingual labelling and reported that they would be inclined to buy products using this labelling. Almost half those sampled claimed they would choose products incorporating the Irish language into labelling over others that did not.

Industry Reviews

Athbhreithnithe Tionscadail



Introduction

A series of structured face-to-face interviews were carried out with representatives of different sectors of the Irish food industry between June and July 2007 to establish what their views were with regard to the use of Irish on food packaging.

The participants represented the retail, manufacturing and state sectors (IBEC, Bord Bia, Enterprise Ireland, Checkout Magazine and Meath LEADER). The researcher sought their opinions on the concept of using bilingualism on food packaging in general and on whether they considered industry and the consumer would react favourably to the idea.

Each participant was asked in the first instance if they were themselves aware of products that used Irish on the packaging or of the use of Irish signage in a food environment. Most of the participants could recall a brand name – Folláin for example, was recalled by three and Baine úr and Fiacła were mentioned by another. However, overall they could not easily recall examples of food products with Irish and English on the label. None could remember more than one or two examples and one could not recall actually seeing any. “I’ve never seen any myself but I believe there is a company in the Gaeltacht called Folláin who do it, or might do it”.

When shown some examples of products where Irish was used on food packaging the participants were familiar with most of them and were surprised how they had not recalled a product such as Siúcra which was very familiar to them. One made the comment that the brand (Fiacła) was so established that “I wouldn’t even think of that as Irish anymore”. Another said “the likes of Siúcra have engrained themselves into our psyche so we don’t even think about them as Irish anymore”.

Signage

From a signage point of view Superquinn and SuperValu were both mentioned as examples of shops where they had seen bilingualism used but again recall was not extensive and generally participants were not all that aware of bilingual signage. When shown examples of it in supermarkets they recognised it but had not really been aware of it at the time.

Traditional images

There was a general feeling that the trend towards green/ environmental issues and natural, wholesome, locally produced foods would make the use of bilingualism on food products more acceptable. Most participants felt that the use of bilingualism suggested that the product was made in Ireland and that it had a wholesome, natural image. “The Irish name...kind of gives a feeling of something Irish and natural and not as processed”. Another felt that the product specification must satisfy him first and then if it was Irish then this “is an added kind of bonus.”

Most participants felt that the use of bilingualism would be better on more traditional Irish products such as smoked salmon, brown or soda bread and so on. But one felt that “it could be used across a wide range of products”. Origin was considered important, “a connection between origin and product is important”. By labelling natural produce like meat, fish, dairy and so on there would be a better kind of connection than with other products.

Muiris Kennedy (Bord Bia) felt that using bilingualism alone would not be enough to persuade a consumer to make a purchase. The product would need to have other positive attributes as well – price, need, taste etc. He did, however, feel that promoting a product as being Irish would have a positive positioning potential. He also felt that bilingualism on products with a connection to origin/a story to tell would do better than those with just a picture of a rural scene to try to imply home/farm made.

Consumers

Participants were all asked to comment on whether consumers would be positively disposed towards buying a product that used bilingualism on the packaging. They felt that it would be a positive attribute but that the product must satisfy the other consumer needs as well – price, taste, quality etc. “It would be a factor and I’m not saying it would be a determining factor.”

“It really depends on the presentation of the products and the packaging.” The participants felt that using Irish on the packaging would not influence consumers on their own to buy a product – it would depend on how the product overall was being marketed. Kevin Lynch (Enterprise Ireland) felt that a slogan indicating that a product was made in Ireland might have a more positive influence, although Muiris Kennedy said Irish consumers were not as loyal to origin as you would expect.

Industry

The participants all discussed the potential barriers to the use of bilingualism from an industry point of view. One of the barriers identified was the level of understanding of Irish that the potential purchaser has and how industry could get around this. When asked about whether they felt the use of bilingualism would increase production costs for the manufacturer, Rebecca O'Brien (Meath LEADER) felt that the extra costs may revolve around the "education and marketing and promotion" of products. Although she felt this would not be enough of a barrier to prevent industry from introducing Irish to food packaging. "Provided it was going to give them some marketing advantage" Muiris Kennedy responded when asked if he thought the food industry would support it.

"If you are a regional producer of products it could be a very good way of distinguishing your product as Irish made" remarked Neil McGowan (IBEC). "For an SME that's looking to distinguish himself in the marketplace, it could be very timely as well."

The space restrictions on food labels were identified as a potential barrier and also the need to have the same label for all markets to reduce costs. Most participants felt that there should be some sort of subvention to cover redesign of labels and so on. "I think that would probably encourage and would probably be necessary to get companies to buy into putting Irish on products." "It's promoting Irish as the food island."

However they all recognised that the main reason industry would introduce Irish on to the label would be to increase sales and profits, so if they could see this as an advantage then they would consider it. There was general agreement that there was no need to translate all items on the label but that slogans or brands, product names or a phrase such as Déanta in Éirinn could be used.

Consumers living abroad

One participant felt that the use of bilingualism on packaging would encourage Irish communities abroad to buy the product (Karina Corbett) whereas the others felt that it would not be relevant.

"I'm not too sure how effective it would be, awareness about Ireland and the Irish language outside of Ireland is relatively low."

Summary

Overall, all participants agreed that industry would have a positive perception of the use of bilingualism if it could be shown that there was potential to increase sales or profit margins. The success of doing something like this would also depend on the marketing campaign and marketing budget that would be available to a company. One of the main barriers perceived was the level of understanding of Irish among the buying public and the cost of educating them about the words being used. Most agreed that the use of Irish on the label implied a locally produced, wholesome image and that it worked best on a more traditional range of products. They felt that research should be conducted among consumers to determine the potential of bilingualism in this market. As the quantitative survey carried out for this report showed, there is a positive attitude among consumers with regards to bilingualism and the use of the Irish language on food packaging.

In the Ipsos MORI report (Value of the Irish language to private business) three principal challenges relating to the development of Irish language use in business were identified: to develop awareness of the value of its use in business amongst the wider business community; to combat negative perceptions relating to use of the language, such as the belief that a high level of proficiency is required to use the language; and to develop appropriate channels for businesses who have had positive experiences in using the Irish language, to promote the value of their experience to other businesses.

Three strategic recommendations were identified from the research. Firstly, Foras na Gaeilge should identify and act upon contemporary developments in Irish language use and foreign language diversity, with a view to encouraging use of Irish in business. Secondly, it was recommended that Foras na Gaeilge examines the viability of financially incentivising commercial businesses who employ or reward staff who use the Irish language in their work. Finally, it was recommended that Foras na Gaeilge undertakes and promotes the measurement of current and future supports encouraging use of Irish in business.

Bilingualism Food Labelling Considerations

Gnéithe den Dáttheangachas i dtaca le
Lipéadú Bia



Introduction

The purpose of this section is to highlight the relevant sections of the food labelling regulations that will impact on any decision to introduce bilingualism onto food packaging. The ideal time for introducing bilingualism on to food packaging is when a product is being launched or re-branded or when introducing other changes on to the packaging. It can also be done as part of a targeted marketing campaign when packaging may be changed as part of a specific campaign.

Consumer's use the information available on a food label to make informed choices about the food they buy and a certain amount of this information is required by law, while other information may be provided voluntarily by food manufacturers or those labelling food products, provided of course that the information does not mislead the consumer. This additional voluntary information is used by the sector primarily as a marketing tool. Food packaging and presentation is about adding value and increasing sales. Products with a distinctive regional identity are in demand, especially when they are backed by recognised quality assurance schemes.

The use of Irish on food packaging can help make the food choice easier and more appropriate and user friendly for Irish speaking consumers, as well as those who are less fluent in the language but whom have a positive attitude towards the use of Irish.

As the first official language of the Republic of Ireland, Irish has also gained official recognition in the six counties of Northern Ireland under the Good Friday Agreement. The Official Languages Act was signed into law in 2003. The Act provides a statutory framework for the delivery of services through the Irish language by State bodies. The primary objective of the Act is to ensure better availability and a higher standard of public services through Irish. While the duty lies with public bodies to provide relevant information in Irish, it can also be a tool that is used by private companies as a way of imparting the information about their food products through the Irish language.

Legislation

The principal function of food labelling is to inform consumers of the properties of prepackaged food and the fundamental rule is that consumers should not be misled. Detailed labelling of a product educates consumers as to the exact nature and characteristics of a foodstuff and enables them to make a more informed choice.

Labelling refers to any words, particulars, trade marks, brand name, pictorial matter or symbol relating to a foodstuff and placed on any packaging, document, notice, label, ring or collar accompanying or referring to such foodstuffs.

The information on the label must be clear and unambiguous, and must not be as such as could mislead the consumer to a material degree.

The aim of this guide is to offer advice on how food businesses might be able to use bilingualism on food packaging while complying with the legal requirements governing food labelling. It is aimed at the food industry, small food manufacturers and those involved in the labelling and marketing of food products in Ireland.

The labelling of food in Ireland and Northern Ireland is regulated overall by European legislation. The main piece of legislation which regulates the labelling, presentation and advertising of foodstuffs is European Union Directive 2000/13/EC. This legislation sets out the legal minimum for foods which are sold to consumers in a pre-packaged state. A pre-packaged food is one that is presented for sale to the consumer and to mass caterers (which include restaurants, hospitals, canteens etc) in the packaging in which it was put before being offered for sale.

This packaging may completely or partially enclose the food but such that the contents cannot be altered without opening or changing the packaging, thus offering a number of options to those responsible for labelling foods and a number of options for introducing bilingualism on marketing material.

This Directive has had a number of amendments since its introduction in 2000 and all of these apply when considering the labelling of food products. This legislation has also been transposed into National legislation for Ireland by Statutory Instrument No. 483 of 2002 and this too has a number of amendments, all of which must be considered. In Northern Ireland food labelling is controlled primarily by the Food Labelling Regulations 1996. In both jurisdictions there are other pieces of legislation that control other aspects such as nutrition labelling, the composition of foods and the origin of foods.

Under European legislation there are a number of general principles that must be considered when labelling a food product. Since food labels will vary in size and dimension based on the final food product, space is a major factor when it comes to additional voluntary information, especially the provision of information in a second language.

The labelling of foodstuffs must be in English in Ireland and Northern Ireland. However, the foodstuff may be labelled in both Irish and English but it is not sufficient to label in Irish alone. The information that is to be provided on the food label must be easy to understand, be clearly legible, it must also be indelible, easy to see and not obscured in any way e.g. the text must not be obscured by price labels or sealing tapes. The size of the text must not be too small in relation to other information and decorations and the text should be in contrast to the background. These issues must be considered by companies who wish to add extra information in Irish on a food label.

The European Charter for Regional or Minority Languages (ECRML) is a European treaty (CETS 148) adopted in 1992 under the auspices of the Council of Europe to protect and promote historical regional and minority languages in Europe. It only applies to languages traditionally used by the nationals of the State Parties (thus excluding languages used by recent immigrants from other states), which significantly differ from the majority or official language (thus excluding what the state party wishes to consider as mere local dialects of the official or majority language) and which either have a territorial basis (and are therefore traditionally spoken by populations of regions or areas within the State) or are used by linguistic minorities within the State as a whole.

Languages which are official within regions or provinces or federal units within a State are not classified as official languages of the State and may therefore benefit from the Charter. On the other hand, the Republic of Ireland has not been able to sign the Charter on behalf of the Irish language (although a minority language) as it is defined as the first official language of the state. The United Kingdom has, though, ratified the Charter in respect of (among other languages) Irish in Northern Ireland. On 13 June 2005, EU foreign ministers unanimously decided to make Irish an official language of the European Union. The new arrangements came into effect on 1 January 2007. This will provide food manufacturers and those in sales and marketing of food with greater opportunities for using Irish in food packaging.

US regulations

Under Title 21 of the Code of Federal Regulations (21 CFR) part 101.15 (c) (2), if a label contains any representation in a foreign language, then all statements and other information required by or under authority of the Act to appear on the label shall appear in the foreign language. The information required on the label is indicated opposite.

Part 101.15 (c) of the regulations reads as follows:

“If the label contains any representation in a foreign language, all words, statements, and other information required by or under authority of the act to appear on the label shall appear thereon in the foreign language: provided, however, that individual serving size packages of foods containing no more than 11/2 avoirdupois ounces or no more than 11/2 fluid ounces served with meals in restaurants, institutions, and passenger carriers and not intended for sale at retail are exempt from the requirements of this paragraph (c) (2), if the only representation in the foreign language(s) is the name of the food.”

When nutrition labelling must be presented in a second language, the nutrition information may be presented in separate nutrition labels for each language or in one label with the second language, translating all required information, following that in English. Numeric characters that are identical in both languages need not be repeated.

Information that must be declared on a food label under EU Regulations

The legislation sets out a number of items that must be declared on a pre-packaged food label. Each of these requirements is listed in the following section with a brief explanation of each requirement along with the potential for the use of bilingualism.

Name or business name and address of the manufacturer, packer or seller within the European Union

It is a legal requirement that any food label contains details of the name or business name of the manufacturer or packer which can be inside or outside the EU or the seller who must be within the EU. The reason for this is to allow consumers to contact the manufacturer, packer or seller directly with a view to expressing any positive or negative criticism about the product purchased. The contact name and address may be given in Irish since the intention of this piece of information is to provide consumers with a contact point and declaring the name and address should not affect consumers being able to make contact with the food company.

Name under which the food is sold

If a legal name exists for a food product i.e. a name of a food that is defined in specific legislation then this is the name that must be declared on the label. For example, honey, fruit juice, chocolate, jam and marmalade are all regulated by specific legislation and to use any of these names the food must meet the appropriate criteria. However, where no legal name exists for a food it is the customary name that is used. This is the name that has come to be accepted by the consumer. When using a customary name, a description of the product may also be required to provide information on the true nature of the food and to distinguish it from other foods. It would be possible to declare the name of the food product in Irish and to label the product description in English so that the true nature of the product is clearly identifiable by all consumers.

Label Requirements

Under section 403 of the Federal Food, Drug and Cosmetic Act, a food shall be deemed to be misbranded unless it bears the required information including:

- e. Name and place of business of manufacturer, packer or distributor, and accurate statement of contents.
- i. 1. The common or usual name
- 2. Ingredients declaration
- q. Nutritional information and other labelling requirements where necessary – i.e. percentage juice content, artificial colour and flavour declarations, and claims.

<div><div>Nutrition Facts</div><div>Serving Size 2 tbsp (19g) Servings Per Container about 14 Calories 90 Calories from Fat 45</div><div><small>*Percent Daily Values are based on a 2,000 calorie diet.</small></div></div>	Amount / Serving		% Daily Value*	Amount / Serving		% Daily Value*
	Total Fat 5g		8%	Total Carbohydrate 11g		4%
	Saturated Fat 1g		5%	Dietary Fiber 1g		4%
	Trans Fat 0g			Sugars 7g		
	Cholesterol 0mg		0%	Protein 2g		
	Sodium 0mg		0%			
	Vitamin A 0%		• Vitamin C 0%	Calcium 0%		• Iron 2%

List of ingredients

Any ingredient including additives used to make a food product must be declared on the food label in descending order of weight. While this does not provide information about the quantities of ingredients used, it does give consumers an indication of which ingredients are present in the greatest amount. Many food products are marketed to consumers from different ethnic backgrounds and are sold in a range of countries so the list of ingredients is often in several different languages. This is permitted in this country by law provided the ingredients are also declared in English. Therefore, it would be possible for food manufacturers to declare their list of ingredients in Irish but space is an important consideration since the list of ingredients on any food label may be very long. An alternative to listing each ingredient in Irish is just to list the word 'ingredient' in both English and Irish.

Quantity of certain ingredients

In certain cases, it is necessary to declare the percentage of a food ingredient present in the final food. This is required when the name of an ingredient is referred to in the name of the final food e.g. Chicken and Mushroom pie would require both the percentage of chicken and the percentage of mushroom in the final pie to be declared either alongside the name of the ingredient in the ingredient declaration or in the name of the food. This is useful for consumers to compare different brands of the same food. Since this is given in percentage values, the use of the Irish language is not a consideration in this case. To allow efficient use of space the word 'ingredient' can be stated in both Irish and English.

Net quantity

All pre-packaged foods must be labelled with information on the weight or volume of the final food (and this weight should not include its packaging). The net quantity must be declared using the metric system and while imperial measurements may also be used, they must be in brackets on the label and with less prominence than the metric values. Again the net quantity is given as a numerical figure so the use of Irish would not be a factor for consideration.

Date of minimum durability

The date of minimum durability is defined in legislation and the date until which a food retains its specific properties when properly stored. The majority of foods require a date marking with the exception of only a small list of foods such as vinegar, chewing gum and bakery products which are normally consumed within 24hrs of purchasing. There are two types of date markings: a 'best before' and a 'use by' date.

A 'best before' date is the date until which the food can be reasonably expected to retain its optimum condition. Most foods fall into this category. A 'use by' date is required to be labelled on foods which from a microbiological point of view are highly perishable and are therefore likely after a short period of time to pose a danger to human health. This date declaration is one that if space permits may allow the introduction of the Irish language where the declaration requires the actual month to be labelled e.g. 06 September could also be declared as 06 Meán Fómhair but this would have to be in addition to the English version. To ensure effective use of space digits as opposed to text may be used, e.g. 6/9/10.

Special storage instructions or conditions of use

The label should outline any special storage conditions to enable the consumer to maintain the quality of the product. This includes details of how the product should be stored once the packaging is opened such as 'refrigerate after opening' or 'store in a cool, dry place'. As this is a short description of how best to store the food product, it is possible that this information could also be given in Irish where there is enough space

Instructions for use

It is expected that the label would provide the consumer with details of how best to use the food e.g. cook, re-heat, mix etc. This information should be straight forward and easy for consumers to follow. It would generally be concise information and it can also be declared in Irish where space permits.

Alcoholic strength

Pre-packaged beverages sold to the consumer with more than 1.2% alcohol by volume must list the actual alcoholic strength. The use of Irish would not be a factor here since this applies to a numerical value.

Place of origin

The place of origin of any food is only required where its absence might mislead the consumer to a material degree. Consumers may be misled through pictorial representations, such as a flag or a map of a country other than the one in which it is produced. Consumers may also be misled where the name given to a food or its brand name includes a reference to a place that could imply that the food comes from or has been made in a particular area e.g. American beef burgers. (This requirement is covered under general food labelling legislation and is separate from product specific legislation for beef and poultry which make provisions for origin detail). The country or place of origin may also be considered as the place in which the food last underwent a substantial change and not necessarily where the food is grown e. g. potatoes grown in Cyprus but processed into crisps in Ireland could bear the indication 'Made in Ireland'. The potential lies here for providing this information in Irish too. Instructions for use. It is expected that the label would provide the consumer with details of how best to use the food e.g. cook, re-heat, mix etc. This information should be straight forward and easy for consumers to follow. It would generally be concise information and it can also be declared in Irish where space permits. Alcoholic strength. Pre-packaged beverages sold to the consumer with more than 1.2% alcohol by volume must list the actual alcoholic strength. The use of Irish would not be a factor here since this applies to a numerical value.

Food allergens

Known food allergens must be clearly identifiable by name on the food label either in the list of ingredients or in a separate ‘contains’ box which although not legally required tends to be the preferred option for many food manufacturers. Obviously the information must be in English but if space on the label allows, it would also be possible to add a separate ‘contains’ box with the information declared in Irish. New legislation has recently been introduced to regulate the use of nutrition and health claims on a food label so any claim that refers to a specific nutritional benefit or relates the food to health and wellbeing must meet the criteria set out in this legislation. Where nutrition and health claims are declared in English on the label, the potential exists for also declaring this information in Irish.

Reducing costs when introducing bilingual labelling

Food labels are generally changed and re-printed to reflect changes in branding brought about by the company themselves or as a result of changes in food labelling legislation which may require additional information to be declared. If the latter is the case, there is usually a transition period or a period of grace for manufacturers and those labelling food products to make the necessary changes. This attempts to avoid wastage of stocks of packaging. Therefore, when manufacturers are aware of the need for change, they can use this opportunity to introduce bilingualism on the packaging without incurring very high costs. Through careful planning additional direct costs associated with the introduction of bilingual food labelling can be kept to a minimum. Good planning is an essential prerequisite of good bilingual design. Both client and designer need to be aware from the outset that the finished product will incorporate two languages. It is particularly important that this fact is clearly set out in the brief so that the designer can allow for two languages in any visuals or mock-ups. The appropriate typeface, layout, format and so on can then be selected. Companies may include recipe/information cards in both English and Irish within the package.

Translation issues

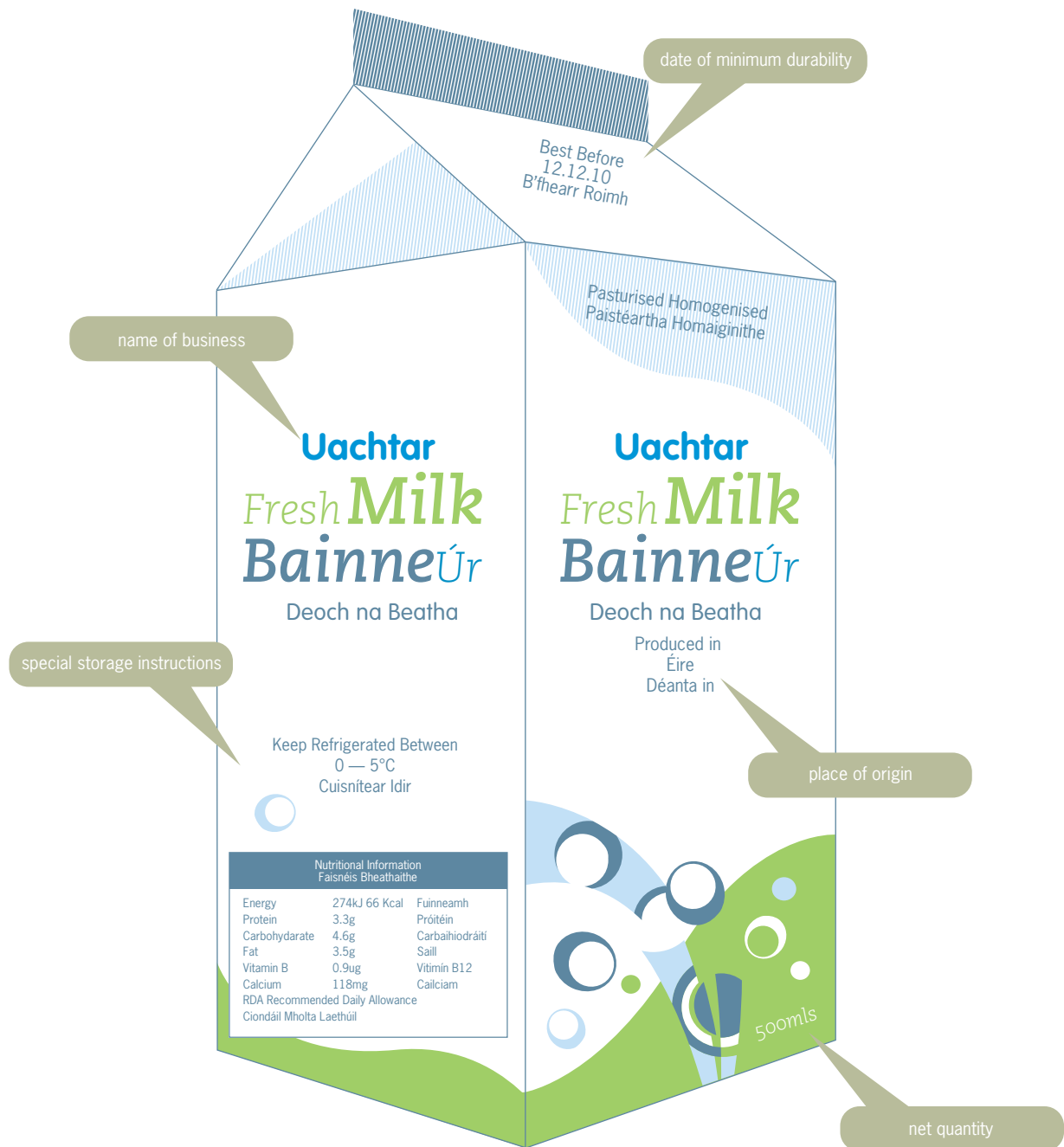
Since the purpose of labelling any food is to provide consumers with all of the relevant information about the product they are buying, it is essential that the translation is accurate and reflects the true nature of the food. What is important is that the translation work – including proof-reading – is properly planned, and sufficient time needs to be allowed for this within the production schedule. Translation is a specialist skill. As such, you will need to engage the services of a competent, professional translator. Misspellings and poor translations can prove costly, even though the packaging may only contain a few words. Such errors may also reflect badly on the organisation in question. All this can be avoided by engaging a professional. Foras na Gaeilge for example, will provide assistance with translation.

History of Irish typefaces

Each language has its own characteristics and peculiarities when it appears in print. These include accents and other characters, letter frequencies, letter combinations and word lengths. Different typefaces and fonts have been devised to accommodate the characteristics of specific languages. Many of the typefaces which are now used universally were originally designed for a particular language.

Nowadays there is no need to use a particular font when using Irish text – the font chosen will depend on the overall packaging design and type of product being marketed.

Bilingual Packaging Sample



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Arna choimisiúnú ag Foras na Gaeilge
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