

GUIDE TO WRITTEN LANGUAGE SERVICES



No Translation type is **“better”** than another, but each is **appropriate** for a specific purpose

TRANSCREATION



- HOMEPAGE
- META DATA
- ADVERTISING

Transcreation is a cross between *translation* and *content creation* in which the actual message— not just the language— is **ADAPTED** for the target reader.

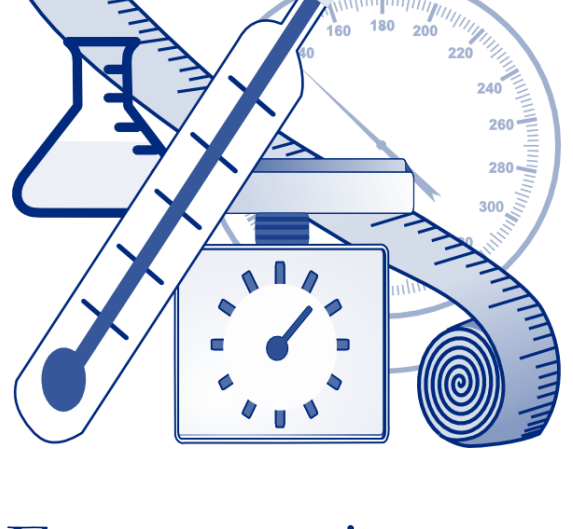
EXAMPLE: Swiffer’s “Get a Deep Clean with Steam Clean” campaign provided nostalgic imagery for Americans. This image would not hold the same reference in another country and therefore requires transcreation for symbolic imagery specific to that area.



LOCALIZATION

- MEASUREMENTS & DISTANCES
- SLANG, METAPHORS & HUMOR
- TONE OF VOICE
- CULTURAL REFERENCES & DIFFERENCES

Localization is a strategic, comprehensive solution for supporting your products in markets worldwide. Encompassing research, translation, quality control, and more, the content is customized to sound natural and appealing to the target market.



TRANSLATION

- LEGAL DOCUMENTS
- MANUALS & DIRECTIONS
- FAQ’s



Our professional native linguists utilize a combination of software and quality control processes to maximize efficiency and consistency.

Computer-assisted translation is great for content that doesn’t have a strong marketing focus, but must be **CORRECT, CONSISTENT, AND EASILY UPDATED** at minimal cost.

An effective translation strategy means:

- Using **WEB ANALYTICS & SALES DATA** to pinpoint international markets with the most potential
- RESEARCHING MARKETS** to segment them and understand what makes them tick
- Finding the **RIGHT PARTNER** to translate and advise on local cultural differences