

## WHAT IS TRANSCREATION?

If you are creating communication centrally, you have several options available when crossing borders. You can translate. You can re-create. Between these two options is a broad spectrum of possibilities including transcreation.

Which option is best for your project? Find out by looking at the spectrum below and see how they compare.

TR ANSL ATION

- Focus: Words & meaning
- Aim: Preserve meaning of words
- Performed by linguists with little copywriting skill.
- Focus: Words & meaning
- · Cons: The marketing and branding aspects of the copy suffer, decreasing its emotional appeal and

- Focus: Understand branding and marketing.
- Cons: Expensive. Resistance to adapting ideas from others. Reinvention of the wheel. Difficult to manage.

TRANSLATION **PROGRAM** (FREE)

• The best option for quick translations of emails, websites, memos, etc.

of programs you can buy or use for free online. Google Translate is a popular

sound more like a machine talking than a human and they have a high error rate.

• PROS: Basic

FREELANCE **TRANSLATOR**  **TRANSLATION AGENCY** (\$\$)

TRANSCREATION **AGENCY** (\$\$\$)

CONCEPTUAL

**FREELANCE** BILINGUAL **COPYWRITER**  LOCAL AGENCY

MULTINATIONAL **AGENCY** (\$\$\$\$)

**FACTUAL** 

- PROS: Easy, fast and inexpensive.
- information is conveyed. You can't beat the price, speed and convenience. CONS: No quality

- PROS: Specialists in cross-cultural communication. Moderately inexpensive. Professional and reliable.
- CONS: Little
- on cross-cultural mass communication where tone, nuance and motivation are essential, e.g. ad campaigns, website copy, P.O.S. and sales material.
- - The person assigned the work is typically a skilled copywriter who specialises in specific source/ target-language combination and takes pride in adapting concepts from one culture to another. They work with other specialists as part of a transcreation team.
  - in cross-cultural communication. Versed in local culture, copywriting and marketing. Professional and reliable.
  - CONS: Moderately

- Great for help with business documents where you would like a human touch or a human touch or when you have small projects that require one-off, original creative for one market.
- This person is typically a writer who is a native in the target language but who may be less versed in the source
- local culture and writing. Moderately inexpensive.
- CONS: No quality assurance, risk of misinterpretation of source language. Questionable crosscultural skills.

- MOTIVATIONAL
- This can be a solution but becomes a becomes a management hassle if you are dealing with multiple markets. Local agencies are best used for creating original communication campaigns for their home market.
- The person assigned the work is typically a copywriter who is trained more in creating new ideas than adapting ideas from other people.
- PROS: Versed in local culture, copywriting and marketing. Professional and reliable.
- CONS: Can be difficult and time consuming to manage and keep on brief. Moderately expensive.

- This is the most expensive and time-consuming option. consuming option.
  These agencies
  are best used for
  creating original
  communication
  campaigns that can
  then be modified
  by transcreation
  professionals.
- The person assigned the work is typically a copywriter who is trained more in creating new ideas than adapting ideas from other people.
- PROS: Versed in copywriting and marketing. Professional and reliable.
- CONS: Can be difficult to manage and keep on brief. The most expensive option.

## WHEN TO CONSIDER TRANSCREATION

You invest in professional copywriting not only for its ability to inform, but also for its capacity to relate to the target and motivate them to action. Those are often the first two qualities to be lost in translation. What's needed is a way to get your brand's message across in a way that will resonate well in a different cultural context. Transcreation is the way to preserve that investment and minimize risk of miscommunication or brand erosion.

Transcreation assumes that good marketing copy is more than a series of words intended to convey information. Good marketing copy must establish trust. It must convey empathy and convince the target that the voice behind the words understands their unique situation. It should be full of emotion, nuance and colloquialism that cannot be translated directly. All that creates a challenge when branding across borders.

IF YOUR CROSS-BORDER MARKETING COMMUNICATION IS INTENDED FOR ADVERTISING OR OTHER MASS COMMUNICATION. CONSIDER TRANSCREATION.

Learn more about transcreation on Wikipedia. (www.en.wikipedia.org/wiki/Transcreation)





