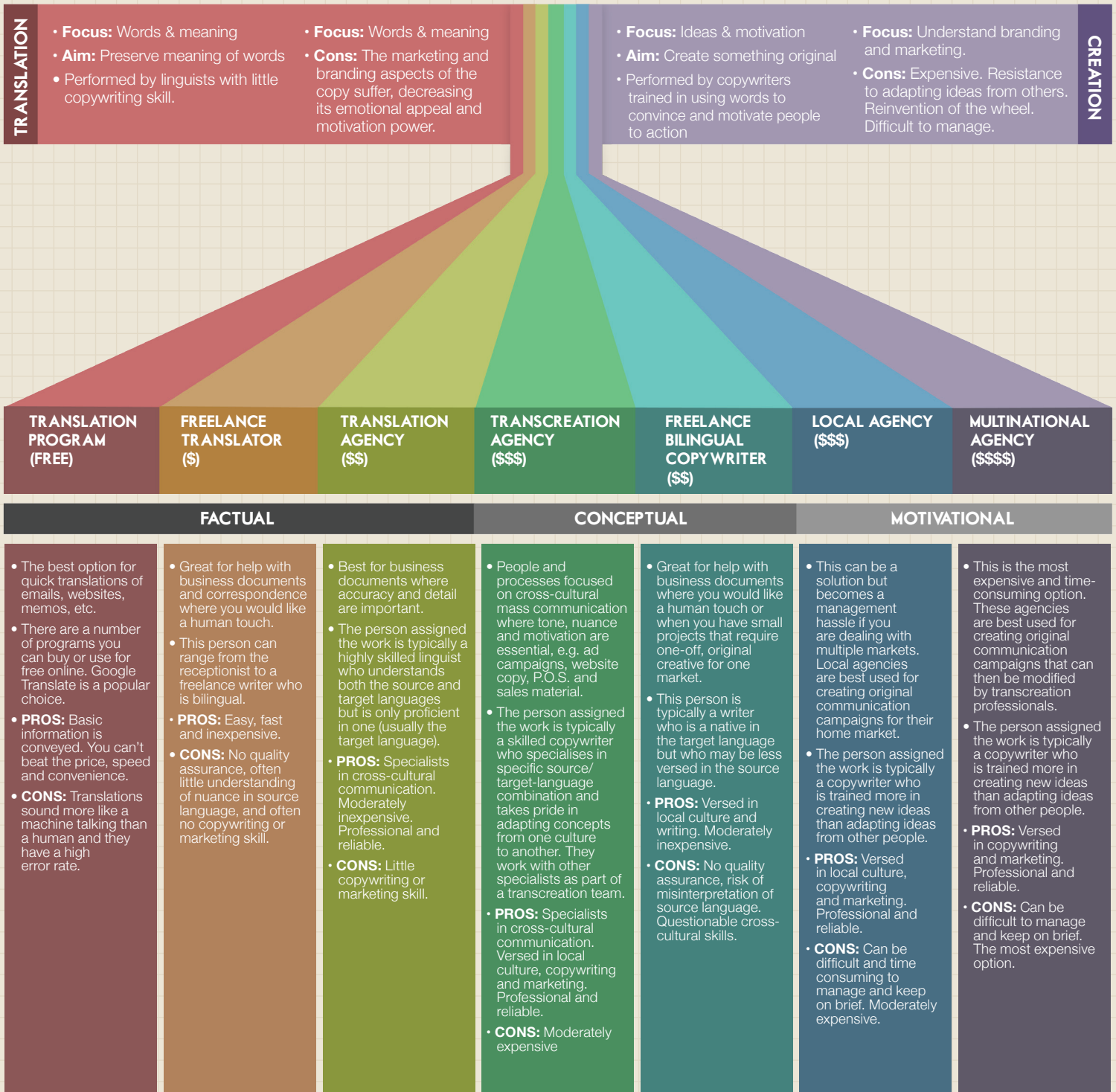


WHAT IS TRANSCREATION?

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.



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)