

[creative words]

Translation and Communication
An alliance at the service
of users and customers

 PAPER



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***“Each act of communication
is a miracle of translation.”***

In a world increasingly **globalised** and interconnected by all things digital and by an ever faster and changing market, the field of communication and the translation (and localisation) industry see a profitable and useful alliance in their interconnectedness now more than ever, so they can give their users an optimal **experience** by recreating content and campaigns in different languages with the same power as the original message.



[Some stats



Users today spend on average **7 hours** a day online, especially to find information.

According to a survey by the European Commission, **90%** of users in the European Union carry out searches on a browser in their own language

Only **26%** of all Internet users look for information in English

Some stats



Only **14%** of marketers adapt content to their target market, normally using copywriters who are native speakers.

42% of users in the EU do not purchase a product if they can't find a description of it in their own language.

According to data collected by Common Sense Advisory, **56%** of users think it's more important to obtain information on a brand in their own language rather than get information on the price of an item.

[*A necessary introduction*



So what are the differences between and **translation** or **localization**?

A necessary introduction to get to know these two different concepts better and fully understand their creative and productive potential.





The difference between translation and localisation is substantial yet subtle:

The term translation, from the Latin , implies a transference of text, a shift of grammatical rules from a source language to a target language in order to express the meaning of the original text.

If the act of translating is setting out from a starting point, that of localisation is the next step: it's transforming the text in a way so it adapts and conforms to a specific context, after studying its features and nuances of language while keeping in mind not only the target language but also the relevant geographical area and its cultural and social characteristics.

Localisation means transferring your brand values into another language and guaranteeing the user and consumer an experience that lives up to the message expressed in the source language, avoiding mistakes and missteps.

Example



Let's imagine the description of an e-commerce web page with a frying pan as its leading product.

We all know **the differences between an Italian breakfast made up of biscuits, croissants, bread and jam** compared to a British one, which is much more substantial and "cooked" with eggs, beans, sausage, etc.

Now imagine reading, in Italian, the product description of a British retailer who has written about his frying pan:

"Ideal for your home-made breakfasts and for cooking your beans and sausage".

A little confusion and a few questions would arise spontaneously, and on the internet – with hundreds of thousands of possibilities and competitors to turn to – **a consumer can have a second thought and each of these moments nearly always turns into a missed opportunity and a missed conversion.**

And what about transcreation?

The term transcreation came from combining the words translation and creation.

Creative translation consists of thoroughly understanding the message that a brand wants to convey and recreating it in another language as necessary: it can relate to a slogan, an advertising campaign, a film title, a product name, a post on a social network or something else.



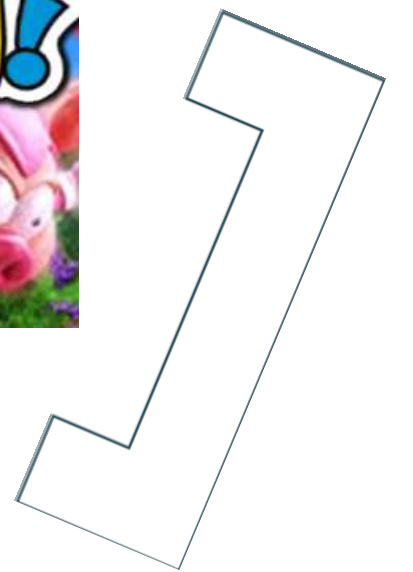


Transcreation is transcultural: the original message given in the market of the source language gets recreated to reach another market in another language.

Transcreation and translation have several features in common, but the former is normally used in the marketing industry and in advertising (and it's currently one of the most popular language services) precisely when the process of translation has to blend with a strongly creative sense of the word and with creation.

AN EXAMPLE

A useful example could be a video game that has to be adapted to another culture. The game "Tomba!" was localised as "Tombi!" for the Italian market: in fact, the term tomba, meaning "tomb", would have been rather disconcerting for the target audience (and even more so with the exclamation mark at the end).

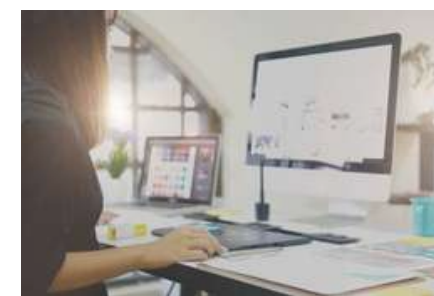
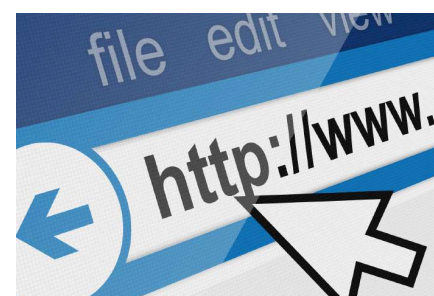
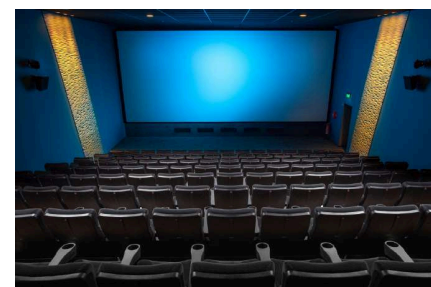


The alliance between communication and translation



Translation, public relations and digital marketing services have formed for quite a while now an enduring alliance in the name of brand awareness and conversion.

An alliance composed of both more "traditional" and more modern services, each with a great potential for internationalisation and an increase in business.





Multilingual copywriting

In a digital world already saturated with content, it's quality that **makes a difference in a good communication strategy**. Professional multilingual copywriting and transcreation services allow you to create original texts and promotional messages that are suited to an international target audience.



Multilingual SEO

Trusting professionals who offer multilingual SEO optimisation services is vital for achieving an international ranking. This is a way to **avoid building your own SEO strategy based on keywords that don't have the same potential as those words in the source language** and finding (and filling gaps with) queries and keywords with less competition.



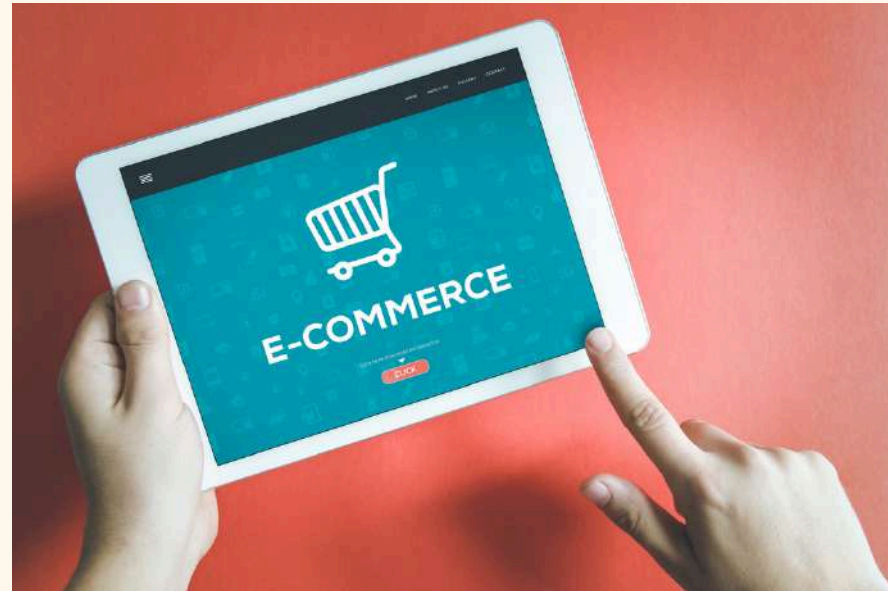
Localisation and transcreation of content

When content is produced for an international audience, it's important to **consider some aspects of language and culture** so that the conveyed messages are appropriate and easily understood by all users, and it's crucial to avoid situations that can be embarrassing and harmful to campaigns.



Translation of advertising campaigns

Sponsored campaigns (Google and social networks) are by now considered a fundamental part of advertising in terms of the number of views and conversions. In fact, the texts of advertising campaigns must contain pertinent information and engaging calls to action, which is why the translation of content can be useful in reaching the goal of this strategy.



Product description

It is statistically proven that a successful e-commerce cannot disregard the inclusion of appropriate product descriptions that are effective and packed with meaning. In these cases, a mere translation is not enough; you must go further to transfer the same values of your brand while offering the consumer an experience that measures up to the message expressed in the original language.



Video subtitling for social network and websites

According to predictions and trends in digital marketing, it is expected that in 2022 more than 80% of user traffic will be generated by online videos. For this reason, it will become increasingly important to rely on experts in the subtitling of video content who are capable of using the necessary software.



Localisation of multilingual websites

Quando si producono contenuti per un pubblico internazionale è importante tenere in considerazione alcuni aspetti linguistici e culturali per assicurarsi che i messaggi veicolati siano appropriati e facilmente comprensibili da tutti gli utenti ed evitare situazioni controproducenti.



Marketing Automation international

Marketing automation and remarketing systems automate direct email processes that are useful for conversions and brand loyalty. Localisation and transcreation are essential for making such emails engaging also in different target languages, taking into account unavoidable differences in language, culture and market.



Localisation of microcopies

The localization of microcopy is important for carefully choosing words so that they have the desired impact on users. It must convey the company message across the board, transfer the right emotions and guide customers on their journey as well as possible.



Layout

Turning to a multilingual layout service means being able to arrange documents in line with the company's brand identity so they are clear, coherent and true to form in the target language, even from the point of view of graphics.



Testing

Testing - linguistic and functional - aims to validate the functionality and usability of content intended for specific markets, providing corrections and contextualised feedback.



Why should you partner with a language service provider?

If you don't have an internal team dedicated to managing translation projects like those mentioned above (from searching for resources to managing quality) and you find yourself without a strong network of freelance translators you can rely on, a well-organised external language partner will be essential for devising a **clear, functional and efficient strategy**

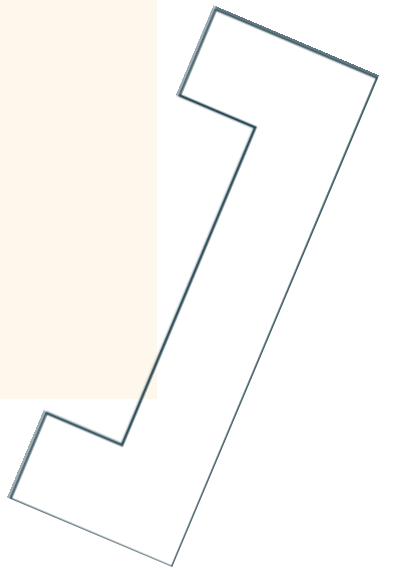


The added value of the project manager



The project management team of a language service provider puts at your disposal their **technology skills and workflow expertise** (CAT tools, machine translation engines, etc.), staying by your side until the translation has been delivered.

Assigning a project to a dedicated project manager means **delegating each management aspect** of the project, such as potential translation problems, the choice of the best translators based on their expertise in a particular field, the exchange of files, and the resolution of technical difficulties.



ISO quality certification



The certification **ISO 17100** has established the international standard of quality for providing translation services, while the **ISO 18587** standard defines the requirements for machine translation post-editing services.



The quality certifications are not the only quality guarantees of a translation agency, as there are other factors to keep in mind:



Process
management



Selection and
onboarding of
translators



Training of resources



Quality
control



Monitoring
of resources



Transparency

The added value of a long-term partner



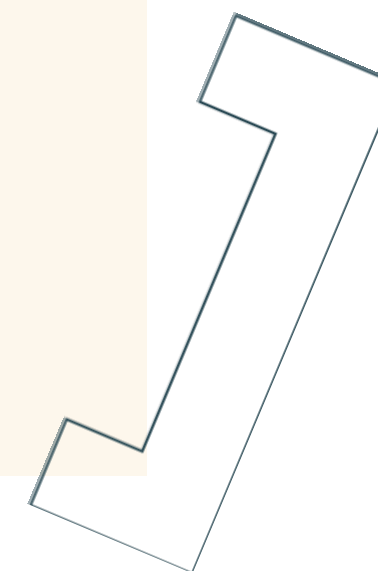
If your translation, localisation or transcreation needs are ongoing, cultivating a relationship with a trusted partner is the best quality guarantee for two reasons:



In time, vision and needs will be assimilated by the language partner in an optimal manner.



Secondly, the texts already translated are saved in the translation memories, so as to save time and money in subsequent projects



Creativity is our trade

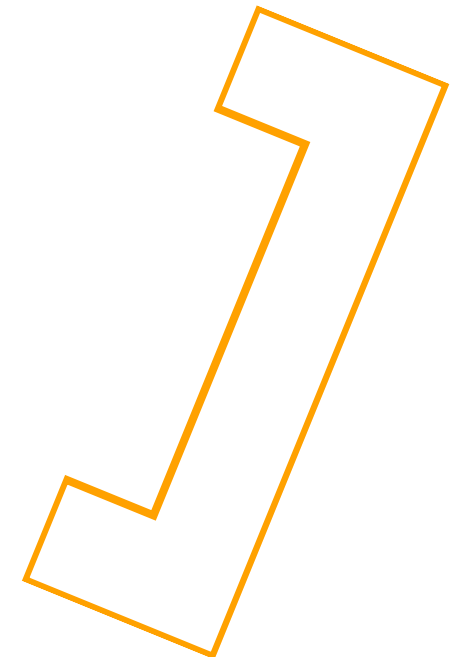


Creative Words was built on more than fifteen years' experience in the world of translation and language services, localisation and content management.

We are a comprehensive translation and language services agency: flexible, dynamic, and with a great passion for languages, all of it seasoned with the necessary amount of technical skill to fulfil and exceed the expectations of each customer.

Click on the logo and access our site for all the news and information you need!

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Where Language meets Innovation

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