



Translation or transcreation?

When changing the language of a piece of text you will need to have it translated or transcreated. So, which do you choose? The answer is both. And this is why...

If you translate any text, say a web page, article or sales piece, the main reason for doing so is to reach a wider audience in different markets. Specifically, an audience whose 'mother tongue' or first language is not the language the text was originally written in.

A good translation is great but it will never communicate as effectively in its translated language. This is because the grammar won't be quite right, subtle (but potentially embarrassing) mistakes can easily be made, cultural subtleties are missed—in short while it's 'understandable' what a translation lacks is authenticity. So, it will never communicate to new audiences as convincingly in its translated language, as the language it was originally written in.

Unfortunately for marketing managers, brand managers, or salespeople this breakdown in communication has a negative impact on how an audience responds to the translated text. And this has a knock-on effect on lead generation and sales.

However, the good news is that transcreation realigns messages to say what they were originally meant to. Because transcreation is



essentially creative hyper-localisation. By working with an experienced 'mother tongue' copywriter to transcreate a translation into its new language it's possible to ensure the text is not only accurate but the core message and meaning are communicated authentically and persuasively. So, text that was originally written in one language can now perform more effectively in another.

After all, why risk switching your target audience off with a straight translation, when you can keep them switched on with transcreation.

I transcreate copy for the following companies:

- **Bio Südtirol** (northern Italy's finest organic apple growers)
- **Zimmermann Streiter** (Austria's most awarded advertising agency)
- **INNIO Jenbacher** (Austria's largest producer of gas engines)

Let me help you with your translation and transcreation. Get in touch: