



# Transcreation Guide 2

Fast-Tracking Your  
Transcreation Project

Transcreation as a term has been generating more and more interest with our customers and we thought it would be helpful to put together a handy little guide so that you can hit the ground running and bring it on board as part of your regular business.

Speaking of business, let's look at the business rationale for Transcreation.

Transcreation is essentially taking a creative concept and message and transforming it into another language and culture. The idea of taking words from one language – say English – and transferring those words into another language – say Japanese – may not be enough if the English text is strongly coded in our client's domestic language, corporate culture, industry segment, or target demographics. In cases where our clients have nuanced branding, marketing, or any type of highly creative content, applying a standard translation process could easily compromise the integrity of the intended message and fail to resonate with the intended audiences.

In our experience, it makes good business sense to consider transcreation whenever one of our clients has the need to launch an international marketing campaign. Even smaller marketing efforts, such as translating a press release, opening up an international store, or releasing an update to a product, can, in some cases, benefit from transcreation.

Here is a quick guide on how to plan a successful transcreation project with your language services provider (LSP).

### **Creative Brief**

Meet with your LSP as early on as possible to go over the intended goals of your marketing content. Even if you have the content ready to go for your domestic market and you feel that the messaging may be simple enough to translate, we strongly recommend that you meet with your localization partner to ensure that their transcreation team fully understands the business, linguistic, and creative drivers behind the messaging.

For our more experienced transcreation customers, we usually get called in right at the conceptual stage of the marketing campaign, even before the messaging has been finalized. In these meetings, the assigned Project Manager will sit down with the client and advise on any potential challenges with the intended messaging and point out any opportunities to adapt the international versions so they are as appropriate as possible in target cultures, languages, and business landscapes, while still having the intended impact on the audience.

## Creative Freedom

Given the creative nature of transcreation, we always point out to our customers that our transcreators need to have as much freedom with the messaging as possible. We are not talking about word-for-word replacement of concepts from one language to another; instead, our transcreation teams will be reimagining the source text, transforming it not only linguistically, but sometimes even visually, into a message with equal impact in the target culture. The initial draft will be a text that may not look at all like the original text in the source language and the final draft may look even more exotic than that. This is where the back-and-forth communications come in, between transcreators, copywriters, our project managers, the customer contacts, and our final editors. The goal is to make the editing and refining process as simple as possible and to eliminate any technical barriers.

## File Format

We strongly urge our clients to use simple file formats that can be easily accessed, edited, commented, shared, and updated. Despite our love and passion for technological innovations, we are huge fans of low-tech file formats for transcreation purposes. Give us MS Word, Word online, or Google Docs, and we are happy. And so are our customers.

## Cost

We thought it would be helpful to set some expectations with regards to transcreation rates as compared to rates for regular translation.

In addition to our initial creative briefing with our PM, the process of transcreation involves the talents of creative writers, editors, proofreaders, and if needed, graphic artists, to render the fully transcreated messaging in the appropriate visual format. And while translation is charged per source word, transcreation is charged on an hourly basis.

In the same way that we charge our customers for marketing and technical communication projects, we can offer the following guideline rates for any given transcreation job.

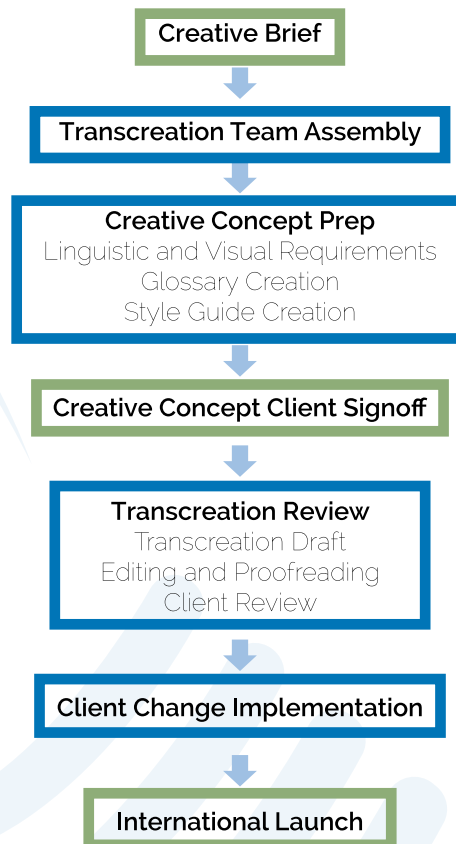
Transcreation / Copywriting - \$100-150/hr, depending on language and level of difficulty  
Editing - \$50-75/hr  
Proofreading - \$50/hr  
Layout & Design - \$100/hr



## Time

It can take multiple passes and many hours to complete a transcreation project. Sufficient time needs to be factored in for transcreation. Translation itself can literally happen overnight. For example, when we receive a short manual or a small set of help files, we can generally turn it around within a few days. For transcreation projects involving longer ad or marketing collateral, it can take a week or longer, since the transcreated wording needs to be carefully edited, vetted, and often reworked, in order to ensure it has the intended impact once the campaign is launched in the target markets.

Below is a quick and handy flowchart identifying the steps of a typical transcreation project.



For more information contact MediaLocate at [info@medialocate.com](mailto:info@medialocate.com) or call us at 1-800-776-0857.



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