



Transcreation

What we offer

Expert Adaptation of Creative Marketing Content

Lingotek Language Services can help you communicate your brand messaging to global markets with transcreation. Transcreation is the process of adapting a message from one language to another, while maintaining its intent, style, tone and context. If the impact of your content on target market readers is more important than a translation that is an exact reflection of the source text, then transcreation might be a good option for you.

We work with a large pool of translators who are highly-specialized in working with creative marketing content. Our linguists focus on the tone and style of your content, so that the intended impact of the original message resonates with global markets. Our translators will adapt the original message, so that the intent is the same, but with different phrasing and/or word choices that are more suitable for the region and culture.

Lingotek transcreation services include:

- Lingotek will work with your headquarters or in-country marketing teams to ensure proper style requirements are understood and implemented during transcreation.

- Transcreation of marketing messages that contain text within images can also be transcreated through our Desktop Publishing service.
- All transcreated content will undergo review by an independent linguist to ensure transcreation objectives are met.

Content types that may require transcreation:

- About Us pages
- Advertisements
- Brand names
- Brochures
- Emails
- Logos
- Mobile apps
- On-shelf copy
- Press releases
- Product names
- Slogans or tag lines
- Social media campaigns
- ...and more.

For large projects that include a combination of content types, Lingotek's consultative approach will help ensure that we are applying the right workflow for your content. Some content may be best suited for traditional translation, and some may be a better fit for a transcreation approach.

Let us help you make the best choices for reaching all of your localization objectives.



THE TRANSLATION NETWORK

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