

Go beyond translation to make sure your content resonates across cultures

RWS Transcreation Services

Transcreation preserves the nuance of your content so it makes the impact you intend.

Lots of companies develop their marketing material centrally, from headquarters, and then translate it for a set of target markets. While this approach may work for technical or general documentation, it can pose a real challenge for marketing content – particularly taglines, slogans and creative ads.

Standard translation for creative messaging can fall flat with global audiences and can lead to serious brand damage if the intended messaging or visual concept is offensive in another language or culture.

Benefits of transcreation

Transcreation requires a specialized skillset – not just subject matter and linguistic expertise, but a deep understanding of marketing and advertising. Limiting your marketing messages to straight translation can mean they fail to resonate or, in some cases, offend the intended audience. Transcreation allows you to reach the right audience with the right message – in every market.

Services features



In-depth understanding of marketing content and the challenges it poses for global markets



Transcreation experts immerse themselves in your brand, ensuring the right messages for every audience



Transcreators are highly-skilled linguists specializing in marketing and advertising



Dedicated language analysts review your content and consult closely with your teams to identify the best process for your intended markets



Global office network can test the effectiveness of any message

Move beyond translation to transform your marketing messages globally.

At RWS, we offer transcreation services that rely on in-country, specialized translators who are highly skilled at transforming your messages to ensure they resonate with the local audience and culture.

How the process works

Transcreation goes far beyond regular translation. In fact, it is often not translation at all. That's because our transcreation specialists focus on the intent of the original content, the imagery and the audience – working closely with you to find the right nuances, words and voice based on your brand.

The process often begins far upstream from translation. We consult with you as you build your marketing messages to ensure they are suitable for global audiences. Through our offices around the world, we test approaches in-market before we ever begin to transcreate. By engaging at this early stage, you can reduce the expense of translating and transcreating your content later.

Our language analysts examine your source content from a global perspective and identify what can go through standard translation and what will require a more extensive transcreation effort. For example, content created in the US tends to rely heavily on sports metaphors that have no equivalent in other cultures.

Many marketing campaigns also use puns, plays on words and other authoring techniques that pose a challenge when translating into other languages.

We work with you to understand the overarching goals of your campaign or message, how supporting imagery and colours are used and the target audience. We then, together, determine a strategy and guidelines for our transcreators.

Once our in-country teams receive the material, they evaluate all considerations for their local culture. This may include the use of colour, music, and imagery, and most importantly, how to transcreate the messaging to be relevant for local audiences. Our linguists are experts in the nuances of their culture – for instance, if the campaign targets a specific age group, they can advise on current slang and trends and adapt the message for that specific consumer. Our linguists may come up with several options and continuously consult with you on the best approach. Over time, our customers have come to trust our transcreation experts to independently decide on the best approach, confident that our teams are fully immersed in their brand requirements and overall messaging.

Why RWS

Our vast network of global offices – with local transcreators who are fully immersed in our customers' target markets – gives us the unique ability to partner with you early on as you build your marketing campaigns. We'll guide you on strategy, test the effectiveness of messaging and make recommendations so your campaign succeeds.

Let us show you how. **Contact us** today and we'll help you design messaging that truly connects with your audiences around the world.

Learn more at:

[rws.com/translation/localization](https://www.rws.com/translation/localization)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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