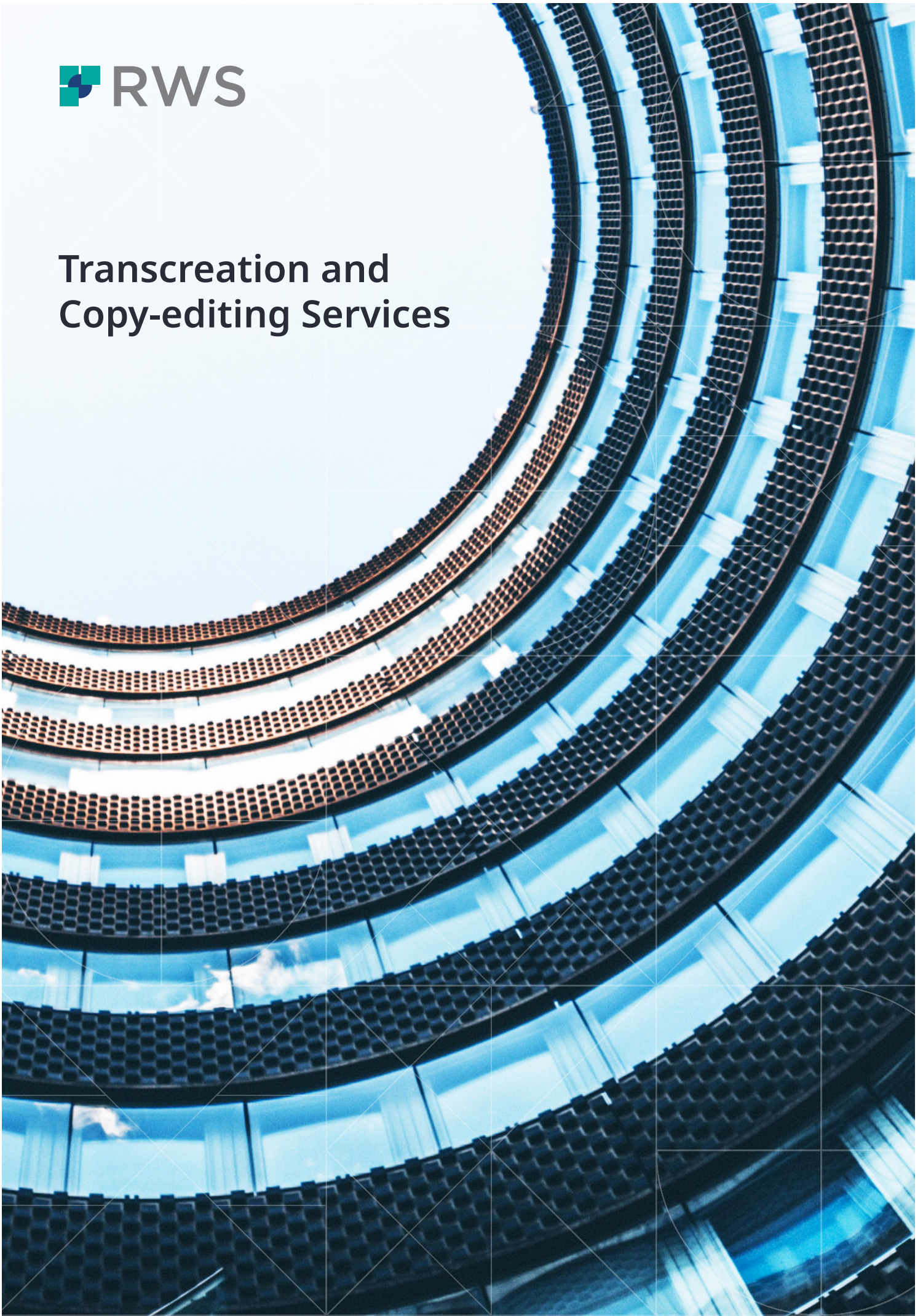




Transcreation and Copy-editing Services





You've spent hours carefully crafting your marketing campaign to build an emotional connection with your audience. But now it's time to go global, and it seems like all your efforts will be wasted on your international markets: the heart of your content – the humour, wordplay or cultural references that make it great – falls flat in translation.

So how can you adapt your content so that it inspires all your global audiences? With transcreation.

Transcreation helps you achieve global advertising success by making sure your marketing communications not only speak to your customers in their language but also reflect their culture. Our vast network of in-market creative experts adapt the intent, tone of voice and style of your original copy to produce content that builds an emotional connection with the local audience, working with our skilled linguists to maintain accuracy and speed.

With our transcreation services, you can deliver creative marketing content that feels hyperlocal, connects with your regional audiences and maintains your unique brand voice in any market.

Our offerings:



Transcreation



Copy-editing

Scalable, streamlined, one-stop shop services

At RWS, transcreation and copy-editing are just the tip of the iceberg. We offer a full suite of services, so whatever your needs – strategy and planning validation, cultural and creative consultation, translation, creative production, or media fulfilment and delivery – we've got you covered. All services are organized through a single point of contact for simplicity and clear communication.



Local talent and knowledge

Highly skilled local creatives expertly adapt your copy for their home market. They are selected only after our account and project managers have carefully read and understood your content. This allows them to choose the talent with the most suitable knowledge and experience for your needs from our vast pool of resources. Our supply chain model keeps our copywriter database constantly growing, and thanks to regular evaluations we always have the most relevant talent profiles available for our clients. We can quickly source, recruit and onboard the talent you need, on demand.



Creative experts

We have the very best creative minds in the market working on your projects. While transcreation is often confused with localization, it in fact requires a very specific skill set. We understand this distinction, which is why every person who touches our transcreation projects is carefully selected for their creative background. Having worked in our clients' environments, they also know the marketing process inside out and are adding value at every step.



Frictionless project management

Our account and project managers examine your project's requirements closely in order to advise you on the best adaptation process. We form close partnerships with our clients and can function as an extension of your in-house team, so that your engagement with us feels organic and effortless.

Flexible, adaptable approach

Transcreation is all about thinking outside the box – and we apply that principle to our workflows and project management as well. If you need us to step outside the standard ways of working, let us know. We're happy to place our resources where you need them, when you need them. Our agile services will adapt to your requirements.



Our processes

Our teams follow specific procedures in order to produce the highest-quality and best-value results for your different types of content and different markets:

- We establish a similar creative process in each market to keep your messaging consistent across territories, while producing the best results linguistically, visually and culturally for your different audiences.
- We read all content that comes in carefully, taking the time to fully understand it so that we can match your project up with the most suitable in-market copywriters.
- We determine the most suitable adaptation process for each content type – transcreation or copy-editing – and design and manage the process in one streamlined service.

Read on to find out what our offerings involve and how they fulfil different needs.





Our offerings

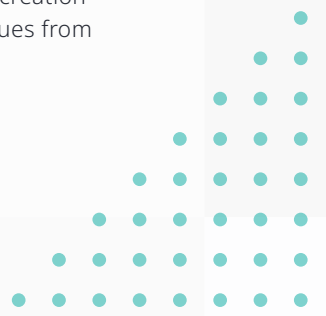
Transcreation

Our transcreation process is very different from translation. It mimics the original creative development process in order to produce original-feeling content tailored to different markets, all while preserving your brand voice and focusing on your message.

How it works:

- Based on consultations with the client, the creative director assigned to the project develops a transcreation brief, which acts as the main reference material for everyone working on the project, ensuring high-quality, consistent results within and across languages.
- The in-market copywriters follow the brief, creating the content as though from scratch to produce the best, most natural, hyperlocal results.
- Quality control is carried out by in-market linguists, and the creative director oversees a final quality checkpoint before delivery. In addition, as experts in creative adaptation processes, our project managers are heavily involved in ensuring quality not just at this stage, but throughout the process.
- At the end, you receive not only the final product as recommended by the creative experts, but also alternative adaptations, complete with English back-translations and clear explanations of the rationale behind the creative decisions.

We recommend reserving transcreation for shorter, highly branded, creative campaign materials, where connecting with and inspiring your audience is key. Using transcreation from the start for suitable content types prevents costly and time-consuming issues from arising later in the production process.



Copy-editing

Our copy-editing services combine the speed and accuracy of translation with the creative input of a copywriter.

How it works:

- Your content is translated into the target language by our specialized marketing translators, who leverage industry-leading technology – computer-assisted translation tools, translation management software, translation memories, glossaries and more – for fast, high-quality results.
- An in-market copywriter copy-edits the translation. They adapt any creatively challenging text or cultural references, and apply your brand's style and tone of voice in a locally appropriate way.

Copy-editing is a good choice for longer marketing and brand content. For wordier, more short-lived content, where the purpose is more to inform than to build a strong emotional connection, copy-editing produces accurate, localized adaptations quickly and cost-effectively.

Want to learn more?
[rws.com/transcreation](https://www.rws.com/transcreation)

Ready to connect with one of our specialists?
Contact us

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, financial services, 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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