

TRANSCREATION

BEYOND THE WRITTEN WORD

Welocalize Empowers Global Content Creators to Reach their Audience in the Right Voice and Adaptation through Transcreation Solutions.

OVERVIEW

The process of translating content and products often requires more than the basic translation of words. In translation, the quality is mostly measured in terms of accuracy and correctness, while with transcreation the standards are set by if and how the language and the message resonate with the intended audience. Transcreation requires 100% localization.

The text of any content that is intended to spark a behavior, such as drive awareness or elicit a response, must appeal emotionally to the target audience to provoke an action or reaction – in a language the content consumer understands. In order for brochures, corporate communications, advertising campaigns, branded materials and multimedia to have the greatest impact in any language, the content needs to be managed with special “globalization” care.

Transcreation is a form of localizing marketing content to ensure the right cultural and creative revision is locale-specific. Your materials need to be authentic and appeal as original content to the reader, in their language. Transcreation is often referred to as re-authoring, copywriting or adaptation.



In-Country Linguists
Brand On-Boarding
STREAMLINED WORKFLOW
Testing, Feedback & Measurement
AUTHORING
LOCALE & CULTURAL GUIDANCE
Vetted Talent

ABOUT US

WELOCALIZE, INC., FOUNDED IN 1997, OFFERS INNOVATIVE TRANSLATION AND LOCALIZATION SOLUTIONS HELPING GLOBAL BRANDS TO GROW AND REACH AUDIENCES AROUND THE WORLD IN MORE THAN 175 LANGUAGES. OUR SOLUTIONS INCLUDE GLOBAL LOCALIZATION MANAGEMENT, TRANSLATION, SUPPLY CHAIN MANAGEMENT, PEOPLE SOURCING, LANGUAGE SERVICES AND AUTOMATION TOOLS INCLUDING MT, TESTING AND STAFFING SOLUTIONS AND ENTERPRISE TRANSLATION MANAGEMENT TECHNOLOGIES. WELocalize.COM

FACTS

175 LANGUAGES
1000+ EMPLOYEES
21 GLOBAL OFFICES
4TH LARGEST US LSP*
7TH LARGEST LSP WORLDWIDE*
*SOURCE: COMMON SENSE ADVISORY, 2016

OFFICES

USA
UK
IRELAND
ITALY
GERMANY
CHINA
JAPAN
ROMANIA
SPAIN
HUNGARY
POLAND

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welocalize
doing things differently 

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FEATURES

Welocalize specializes in helping you achieve your global content marketing goals. We provide expertise and guidance to ensure you are able to adapt your content to reach the intended audience in the right voice while protecting your brand.

Welocalize In-Country Linguists: To assure the successful adaptation of sales, advertising and marketing materials into other languages and locales, in-country translators with industry-specific skills are often necessary. Linguists living outside the target locale may not accurately address current cultural or market requirements and sensibilities.

Qualified and Vetted Talent: Appropriately adapting marketing content requires the linguists to make a judgment call. Determining that balance is precisely why top qualified talent and linguists specifically trained in the brand and transcreation process required for this type of service. Welocalize provides guidelines, training and supports the onboarding process for all talent to ensure the highest brand quality standards are met at every level.

It's All Locale: The transcreation process requires expertise in creating "original" content for a specific locale in the source language of the locale. The text that reaches the audience in the required locale will sound natural and originally created by and for that locale. Welocalize works with the brand to define the process and workflow to match the content development process in place.

WHY WELOCALIZE TRANSCREATIVE?

Depend on Welocalize Transcreation Solutions for your global content strategy. We are your partner of choice to help you reach your global audience with content created in collaboration with specialty linguistic resources that has the right adaptation. You can expect Welocalize to provide transcreation services that include:

- **Locale and Cultural Guidance**
 - **In-Country Resources**
 - **Brand On-Boarding and Training**
 - **Streamlined Workflow for Content Readiness**
 - **Authoring and Copy Writing**
 - **Feedback, Testing and Measurement**
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To learn more about how Welocalize Transcreation Services can help you make the right impact, contact us today.

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