Transcreation!

Honing (and Challenging) Your Translation Skills with Marketing and Advertising Texts

English <> Spanish

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Introduction
Definitions

• **transcreation**

(*noun*): the process of adapting an advertising or marketing message from one language to another (Merriam-Webster’s)

Adding a twist to translation: The process of “re” creating marketing texts.

Another market is “transcreation”, in which a translator—often in advertising—is expected to **rethink** a message, making sure that the version in the new language has the right **cultural references, jokes** and suchlike to recreate the impact --without the wording-- of the original. In this case, the “transcreator” is even **more of a writer than most translators**. (Johnson, “Why translators have the blues,” The Economist, May 2017)

✓ **REWRITE**
✓ **RETHINK**
✓ **RECREATE**

“The way we feel or perceive the Universe” (Borges)
Transcreation:

✓ A term used chiefly by advertising and marketing professionals to refer to the process of adapting a message from one language to another, while maintaining its intent, style, tone and context.

✓ A successfully transcreated message evokes the same emotions and carries the same implications in the target language as it does in the source language.

✓ Increasingly, transcreation is used in global marketing and advertising campaigns as advertisers seek to transcend the boundaries of culture and language. It also takes account of images which are used within a creative message, ensuring that they are suitable for the target local market.

- WIKIPEDIA

Marketing & Advertising:

✓ Call to Action

Of the six functions of language identified by Roman Jakobson (referential, poetic, emotive, conative, phatic and metalingual) the conative function (función apelativa) is key in Transcreation: engages the Addressee (receiver) directly; use of vocatives and imperatives.

From Latin conatus (start): the sender expects the start of a reaction by the receiver.

- Communication with an impact, building empathy with the reader

✓ Context of communication

Recognise the metadiscourse (Crismore et al., 1993): the linguistic material of texts that adds nothing to the propositional content but is designed to help the reader to organize, interpret and assess the information given.
Transcreation Competences

• EMT Wheel of Competence

Traditional notion of T&I: a professional with the skills to produce an accurate, true and complete rendering of the source text in a target language... Much more is expected in the current interconnected world
What is expected:

• Be informed, understand the client, the business and industry (**CONTEXT**); know your sources;

• Step into your client’s shoes/ understand what they meant, even when they did not say it, or said something else (be a **juggler of meaning**);

• Render the message successfully, use **economy of words**;

• Be proactive and responsive; be accountable and flexible; deliver high-quality recreated texts in due time and manner, **be versatile and nimble in handling assignments**;

• Be creative and bold in overcoming linguistic and cultural challenges, **keeping a thoughtful and balanced attitude**...

**So, ADD VALUE**

But... **HOW?**
Communicative Act I

¿Qué?

Comunicados de prensa y declaraciones
Informes de sostenibilidad
Estados contables e información a los mercados
Campañas de prensa marketing
Diversidad regional, etaria, social, educativa

¿Quiénes?

Ejecutivos, inversores empleados
Público en general “prosumer”
Gobierno, reguladores

¿Cómo?

Sentido de la comunicación
Canal y medio (palabra escrita)
Formatos (transmedia)
Registro (formal, informal)

Estilo (literario, periodístico, humorístico, académico, científico)
Dosificación (redes sociales)
“El sentir del consumidor”
Communicative Act II

Scrupulous writers, in every sentence they write, will ask themselves at least four questions:
1. What am I trying to say?
2. What words will express it?
3. What image or idiom will make it clearer?
4. Is this image fresh enough to have an effect?

And probably two more:
1. Could I put it more shortly?
2. Have I said anything that is avoidably ugly?”

— George Orwell, Politics and the English Language
The Authentic Enterprise (CSR Principles)
Source: Arthur W. Page Society

The Page Principles

- Tell the truth.
- Prove it with action.
- Listen to the customer.
- Manage for tomorrow.
- Realize a company’s true character is expressed by its people.
- Conduct public relations as if the whole company depends on it.
- Remain calm, patient and good-humored.
Strategies

1. Reading in the target language

- Learn, memorize
- Formulas and idioms
- First-sight translation
2. Glossaries and Style Guides

- A consistent repository of useful resources
- Topics and subtopics; check with users
- Press releases and news articles
<table>
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<th>Strategies</th>
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<td>3. Interpreting</td>
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<td><strong>Feedback and directionality</strong></td>
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<td><strong>Economy of words; time constraints</strong></td>
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<td><strong>Checking the sources; cultural awareness</strong></td>
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The design thinking approach

*Design Thinking* is a design methodology that provides a solution-based approach to solving problems. It focuses on understanding the human needs involved, by creating many ideas and adopting a hands-on approach in prototyping and testing.

Engage users, co-create solutions, checking assumptions, can lead to valuable insights.

Five-stage Design Thinking model proposed by the Hasso-Plattner Institute of Design at Stanford: **Empathize**, Define (the problem), Ideate, Prototype, and Test.

- Thinking out of the box
- Blue sky thinking
- Collaboration
Challenges

• Trademarks, brands
• Logos, mottos, slogans
• Puns, jokes, colloquial expressions, rhymes
• Neologisms, acronyms
• Boiler plates and disclaimers
• Success stories
• Formal aspects: punctuation, structures, quotes
Challenges: Examples

• Genitive
  • “the world’s largest company”

• Jargon, derivative expressions
  • the road warrior... the “corridor warrior”

• Lack of equivalents / semantic field
  • “Fortaleza de marca”: Share of mind / top of mind
  • Collaborative economies – share economies
  • Client vs. Customer

• Regional varieties

• Acronyms
  • WHO, UNDP, NATO, OPEC, etc...
  • IT, ICTs, SWOT, SMBs, etc...

• The ethical dilemma
  • How much are we entitled to improve on the original?
Challenges: More examples

• Colloquial expressions, nicknames
  *El gigante azul*

• Headlines and capitalization

• Trends
  • *Big Data*
  • *Global Community Day*
  • *Engagement, Insight...*
Transcreation is everywhere!

- Movies
  
  *She’s funny that way:*
  Terapia en Broadway

- Slogans:
  
  *Others cover stories. We uncover them.* The Washington Post

- Acronyms
  
  *Smart, Simple and Secure Technology (3S)*
Corporate slogans

La seguridad de la gente

Safety
Security
Assurance...

Of the people?
The people’s?

👍 The security of the people
Corporate slogans

*El sabor del encuentro*

- Taste
- Flavor
- Meeting
- Get-together

👍 The taste of a get-together
Slogans –
International events

Viví el futuro
Feel the future
Respire le futur
Corporate slogans

Alentamos la vida

We encourage
Encouraging life
Values – example from an Argentine Group

VALORES

**INSUD** es un acrónimo formado por las iniciales de los términos **Innovación, Sustentabilidad y Desarrollo**. Estos valores nos identifican y guían nuestro trabajo.

**Innovación**
Es nuestra motivación para romper con los paradigmas y transformar la realidad.

**Desarrollo**
Representa una oportunidad para potenciar nuestros equipos de trabajo, reinvertir, emprender y buscar la excelencia.

**Sustentabilidad**
Nos interesa el cuidado de las personas, las políticas sustentables con el medio ambiente y devolver a la sociedad parte de lo que recibimos.

**Espíritu emprendedor**
Nuestra visión es la originalidad, la pasión por hacer, asumir nuevos desafíos, y mirar hacia adelante con optimismo y anticipación.

Our VALUES

Our name summarizes the values that set us apart. **INSUD** is an acronym for **Innovation, Sustainability and Development**. These values are deeply ingrained in our business principles, and inspire everything we do at the Group.

**Innovation**
Innovation is our key driver to break with paradigms and transform reality.

**Development**
We view development as an opportunity to energize our teams, reinvest, undertake new challenges and pursue excellence.

**Sustainability**
Our actions are guided by our interest in people, environmentally sustainable policies and giving back to society.

**Entrepreneurial Spirit**
Creativity, a passion for doing, taking new challenges.
Title - Economy of Words

O de cómo un título de 11 palabras se redujo a 5

❓ Las redes sociales visten a la moda y con perfume francés

👍 The Social Networks Go Trendy!
CSR Campaigns

McDonald’s Programs:

• Amigos Olímpicos
• Cajita Feliz
• Mc Día Feliz

✓ Olympic Kids
✓ Happy Meal
✓ McHappy Day
Creative branding campaigns

El día en que las vacas chatearon

👍 Your cow can chat too!

La inteligencia artificial no está de moda, está en la moda

👍 AI is the new black

(two creative events organized by a PR Company for Microsoft in Argentina)
Creative branding campaigns - Events

➢ Recursos estilísticos:
   - Imágenes de viajes
➢ Registro informal
➢ Estilo apelativo
➢ Contenido:
   - Unidad texto-image

PARA HACER NUEVOS NEGOCIOS NO NECESITAS SUERTE, NECESITAS MOVERTE

Más información
Sin importar cuál sea la naturaleza de su negocio, estamos listos para acompañarlo en el camino de la digitalización. El recorrido lo iniciará del 7 al 10 de noviembre en Cisco Live; donde diseñamos eventos por vertical para presentar las tendencias y soluciones de transformación digital específicas de cada sector: los Industry Summits.
About Arcos Dorados

- Arcos Dorados is the world’s largest McDonald’s franchisee in terms of systemwide sales and number of restaurants, operating the largest quick service restaurant (“QSR”) chain in Latin America and the Caribbean. It has the exclusive right to own, operate and grant franchises of McDonald’s restaurants in 20 Latin American and Caribbean countries and territories, including Argentina, Aruba, Brazil, Chile, Colombia, Costa Rica, Curacao, Ecuador, French Guyana, Guadeloupe, Martinique, Mexico, Panama, Peru, Puerto Rico, St. Croix, St. Thomas, Trinidad & Tobago, Uruguay and Venezuela. The Company operates or franchises over 2,100 McDonald’s-branded restaurants with over 90,000 employees and is recognized as one of the best companies to work for in Latin America. Arcos Dorados is traded on the New York Stock Exchange (NYSE: ARCO). To learn more about the Company, please visit the Investors section of our website: www.arcosdorados.com/ir

Sobre Arcos Dorados

- Arcos Dorados es el mayor franquiciado de McDonald’s del mundo en términos de ventas en todo el sistema y en número de locales. La compañía es la cadena de restaurantes de servicio rápido ("QSR") más grande en América Latina y el Caribe. Tiene el derecho exclusivo a poseer, operar y otorgar franquicias de locales McDonald’s en 20 países y territorios de América Latina y el Caribe, incluyendo Argentina, Aruba, Brasil, Chile, Colombia, Costa Rica, Curacao, Ecuador, Guyana Francesa, Guadalupe, Martinica, México, Panamá, Perú, Puerto Rico, St. Croix, St. Thomas, Trinidad y Tobago, Uruguay y Venezuela. La compañía opera o franquicia a más de 2100 restaurantes McDonald’s con más de 90,000 empleados y es conocida como una de las mejores empresas para trabajar en América Latina. Arcos Dorados cotiza en la Bolsa de Valores de Nueva York (NYSE: ARCO). Para ver más información sobre la Compañía, visite la sección de Inversores de nuestro sitio web: www.arcosdorados.com/ir
“El Gobierno ha optado por una política fiscal expansiva que se financia con deuda, en buena medida externa. Y por una política monetaria de metas de inflación que implica tasas de interés reales positivas con el objetivo de bajar la inflación…

Financiamiento externo. La Argentina depende de que "siga la música".

Hay "brotes verdes" en la construcción, la industria moderó su caída, pero todavía sin tendencia firme…

En conclusión, luce con que se termina el viento de frente pero habrá sólo un muy suave viento de cola para la Argentina.
1. Use simple but powerful language
2. Target a keyword with high search volume
3. Make a bold statement
4. Include numbers
5. Do competitive research
6. Ask a strange or funny question
7. Create a sense of urgency
8. Leave an air of mystery
9. Write multiple headlines and vote on the best

Source: *Nine tips for writing great headlines*, article by Margot Whitney, published in Wordstream
Opportunities

• Become a trusted advisor
• Collaborate with users/clients
• Anticipate needs
• Solve problems
• Value-added
• Expand our services
• Get referrals
• Key differentiator
• Effective intercultural mediators
Together with literary (and probably legal) translation, Transcreation is one of the areas of professional practice that is most resilient to machine translation.

It requires the skills of experienced and competent professionals, usually on assignments that are quoted based on the time spent on the task rather than the word count (similar to consultants).

It is possible to develop a specialization in internal communications, PR, co-creating together with copy-editors and creative staff (the power of collaboration).

**Tips:**

✓ **Attend continued education events.** Practice makes perfect!
✓ **Stretch your limits**: engage as reviewer of publications, share with colleagues
✓ **Always advocate** for the (human side of the) profession
Final Remarks

• Knowledge workers
• Effective links in the value chain
• Building bridges among languages, ideas, cultures, people
• Contributing to world peace and understanding (United Nations Resolution declaring 09-30 ITD)

“Know your words, connect your worlds”

Translation class 2019
¡Gracias!  
Thank you