

# CREATIVE TRANSLATION AND TRANSCREATION

## We convey emotions

Would you like to move your marketing target groups in different countries and cultures and motivate them to take action? With creative translations and transcreations, we transform marketing texts into a colourful festival of emotions.

### Why is the emotional impact of your marketing content important?

- Emotions create deep connections with target groups.
- Emotions play a key role in purchasing decisions.
- Emotions strengthen branding and positioning.
- Emotions create memories and increase loyalty.



## A creative translation or transcreation makes sense ...

- if you want to use marketing texts in different languages to stimulate emotional effects and actions among your target groups.
- if you want to intensify interaction and user experience for apps, online shops and websites.
- if the target texts have to fulfil specific rhetorical requirements in terms of sentence structure, wordplay, connotations or expression.
- if the target texts are allowed to deviate from the source text to enable the core messages to have an optimum emotional impact in all languages.
- if you want to gain a competitive edge with emotional marketing.

## Creative translation or transcreation? The difference

**Both forms ensure that your marketing content has an excellent emotional impact and benefit from the experience of specialist marketing translators.**

**Creative translation** is suitable for longer marketing texts and also includes extensive research and proofreading. **Transcreation** is recommended for slogans, taglines and claims, and, if necessary, comprises several suggested translations, including reverse translations and explanations of the creative considerations involved. Both creative translation and transcreation are charged for on an hourly basis.

A detailed briefing is an indispensable success factor for creative translations and transcreations.

### Content of a briefing

- Information about the marketing campaign (e.g. product information, unique selling points)
- Key messages and desired emotional impact
- Information on the target group (e.g. age, region, social background)
- Intended action on the part of the target group
- Desired linguistic means (e.g. rhymes, number of syllables, associations, word games)
- Planned publication channels and media (e.g. social media, video)



“When translating our clients’ marketing content, we need more than just a 1:1 translation. 24translate’s creative services hit the nail on the head and give our marketing messages the right emotional impact in all languages.”

Christiane M., Creative Director of a marketing agency



Do you want your marketing texts to unleash their full emotional impact in all languages?

Contact us now to find out more about our creative language services.

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