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ТРАНСКРЕАЦИЯ КАК НОВЫЙ МАРКЕТИНГОВЫЙ ИНСТРУМЕНТ НА МИРОВЫХ РЫНКАХ

Аннотация

Предмет/тема. Поскольку рынок в последнее время становится все более и более конкурентным, реклама должна быть достаточно убедительной, чтобы привлечь внимание людей. Таким образом, качественный перевод слоганов и реклам имеет важное значение при выходе за рубеж. В течение последних нескольких десятилетий все чаще и чаще можно было наблюдать, как маркетологи не просто переводят рекламные сообщения, но и адаптируют их в зависимости от характеристик целевой аудитории. Так, «транскреация» - сравнительно новое понятие, образование от двух слов перевод (translation) и создание (creation). Целью транскреации является передача стиля и эмоциональной нагрузки сообщения с исходного языка на целевой. Автор рассматривает суть понятия транскреация, приводит примеры успешного применения данной стратегии, а также демонстрирует случаи неудачных рекламных кампаний.

Цели/задачи. Общей целью этой статьи является подробное описание понятия транскреация, сравнение ее с традиционным переводом, и демонстрация, насколько выгодно международным компаниям использовать транскреацию вместо банального перевода для создания сильного имиджа бренда на зарубежном рынке.

Методология. Постановка задачи основана на использовании инструментов анализа, синтеза и сбора данных.

Вывод. Сформулированная автором задача позволяет определить концепцию транскреации, рассматривая конкретные случаи применения маркетологами данного инструмента.

Ключевые слова: глобализация, международный маркетинг, продвижение продукта, рекламные компании транскреация.

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TRANSCREATION AS A NEW MARKETING TOOL IN THE GLOBAL MARKET

Abstract

Subject/Topic As the market continues to evolve, the advertisement must be compelling enough to reach the minds and hearts of people. Thus, adequate translation of the message is essential in achieving an effective marketing strategy. During the last couple of decades, it has become more and more frequent to see seemingly translation-like activities being carried out under a different name. One of these names is ‘transcreation’ – a merger of the two words “translation” and “creation”. The purpose of transcreation is to transfer the intent, style and emotional salience of a message from the original language to the targeted one. The author considers the essence of using transcreation nowadays and gives examples of its successful fulfilling as well as demonstrates cases of failed advertising campaigns.

Goals/Objectives The overall goal of this article is to give a thorough description of transcreation by comparing it with traditional translation and demonstrate how beneficial it is for international companies to use transcreation instead of simple translation to build a strong brand image in a foreign market.

Methodology Task assignment is based on analysis, synthesis and data collection.

Conclusion and Relevance The task determined by the author allows to define the concept of transcreation, taking into account particular cases when marketers use transcreation instead of simple translation.

Keywords: *globalization, international marketing, transcreation, translation.*

Within highly competitive market nowadays the ability to communicate or communication function has become stronger than ever. Communication strategy has to be seen as a multicultural in marketing. This means having a website and marketing materials that are available in two or more languages. A simple translation may seem like enough, but it often falls short. That's where transcreation has become the hot trend when it comes to global marketing.

Within marketing and advertising, transcreation constitutes a fairly new domain, which has experienced extensive growth during the last decade or so. More and more companies provide transcreation alongside other services like translation and localisation. In academic circles, the term transcreation has so far received little attention. This, however, is not to say that transcreation is an untreated subject within translation studies. It does appear on different occasions (e.g. Bernal Merino 2006; Gaballo 2012; Rike 2013; Katan 2015), and the scientific journal *Cultus* even included transcreation in the title of its 7th edition

in 2014. However, the view from within the transcreation industry itself is something that has so far been hard to find, and that is where the present article wants to contribute.

One transcreation provider says that “transcreation is the creative adaptation of marketing, sales and advertising copy in the target language” [2], and then goes on to recommending areas of application: “Transcreation should be used for:

1. brand names
2. tag lines
3. advertisement headlines & copy
4. audio & video scripts” [9].

Rike, Assistant Professor of Translation Studies at the University of Agder, Norway, says about transcreation that it “is an approach used in particular for websites, marketing and advertising texts” [7]. These statements can lead to some general ideas about how transcreation is perceived. It seems to evolve around the concept of creativity and have a strong connection to certain areas of application.

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 [2].

Terms with meanings similar to transcreation include ‘creative translation’, ‘cross-market copywriting’, ‘international copy adaptation’, ‘free-style translation’, ‘marketing translation’, ‘internationalization’, ‘localization’, and ‘cultural adaptation’. For each of these words and phrases, the aim is similar: transferring the intent, style, vocal tone, and emotional salience of the message from the source language to that of the targeted audience. In other words, transcreation involves changing both words and meaning of the original copy while keeping the attitude and desired persuasive effect [8]. The process thus requires expertise in marketing, as well as linguistic skills and a firm grasp of targeted cultures.

Translation and transcreation are related processes, but they are not identical (table 1). While translation often focuses on mimicking, mirroring, the content of a document, transcreation focuses on recreating its effect. This often leads to the significant changes to source text. Thus, to produce effective transcreation, local language copywriters need to have an extensive knowledge of their market, excellent language skills, and the ability to creatively adapt messages for their target market, all the while possessing skills in advertising copywriting.

Table 1 – Differences between translation and transcreation

Characteristics	Translation	Transcreation
Purpose	Factual	Motivational
Concept	Content stays the same	Content is adapted and created for local audience
Stakeholder engagement	Low	High – very High
Language	A direct translation, which remains ‘faithful’ to the source	The local language and dialect is considered and the language is created specifically for the target audience
Graphics	Minimal changes, some design and typesetting work may be required for the text expansion	Images adapted to meet local expectations
Turnaround time	Relatively quick, machine translation and automated workflows can be used	Speed will always be slower as the message has to be carefully adapted by the linguist
Best used for	General documents, contacts and technical manuals	Slogans, advertising, e-Commerce and retail

In other words, in the world of marketing and advertising transcreation is believed to be something more than translation, a process that “gives an added value to a job that would otherwise be subject to translation” [6].

Companies seeking to market a product across different languages and cultures have a spectrum of viable services from which to choose, ranging from mechanical translation on one end to the full resources of a multinational advertising agency on the other. Transcreation agencies, which add marketing and copywriting expertise to the translation process, lie at the center of this spectrum. The right choice depends on the nature of the message, how it will be used to reach the target language, the marketing objective of the advertiser and the financial resources of the company requiring the service.

The history of marketing is full with examples of cases when companies failed because of improper translation of their slogans or advertisements. Thus, Kentucky Fried Chicken gave us an example of how a slogan can go wrong with hilarious consequences; KFC’s famous “Finger lickin’ good” slogan became “Eat your fingers off” in Mandarin.

The creative messages and concepts which are successful in your own culture may not fit well in markets overseas. If translated incorrectly, they could have a damaging effect on your brand. In order to compete, marketers now have to evaluate the cultural dimensions of their target markets, understand the consumers’ attitudes, behavior and beliefs and tailor their marketing campaigns to create an impact in these markets. Therefore, in order to succeed in new markets and appeal new customers, the use of creative translations – transcreation – has become a necessity.

In the U.S., marketing information for Walt Disney World might describe the park as “half the size of Rhode Island.” But since this is not a reference most people in non-U.S. markets understand, in Japan, the campaign compares Disney World to Tokyo’s subway system and in the U.K., it’s described as the size of Greater Manchester.

There are the brightest examples of how companies turned to transcreation when launching their products in different countries:

1. Proctor & Gamble’s in 1999 transcreated its slogan while entering the Italian market with their Swiffer dusting products. The original English phrase was “When Swiffer’s the one, consider it done”. A direct Italian translation would have ruined the flow, and so they came up with “La polvere non dura, perché Swiffer la cattura.” (‘The dust doesn’t linger, because Swiffer catches it.’) This solution not only creates a different rhyme and meter, but it mentions the benefit – eliminating dust – and the way it does this – by catching it – whereas the English original mentions neither of these two elements. This is widely regarded as one of the best ever examples of creative slogan translation.

2. When Mitsubishi Motors launched its Pajero car in Spain, it failed miserably, resulting in zero sales because Pajero in Spanish means tosser. The company soon realized the cultural mistake they had made they chose to change the name to Montero for the Spanish audience.

3. One of the most famous brands, Mc Donald’s, knew that the Chinese would find it offensive to use the word ‘love’ in public. So, it adopted a smarter transcreation approach in which they transcreated the tagline ‘I’m loving it’ to ‘I just like it.’ This smarter approach saved them from creating a blunder in the new market.

4. When the German company Haribo decided to launch their products in the UK, it was important that the tagline was spot-on. The English literal translation of the German slogan „Haribo macht Kinder froh, und Erwachsene ebenso“ (“Haribo makes kids happy, and adults too”) was flat as it lacks the punchy rhythm and rhyme of the original. And so the following line was born: “Kids and grown-ups love it so, the happy world of Haribo”.

5. In another case, Intel, a computer chip-maker wanted to bring a new campaign to Brazilian market named ‘Intel: Sponsors of Tomorrow.’ But later, it was found out that this tagline in Portuguese meant that Intel would not deliver on its promises immediately. Therefore, the line was modified directly as “Intel: In love with the future,” matching to the nature of the targeted audience.

The importance of transcreation for a company becomes clear when we have a look at the list of companies who decided not to concern themselves with the cultural sensibilities of their target market and have thereby incurred bad names. The harm to the reputation of such enterprises teaches the value of transcreation very efficiently. The best example is when Puma decided to launch a shoe to commemorate the 40th anniversary of the United Arab Emirates in 2011. That product received a furious response because the company printed the country’s

flag on the shoe which was considered very disrespectful. This clearly depicted that in order to build the brand loyalty; it is advisable not to disgrace the symbol of any nation.

It must be kept in mind that transcreation is not only about words but also imagery. Even the most carefully worded campaign can fall flat when the images isn't appropriate or sensible. For example, Pampers Nappies had a very successful campaign, which used the image of stork which delivers babies to expectant parents. But while launching the same campaign in Japan, the company faced a lot of embarrassment because they used the same recipe there. Instead of tasting the success, they met a lot of criticism by the Japanese people because there is an analogous Japanese legend in which babies are delivered to parents on giant peaches that are ferried down rivers and streams. This tiny mistake was costlier than expected because of the lack of cultural knowledge. These examples clearly tell that how badly neglecting the transcreation may affect any business.

However, advertisers can sometimes be too keen to change when leaving something as it was would be best. The German car manufacturer Volkswagen is hardly the flavor of the month after their emissions rigging scandal, but this story shows they are no strangers to PR disasters.

Thus, Volkswagen uses its 'Das Auto' strapline in many countries, keeping the foreign language element which successfully plays on Germany's reputation for quality manufacturing. But in fact, the VW Beetle was for many decades made in Brazil. The Brazilians were quite fond of its status in their country, to the point that it was considered an 'honorary Brazilian'. It had a long-standing Portuguese slogan that reflected this: 'Você conhece, Você confia' ('You know (it), you trust (it)').

Volkswagen shifted their strategy by trying to replicate the foreign-language success they'd had in other markets with 'Das Auto'. But by emphasising the car's foreign design in Brazil, it came off as pretentious and damaged to the bond of recognition and acceptance that the firm had enjoyed for so long.

As ever, the only option was an awkward retraction of the slogan. Curiously, the German line continues to be well received elsewhere, like in a new Russian campaign – which shows just how much good transcreation depends on thorough market research, and repeated trial, failure, and testing.

Abovementioned examples let us make a conclusion that in some cases, marketers should leave slogans and advertisements in the source language in order to not lose identity, sometimes they should translate them to deliver messages to the target audience. However, when it's critical to preserve the precise meaning of creative work, transcreation produces better results. Transcreation blends translation—of language and images—with cultural and linguistic nuances. The result is content that conveys the same concept in the context of local preferences. The transcreation task is usually performed by

professionals with marketing and local market experience who take a concept and recreate the idea for a target language.

Transcreation is worthwhile for:

content that includes local references, wordplay, or humor;

content in which cultural relevancy is critical to connecting with a local market;

campaigns targeting local, specific personas, rather than a general global persona [1].

To reach a global audience, a marketer has to keep in mind:

understanding the company's customers . To effectively communicate a brand across the globe, it is essential to understand the cultural values of customers and respect their cultural needs. This means communicating with them in their own language, and in a way that's culturally appropriate and relevant.

adapting your message to the market. As a global marketer, he or she should scale their campaigns, but scaling globally at the expense of the local audience is a losing proposition. Maximize cultural relevance by adapting your campaign and core messaging so it resonates with local groups.

connecting and engaging. We all know how important it is to speak to customers in their language, but if your customers can't relate to your message, then it's a loss. To really connect and engage with them, you need to get personal. And to effectively take your brand from global to local, you need to transcreate [10].

To sum it up, the marketing material for the new target audience must be translated correctly and the translation must consider other factors such as culture, dialects, idiom, humor and context. If for some reason the marketing campaign shows, even though unintentionally, a lack of respect for their local culture, values, heritage or beliefs, it can have a very negative impact on the target market. This is the main reason why transcreation is one of the most important tools for businesses that market their products internationally.

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