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# TRANSCREATION OFFERING

April 2020



# INTRODUCTION

Creative Culture is a cross-cultural consultancy. Our mission is to successfully advise and support brands in the roll-out of international strategies and campaigns.

Transcreation is one of the key pillars upon which founder Mélanie Chevalier set up the business over ten years ago. Where possible, we always recommend this method to approach multilingual copy creation as it is the most efficient and impactful way to achieve the best results, levels of engagement and local copy performance.

## **So, what is transcreation and how does it differ from translation?**

Transcreation goes one step further than translation. Where translation literally translates words from one language to another, transcreation ensures the message is successfully conveyed to readers in the target market whilst maintaining the style, tone, impact and intent of the original.

Transcreation is a wonderful combination of linguistic and cultural expertise. Idioms and expressions are carefully adapted to ensure the final result relays messaging clearly and naturally to audiences who speak the target language. Cultural references are also adapted to best resonate with the local audience.

## **Why transcreation?**

Besides the obvious quality stamp that transcreation provides, there are many other reasons to choose this solution:

- Strong and consistent brand tone of voice across markets
- Increased compliance from local markets
- Optimised processes and increased effectiveness of messages
- Avoidance of costly crisis management that originates from low-cost translation



# THE VALUE OF TRANSCREATION

## Maintain global consistency and local relevance

One of the major challenges for international brands is ensuring global consistency while remaining unique and locally insightful across all markets. By linguistically and culturally adapting messages with a unique approach according to the expectations of each market, transcration resolves this major issue.

## Increase local compliance and engagement

Local market teams are sometimes responsible for content creation and/or translation in their own language, even if they are not professional linguists themselves. Not only could their time be more effectively allocated, but they may also feel undervalued when central teams decide to bring in an external supplier to complete this work.

Creative Culture understands this sensitive issue, and directly engages the local market teams in the transcration feedback and approval processes. By creating this dialogue, the review process is streamlined while still keeping the local market contacts involved in a qualitative manner.

## Cost and time efficiencies

Investing in transcration means getting the message right first time around. It avoids the resource-heavy re-working process from the local teams, and reduces the time-consuming communication back and forth between internal teams and external suppliers.

## Avoid crisis management

With the widespread use and viral nature of social media platforms, one simple mistake can be noticed worldwide in a matter of minutes. Costly and damaging crisis management can be avoided through the use of high-quality transcration, completed by rigorously tested native copywriters and transcreators, and thoroughly checked by internal teams before delivery.





# WHAT MAKES TRANSCREATION SO SPECIAL?

## Teams

In order to ensure the highest levels of quality, all of our copywriters and transcreators are carefully selected and tested before they can work on client projects. More than just native speakers of the target language, we always ensure they have relevant experience in the client's industry.

Each project is completed by two bilingual experts who are native to and based in each market. We pair a copywriter who has strong stylistic, marketing and strategic skills with a specialised translator who will be reviewing the copy and ensuring that the terminology is relevant and accurate.

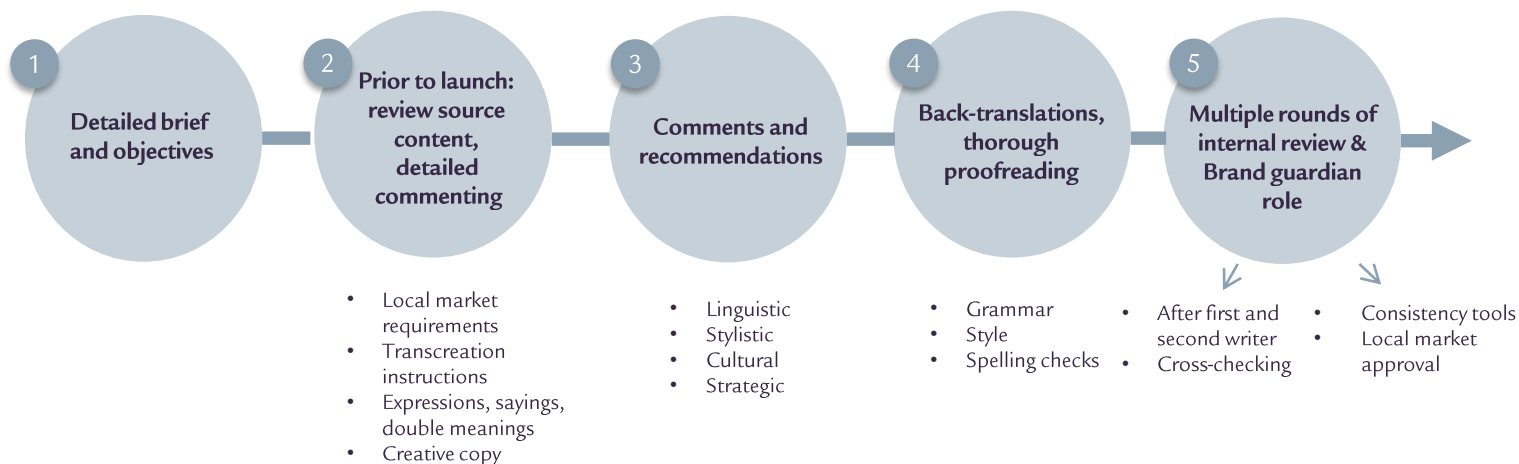
Whenever we work with a new client, we put together set teams of writers for that brand. They will work on an ongoing basis for set clients, to ensure familiarity with the brand as well as increased consistency and continuity in style and terminology across projects.

## Rationale

Another element of transcreation is the detailed rationale that comes with it. The rationale enables our local writers to justify their creative, stylistic and cultural choices, which in turn helps support a more structured and effective feedback processes with the client's local reviewers. Ultimately, rationale provides even more added value to our clients.

## Quality Assurance

Our in-house teams of Account and Project Managers follow strict quality assurance processes, from client requests – with detailed briefing and assessment of content – all the way through the coordination of our teams of local market experts, to client delivery, review and finalisation.



# OUR BESPOKE APPROACH

What sets us apart in the transcreation industry is our flexible and tailored methodology to suit each and every individual client request. We understand that deliverables and budget vary depending on the project. Pitches or research projects may require different resources than live projects, and we are able to make the necessary adjustments to meet client needs.

## Creative options

For highly creative assets such as taglines, headlines, product names, video scripts and print ads among others, our Account Managers may suggest providing 2-3 transcreations per language.

Each option will offer a different creative approach to conveying the sense in a locally relevant way, each explained with accompanying rationale. This gives the client and the local market reviewers various creative options and advice to find the perfect execution.

## Back-translations

When the client requesting the transcreations does not speak any of the target languages but still wishes to perform due diligence on the local copy, our Account Managers may also suggest a back-translation into English.

A back-translation is a literal translation of the transcreation produced back into English.

## Additional services

Creative Culture benefits from an extensive network of over 2,500 specialists worldwide with varying expertise. This means that we can cover many international needs from one single location. We can support transcreation services with:

- **SEO keyword research** and integration
- **Desktop publishing**: incorporating the final transcreation into the original format (INDD, AI)
- **CRM upload and website testing**: content integration
- **Subtitling**: burning approved subtitles directly into a video
- **VO Recording**: sourcing voice-over artists and coordinating voice-over sessions to record scripts

For a full list of services, please ask your Creative Culture contact.





# PROJECT MANAGEMENT SYSTEM

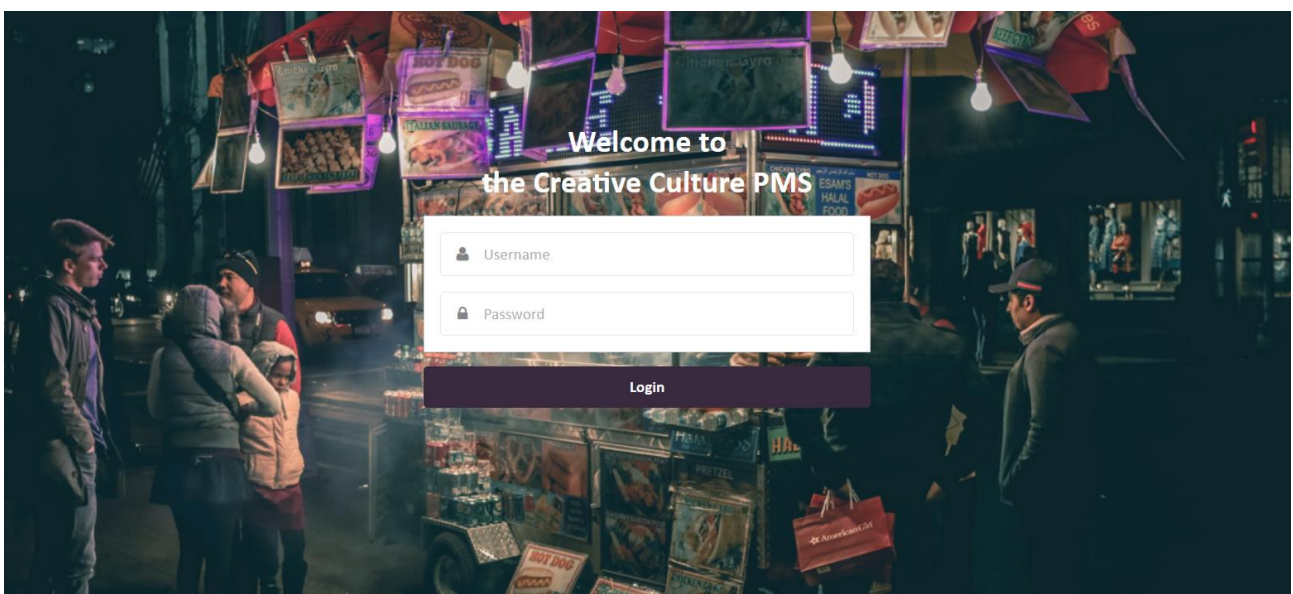
Creative Culture has its own bespoke Project Management System, which was custom-built and constantly updated to suit the requirements of our transcreation and various internationalisation projects. It supports our high-level quality assurance standards and streamlines processes across the board.

All stakeholders, clients and local experts can log onto the platform to access existing projects, accounting documents and consistency tools. Our client teams manage all ongoing projects as well as our network of talent (recruitment, feedback, client team allocation, etc.) from this system.

Our clients benefit from:

- A unique client account per contact (secured, covering several billing entities, integrated ordering and quoting system and notifications)
- Project history, delivery calendars and reminders
- Accounting visibility (with the ability to request provisional budgets, track ongoing requests and remaining budgets, share selected projects and budgets with colleagues, access all accounting documents such as quotes, POs, invoices, rate cards, payment statuses, multi-currency options)
- A platform that is consistently updated and improved by a dedicated team of developers
- There is also an option to integrate our CAT Tool on the platform

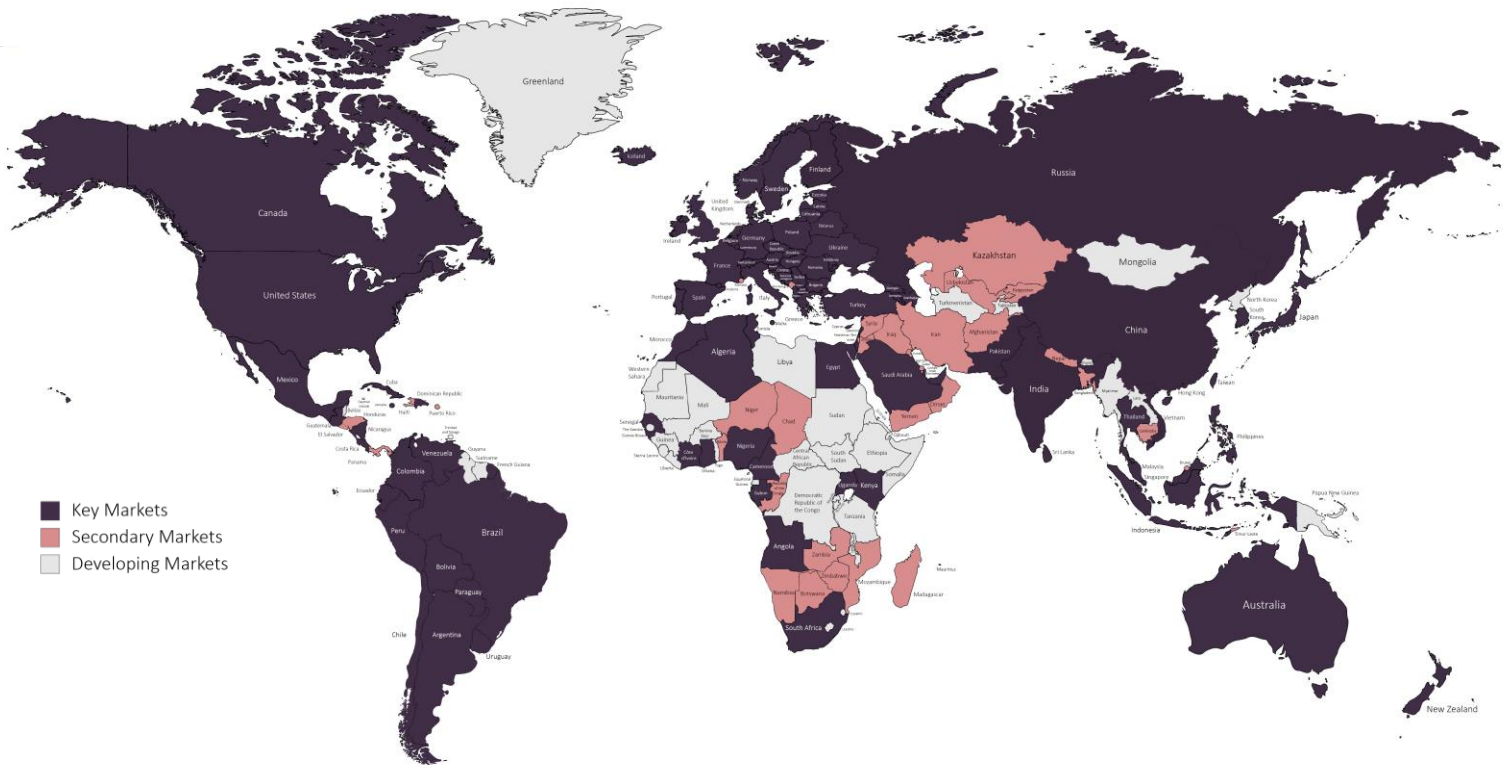
Access to the Project Management System and its various tools is complimentary.



# GEOGRAPHIC COVERAGE

Creative Culture benefits from a network of over 2,500 linguistic, cultural and strategic experts across over 120 markets and 160 languages.

Given the variety of clients, industries and skill sets that are required across projects, talent recruitment is an ongoing effort and the network is growing daily.





# OUR POLICIES

## Optimised Management

- **Cost-Efficient Model**  
one central point of contact vs. self-governed local entities and contracting local creative agencies
- **Process Optimisation**  
roll-out, liaising with local markets for content approval, model adaptable to client structure
- **Local/Central Mediation**  
objective mediator between central and local client
- **Rate Cards and Retainers**

## Our Commitment to Quality

- **Service Level Monitoring**  
a dedicated Account Manager, service level assessment on a per-project basis, service level agreement, experts per market, proven industry experience, set teams in the long run
- **Brand Guardian**  
consistency and continuity of brand message globally, local relevance, glossaries, brand guidelines
- **System of Record**  
filing and archiving, follow-up, feedback and finalisation, CAT Tool

## Policies and Confidentiality

- **Quality Management Policy and Service Level Agreement**  
level of service, processes, content
- **Non-Disclosure Agreement**  
with clients and local partners
- **Supplier Code of Conduct and Modern Slavery Act**
- **Professional Indemnity Policy**
- **Environmental Policy**
- **Equal Opportunities Policy**





## When AXA XL launched its global “Know you can” campaign

France, Germany, Italy, Spain, Brazil

### Context

In 2019, AXA Group launched a global brand campaign to support its global positioning: “Know you can”, a tagline that illustrates they are partners to their customers and businesses in their growth journey. As an embodiment of success and self-belief, the communications featured Serena Williams and local market proofs to demonstrate the Group’s commitment to its customers worldwide.

### Challenge

In the context of this campaign, AXA XL – the P&C and specialty risk division of AXA – developed a series of ads (click-through banners that redirected to microsites) that would represent the group’s motto across its product offering. The creative consisted of catchy headlines, body content and visuals linked together with clever puns, so there was a lot to be taken into consideration when adapting the content for international markets, cultures and languages.

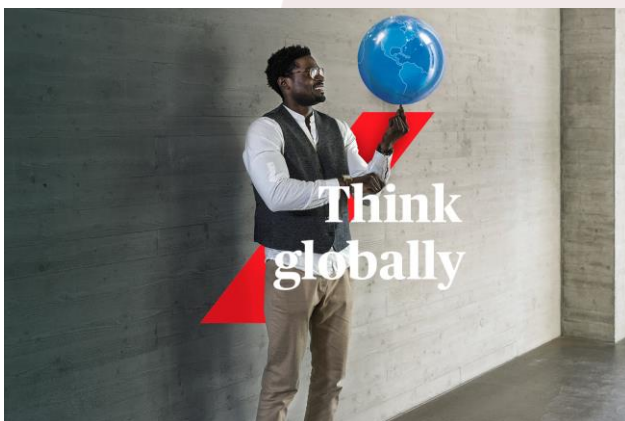
### Solution

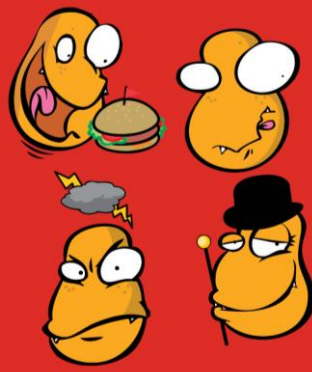
Creative Culture provided AXA XL with full transcreation into French, German, Italian, Spanish and Brazilian Portuguese. In order to support the creative and strategic effort behind the campaign, we provided three creative options per ad (headline and body content) using significantly different approaches in terms of style and phrasing. We worked with native and industry-relevant teams of copywriters and copy-editors to ensure the ads were equally impactful and relevant to all of AXA XL’s local target audiences. The final ads were reviewed and approved by the local AXA XL teams.

### Results

Being AXA XL’s preferred supplier for transcreation, we were asked to produce adaptations of other critical campaigns (such as the cross-service and COVID-19 response campaigns). Transcreation and getting the message right in the local markets helped the client achieve excellent results and ROI from these campaigns, including click-through rates in all the languages that were above average for the industry. In their industry, AXA XL achieved 0.47% CTRs in Spain (vs. 0.20% industry average) and 0.60% in Italy (vs. 0.15% industry average) in Q1 of 2020. Conversation rates were equally high, reaching as much as 116% in Germany.

*Once again, targeted transcreation has proven to not only ensure local customer engagement but also exceed visible ROI expectations.*





## Wacko's crisp brand enters the French market

France

### Context

Owned by the San Carlo group, Wacko's is a leading children's potato crisps brand in Italy. As the brand prepared to enter the French market, a new website containing the core messaging and imagery of the original Italian version, including a range of made-up words, was to be created.

### Challenge

With a brand targeted primarily at 7-12 year olds, the role of digital communications is vital, particularly on the brand's main website. In order to engage, motivate and create brand loyalty with French consumers, the key to the successful development of the Wacko's brand was conveying the same core values that led to its success in Italy.

The new website consisted of several pages—including short stories about the brand's main character, Wacko (a light-hearted potato crisp), games, and a glossary of made-up words—all needing to be adapted to French language and culture.



### Solution

AKQA Italy, coordinating the French market development for San Carlo, asked Creative Culture to provide transcreation expertise, including copywriting skills, to adapt the existing Italian content culturally to the French market, as well as create entirely new copy.

It was vital not only to preserve the sense and core brand personality, but also to establish the right tone of voice for the French market in order to build a cultural bridge between the two markets.

For example, our team took the term “Musolungo”—a made-up word in Italian which plays on an expression referring to a grumpy person—and formulated our own made-up word to express the same idea in French: “Rabalajoie” (from the expression “Rabat-joie” – read “killjoy” in English).

### Results

The new website exceeded expectations by delivering the same excitement, engagement and sense of fun the Italian team had been so successful in achieving.

*“I wanted to let you know that the client is very happy with your work. I didn't think someone could do that job! I read through your work: simply brilliant.”*

**Andrea Gabriele, Director, Strategic Alliance and Outsourcing, AKQA Italy**



## **Agency wins pitch with localised Chinese concepts and creatives**

China

### **Context**

A London-based agency was participating in a global pitch for WaterWipes, an Irish chemical-free baby wipe brand, that was looking to launch a campaign in mainland China. The aim of the campaign was to present WaterWipes as “the world's purest baby wipes” to their Chinese target audience. Therefore, the agencies taking part in the pitch needed to develop concepts and creatives that would incorporate this positioning and appeal to parents in China.

### **Challenge**

As the brand positions itself as the “purest in the world”, the agency’s pitch played on various “pure materials” and unforgettable and challenging “pure moments” that occur when parenting new-borns. The agency incorporated clever puns and catchy English phrases linked to the word “pure” in order to capture these relatable moments in parenting and link them to the WaterWipes brand.

The main challenge was adapting this material into equally idiomatic Chinese messages, in which the word “pure” as well as the situations depicted would be suitable for the target audience. In addition, the agency had tight timelines to integrate the content into their design and tasked Creative Culture to produce the transcreated material within 24 hours.

### **Solution**

Creative Culture worked with an in-market team that included a native senior copywriter and a copy-editor to ensure the Chinese transcreation was not only localised in terms of language, but also accounted for any vital cultural differences.

For instance, in order to maintain the brand’s playful and genuine tone in English, the headline “No one starts an expert” was adapted to “No one is born a perfect parent”, as in Chinese culture the word “expert” is associated with the professional context and could be perceived as impersonal. The link to the new product was also enhanced by using the verb “born” instead of “start”. In order to make the content integration process more efficient, Creative Culture delivered the localised creative in two batches, both delivered within 24 hours.

### **Results**

Creative Culture delivered high-quality, localised versions of the headlines and manifesto within the available timelines so that the agency could prove to their client that their concepts and creative would work in China. And most importantly, the agency won the pitch.

*Creative Culture can help you stand out from your competition when time and quality are of the essence.*



**CREATIVE  
CULTURE**

Creative Culture is a cross-cultural consultancy. We draw upon the expertise of over 2,900 in-market specialists in over 120 countries to unearth cultural differences and insights, and turn them into opportunity. We understand and apply cultural differences, drive relevance, optimise delivery and enhance local engagement with your customers and within your organisation.

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