

Transcreation: Creating Emotional Connections with Global Customers

Emotions strongly influence buying decisions. But how can you connect emotionally with customers from different countries?

The key is to create messages that match their values, beliefs, sense of humor, and cultural background.





What is Transcreation?

Definition

A blend of "translation" and "creation," transcreation adapts ads for different markets.

Beyond Translation

It delivers messages that create the right feelings and use culturally suitable tones.

Complete Adaptation

It changes the look, pictures, words, logos, and slogans to fit target cultures.



Translation vs Localisation vs Transcreation

1

Translation

Changing text from one language to another while keeping the meaning clear and natural.

2

Localisation

Adjusting content (websites, software) for specific markets, based on how people in those markets behave.

3

Transcreation

Remaking marketing messages for new markets, using more creativity than just language skills.

Required Skills for Transcreation



Advertising Copywriting

Writing compelling marketing content that connects with audiences.



Cultural Knowledge

Good understanding of both original and target cultures.



Creativity

Skill to remake messages while keeping the brand's core.



Marketing Expertise

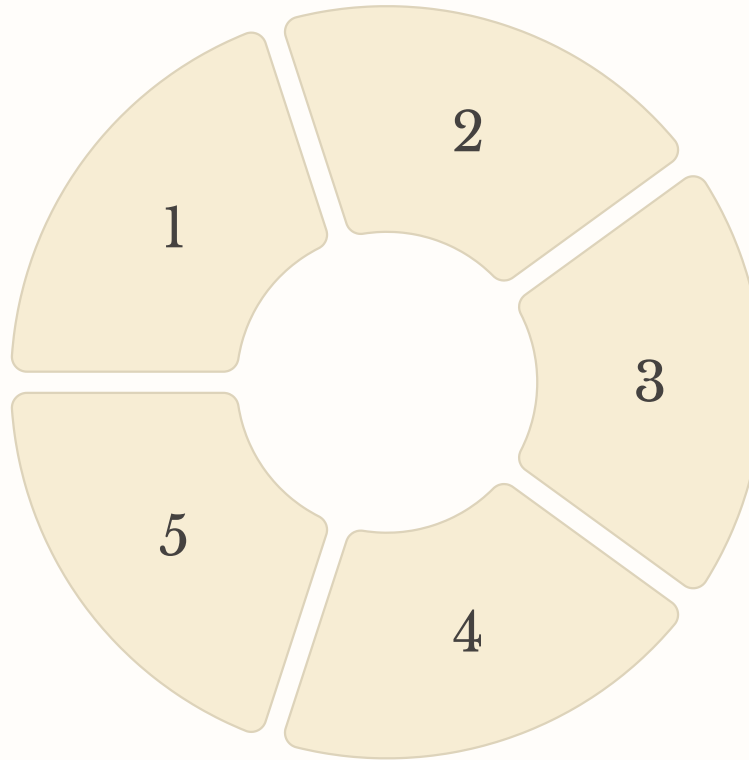
Knowing how messages work in different markets.



Elements to Consider in Transcreation

Images
Pictures must fit the target culture and connect with the audience.

Context
Cultural, social and historical background must be considered.



Logo

May need changes to avoid negative meanings in other cultures.

Slogan

Must create the same feeling in the target language.

Tone

Should match how people in the target culture normally communicate.

Purpose of Transcreation

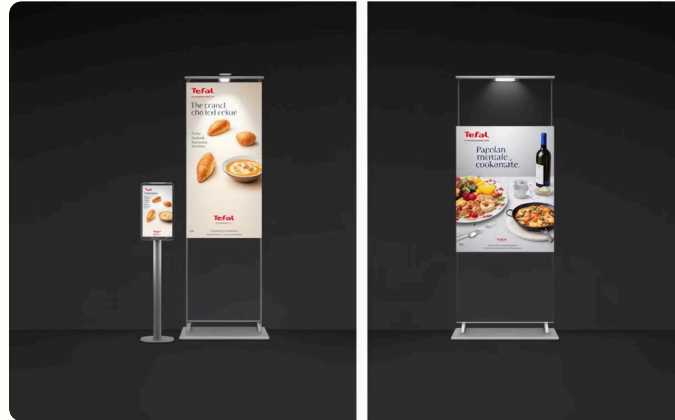


Successful Transcreation: Tefal



French Cookware Brand

Tefal makes cooking tools and needed to change its message for Spanish markets.



Smart Wordplay

French slogan "Tefal, comment s'en passer?" became "¿Te falta Tefal?" in Spanish.



Winning Approach

This wordplay helps Spanish customers remember the brand easily.

Successful Transcreation: L'Oréal



1

Original French Slogan

"Parce que je le vauds bien" (Because I'm worth it) became their famous slogan.

2

German Version

Changed to "Das Leben schöner machen" (Make life more beautiful).

3

Keeping the Idea

The brand's main message stayed the same even though the exact words changed.

Transcreation Failures

Brand	Original Message	Bad Translation	Result
Pepsi	Come alive with Pepsi Generation	Pepsi brings your dead relatives back to life (Chinese)	Sales dropped
KFC	Finger Lickin' Good	"Eat your fingers" (Chinese)	People mocked the brand
Electrolux	Nothing sucks like an Electrolux	In US English, also meant "Nothing is as bad as Electrolux"	Hurt brand image



Problems With Bad Transcreation

Hurts Brand Trust

Big mistakes in translation can harm how people view your brand.

Upsets Cultures

Messages might accidentally disrespect local values or customs.

Fewer Sales

Poor changes can cause big drops in sales in new markets.

Bad Image

Mistakes can become well-known examples of marketing failures.



Benefits of Effective Transcreation

Emotional Connection

Makes foreign customers feel good about your brand.

Cultural Respect

Shows you understand and value local markets.

Brand Closeness

Helps foreign customers feel connected to your brand.

Better Sales

Good adaptation helps you sell more in new markets.

