

# LOCALISATION 101

## TRANSLATION VS TRANSCREATION

When it comes to translation vs transcreation, how do you know when your project calls for one versus the other?

These similar-sounding processes serve very different purposes, yet both play a vitally important role in the localisation industry.

It is important to understand the differences between them to make informed decisions about which approach best suits your project needs, so read on to discover the key differences between translation and transcreation.



### WHAT ARE TRANSLATION SERVICES?

Translation is the process of accurately conveying the original meaning of a text in another language. The key word here is “accurately” since translators must ensure that all information conveyed in the source language is faithfully replicated in the target language.

This means not only ensuring that the translated text has an equivalent meaning, but that it also uses appropriate grammar, syntax and style. To achieve this level of accuracy, translators may use specialised software such as CAT (Computer-Assisted Translation) tools which help them to identify any inconsistencies between source and target texts.



### WHAT ARE TRANSCREATION SERVICES?

Transcreation is the process of adapting creative content from one language to another while preserving the original intent and message.

It goes beyond translation by taking into account cultural nuances, audience preferences, and other factors that may influence how the content is received in different markets. This can include reworking phrases, expressions and metaphors to ensure that they are culturally relevant to the target market.

As such, this type of adaptation requires an understanding of both languages as well as a deeper knowledge of the target culture. It tends to be a more fluid, creative process than translation, with transcreators often adding, removing or changing content as needed.



## WHAT ARE THE DIFFERENCES BETWEEN TRANSLATION VS TRANSCREATION?

### COST

The cost implications associated with these services can vary significantly. Translation is typically faster and less expensive than transcreation, making it an attractive option for companies looking to quickly localise their content.

However, translation can be less accurate than transcreation, especially if the text being translated is idiomatic or colloquial. This can lead to misunderstandings or incorrect interpretations of the original message (hence the phrase “lost in translation”).



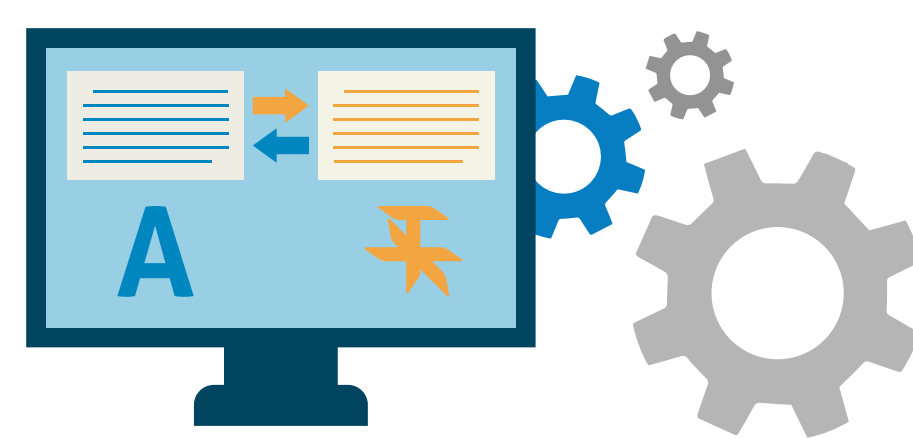
### SKILLS

To translate a piece of text word-for-word, you just need to be fluent in both languages, whereas transcreators are usually skilled copywriters.

Laura Fernández, CEO of Corporate Solutions at Supertext, offered this definition of the perfect transcreator as someone who is “definitely a copywriter who will focus on their mother tongue and has a good command of one or two foreign languages”.

### PROCESS

Translation only requires the source material, whereas transcreation requires a creative brief that outlines the key concepts, target audience, and the client’s intentions for the project.



### APPLICATION

Generally speaking, if your goal is simply to communicate the meaning of the source text then translation alone should suffice.

However, if you want to also convey an emotion or create a feeling in addition to communicating the meaning, then transcreation is more appropriate. It requires more time and resources but produces higher-quality results that are better suited for marketing materials or other types of content where emotional resonance is paramount.

In a nutshell, translation focuses primarily on accuracy whereas transcreation emphasises creativity and cultural relevance when translating content from one language to another.



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Localisation is a vast, burgeoning industry with huge potential for employment and career progression, and different skill sets are required depending on the type of material that needs to be translated.

If you need to recruit highly qualified localisation professionals, get in touch with our expert team today at [paula@internationalachieversgroup.com](mailto:paula@internationalachieversgroup.com) or call **+353 1 524 1466** to chat about our specialist localisation recruitment services.