**How to localize Highly Branded Content**

Transcreation means both translating and recreating the original text in a new language while making sure it is still appropriate in the context for which it is intended. The person producing the transcreation must understand the desired outcome thoroughly, and be given the freedom not only to translate the original but also to make significant changes to it in the process.

Recreating in this case means reinvent, create again or make something new but keeping something from the old version too. The source content in this case is used more as a reference than the original content.

Transcreation approach applies to highly branded content which simply cannot be translated by a professional translator, because word-by-word translation is not sufficient. This involves content such as taglines, slogans, product names, advertisement etc.

While translation memory and terminology are widely useful in a translation project, if you don’t have a specially prepared TM and Terminology repository for your transcreation project, you’ll not be able to make use of old company translations but rather use them as reference material in the translacreation project.