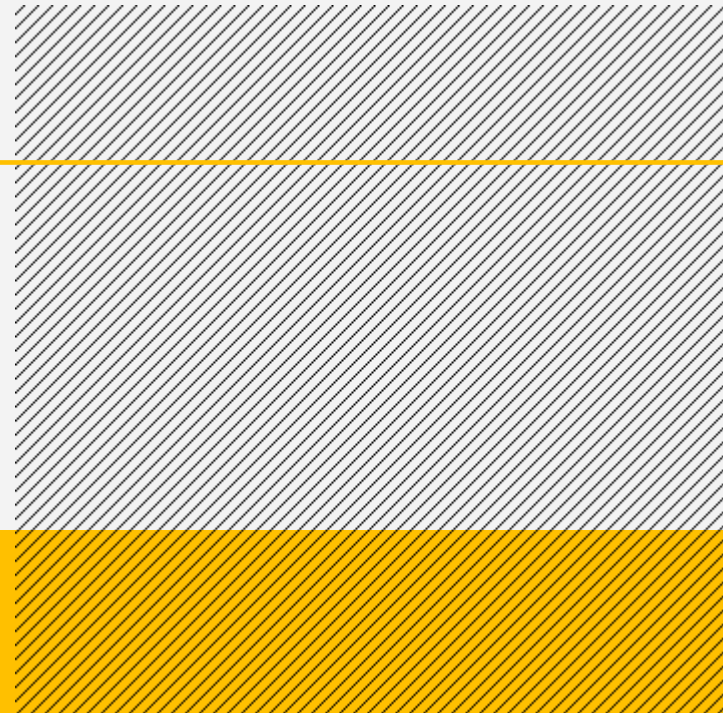




Transcreation Analysis





What is **Transcreation?**

Transcreation is the process of evoking a different response for each culture that is targeted with the content, linguistically and visually. Transcreation of content adapts a message from one language into another language while preserving the messages intent.



Why do companies use **Transcreation?**

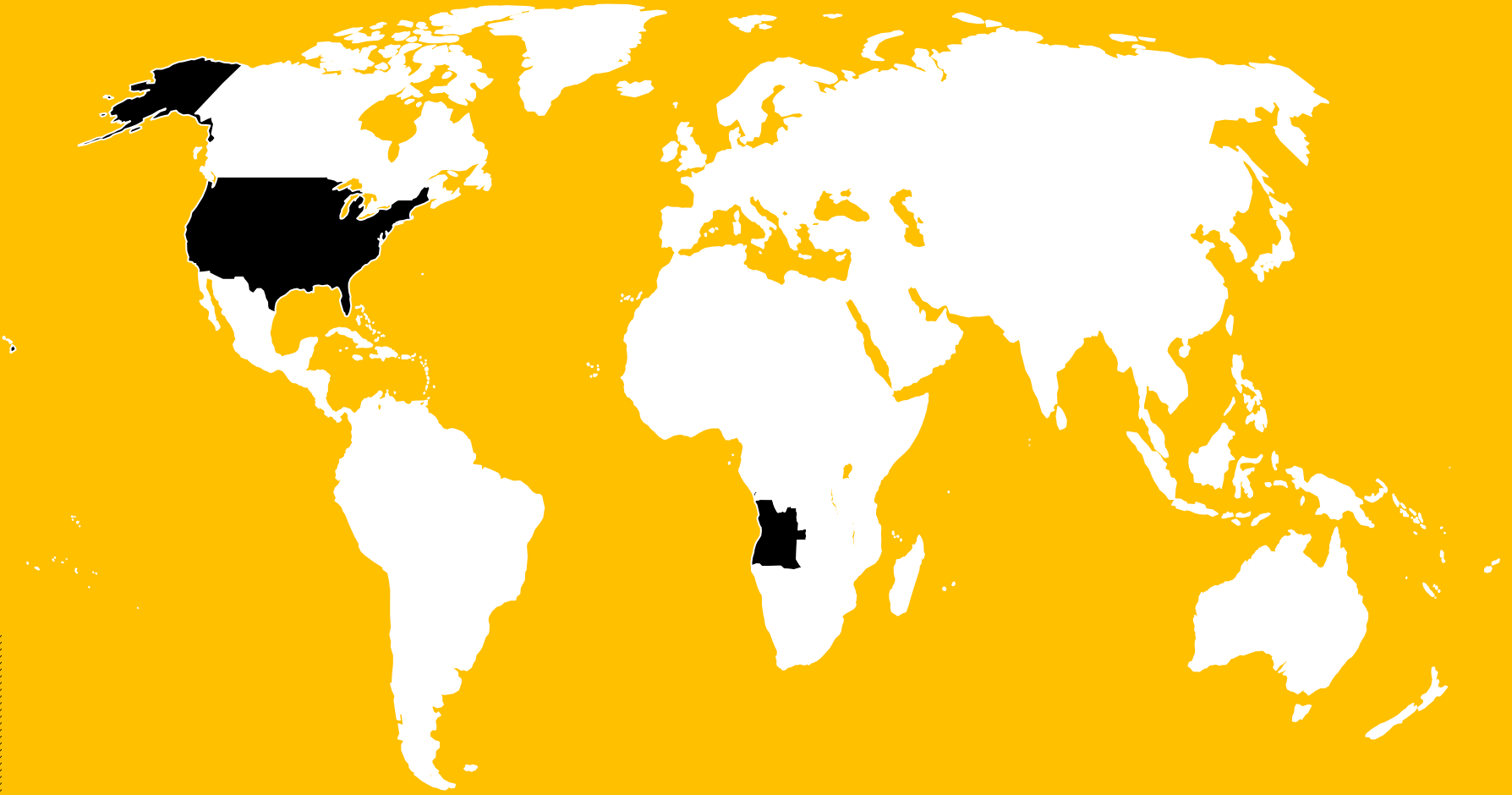
When a company has a global audience, it is important to have content translated into the languages being used in target countries. However, translation alone is not enough. Transcreation takes into consideration the target audiences culture, language, preference, style, and emotions. The goal is to reach a wider audience and ensure they understand your brands message.



We will be analyzing the websites of **Coca-Cola** and **Nescafé** in two different countries.

1. Company
2. Transcreated Website 1
3. Transcreated Website 2
4. Comparisons
5. Final takeaways

We will be focusing on the **US** and **Angola**.



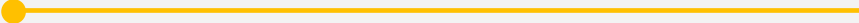


Coca-Cola



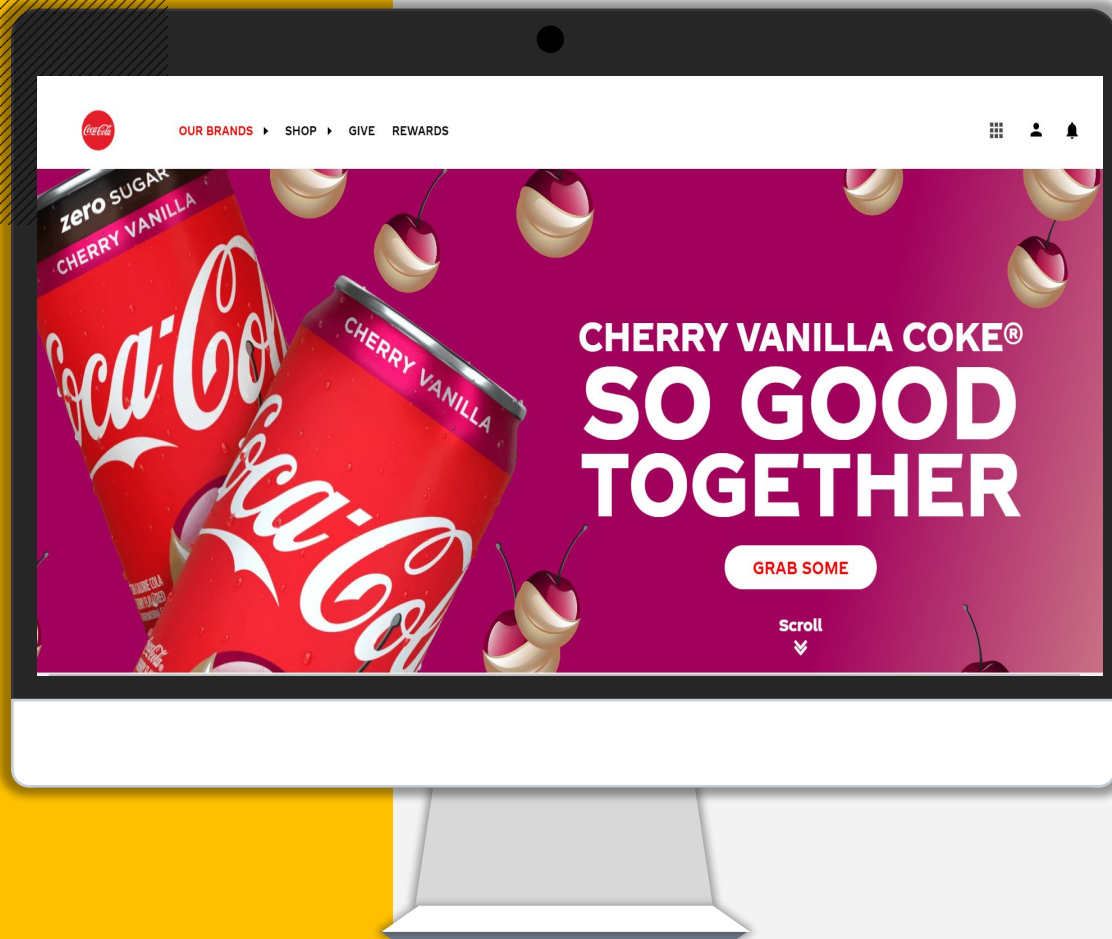
A decorative element consisting of a vertical yellow line with a dot at the top, extending down to a gray hatched rectangular box.

The Company

A horizontal yellow line with a dot at the left end.

The Coca-Cola Company is an American multinational corporation, and manufacturer, retailer, and marketer of nonalcoholic beverage concentrates and syrups.

www.coca-colacompany.com/company

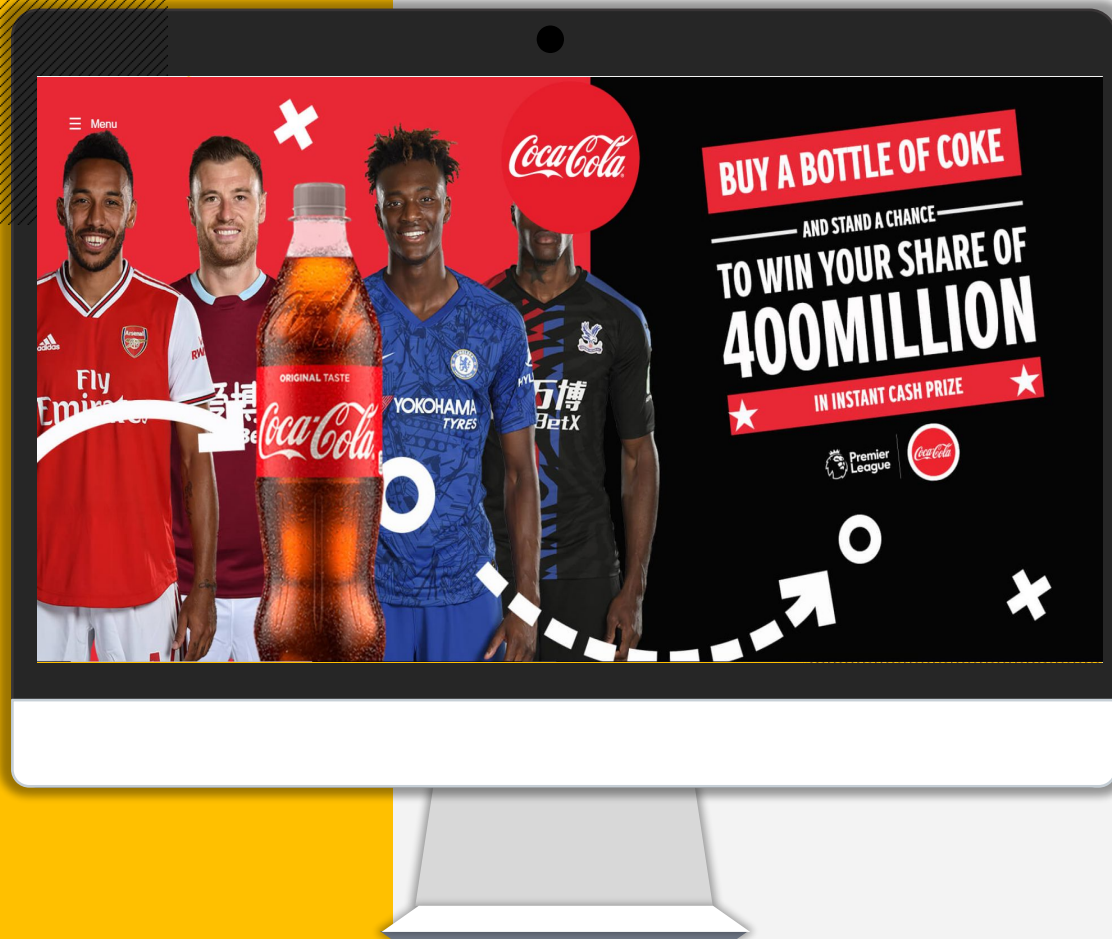


Coca-Cola **USA**

Key takeaways.

- The content focuses on where to find, buy, and learn more about the various products Coca-Cola offers.
- The moving visuals showcase the various products of Coca-Cola in an appealing matter.
- The language is geared toward advertising Coca-Cola's various brands and products.
- The target audience is for english speaking Americans. Preferably an audience interested in an array of different Coca-Cola drinks.
- The drop-down tabs feature external links on where to purchase their products, such as Amazon.
- The homepage is focused on selling their new cherry flavored and energy drinks.





Coca-Cola Angola

Key takeaways.

- The content focuses on soccer and the Premier League, using it as leverage to showcase the product.
- The visuals depict an image of professional soccer players, and two advertisement videos with the slogan “Banter Better with Coke”.
- The language is geared toward making Coke appear like a social necessity to drink while watching professional soccer games.
- This website is only readable for English speaking natives. There is no feature to translate this site.
- The drop-down tabs feature more “Banter Better with Coke” advertisement videos.
- The website is focused on selling the original Coca-Cola drink.





Comparison #1

Firstly, you can see that the American website is primarily focused on the sales of their products. You can see this with the external links on the site helping the user find where to purchase, and how to purchase these products. Furthermore, the American site depicts their products in an appealing matter, with graphics, animation, and detail that make the drinks look tasty.

The Angolan site focuses primarily on the sport of soccer. You can see this in the header photo of the Premier League soccer players, along with the logos of Coca-Cola and the Premier League. Additionally, there are various videos provided on the site, all relating to soccer using the slogan, "Banter Better with Coke". Soccer plays a large role culturally in Angola, as it is the [national sport](#) (Encyclopædia Britannica, inc. , 2020).

Unlike the American site, the Angolan site portrays the brand as a social necessity to drink while watching soccer matches.



Comparison #2

Secondly, the American website pushes their new cherry flavored and energy drinks. Furthermore, the drop down tabs on the website show the various Coca-Cola and non-Coca-Cola brands to look into, such as Fanta and Powerade. The original Coca-Cola drink is not directly depicted on the American website.

By contrast, the Angolan website only advertises the classic Coca-Cola drink. This is seen within the header image and advertisement videos. There is no information regarding any other Coca-Cola drink or brand on the website.

According to this [study](#), (Trends in Beverage Consumption Among Children and Adults, 2017), Americans have decreased soda consumption drastically in the last decade, which may explain why Coca-Cola is pushing to sell other various drinks besides soda to Americans, such as their new energy drinks, and zero sugar options.



Comparison #3

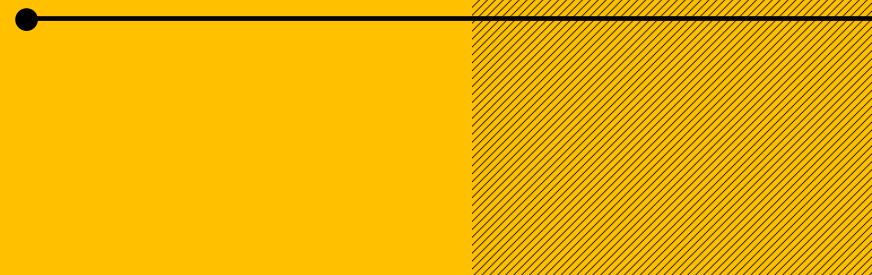
Third, there is a difference in language accuracy between these websites. The American site is written in English, as English is the official language in the United states.

The Angolan site is written in English as well, however the official language of Angola is Portuguese, (Worldatlas.com) with French and English coming next. Furthermore, there are several native African languages prevalent in Angola as well. For these speakers, the Angolan website would be unreadable. There is no feature on the site to translate into any other language.

In transcreation, it is crucial to keep audience in mind, especially when it comes to foreign countries and their various national languages.



Nescafé

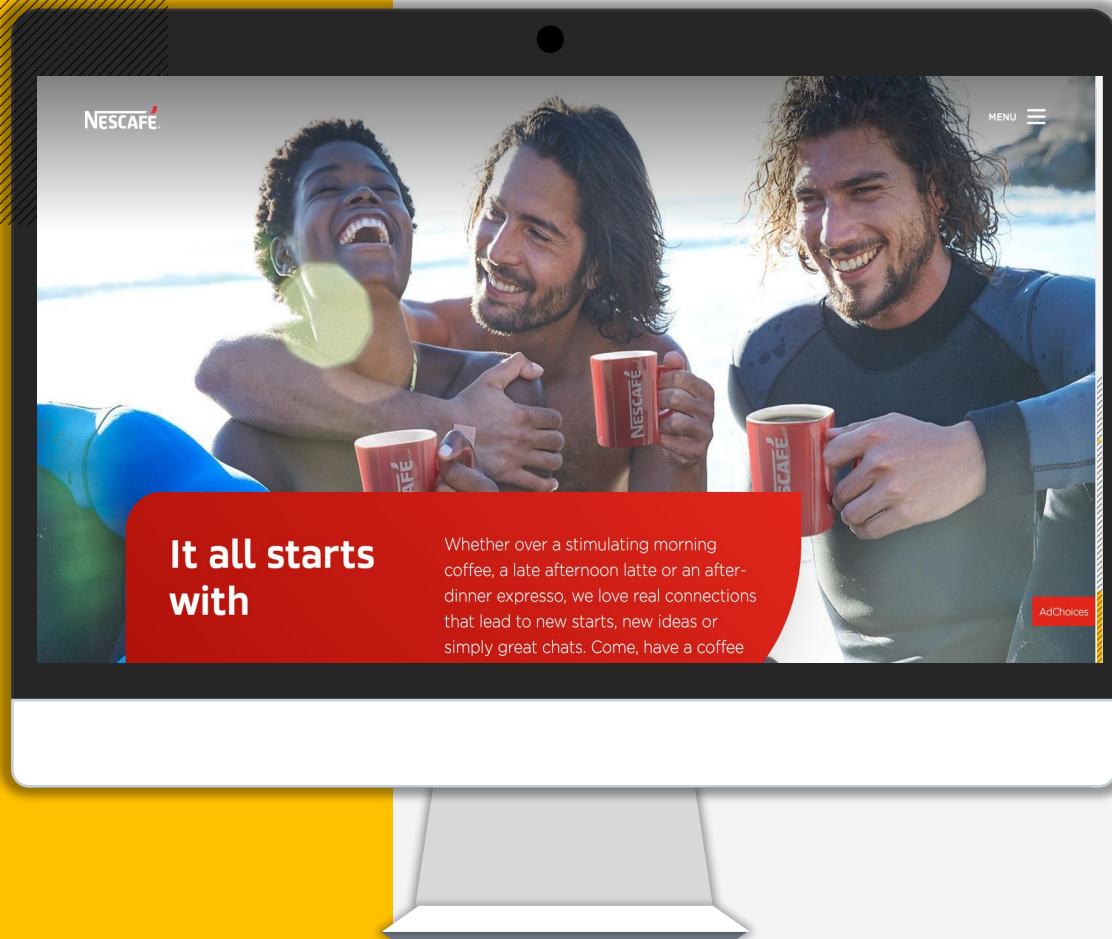


A decorative element on the left side of the slide, consisting of a vertical yellow line with a dot at the top and a grey hatched rectangular area at the bottom.

The Company

Nescafé is a brand of coffee made by Nestlé. Nescafé dominates the world's instant coffee market, sold in over 180 countries and with a commanding lead in virtually every major consumer territory.

www.nestle.com/brands/allbrands/nescafe



Nescafé USA

Key takeaways.

- The content focuses on Nescafes' available coffee selections : Clasico and Taster Choice. Both are instant coffees.
- The homepage depicts pictures and external links to all of Nescafe coffee products popular in the US.
- The language is geared toward advertising Nescafes' Clasico and Taster Choice options.
- The target audience is for english speaking Americans. There is an option to translate to Spanish.
- The menu tabs feature more information about Clasico and Taster Choice.
- The website is focused on selling their Clasico and Taster Choice instant coffees.





Nescafé Angola

Key takeaways.

- The content focuses on Nescafe's available coffee selections : Ricoffy and Nescafe Gold.
- The homepage depicts pictures and external links to all of Nescafe coffee products popular in the Southern African region.
- There is no Angolan specific Nescafe website, as they created their websites by region in Africa.
- The target audience is for english speaking Southern Africans. There is no option to translate this website.
- The menu tabs feature South African exclusive coffee products, competitions, advertisements, and more.
- The website is focused on selling their Ricoffy and Gold coffee products.





Comparison #1

Firstly, these two websites sell completely different coffee products. You can see that the American website is primarily focused on their Clasico and Taster choice coffee products. Both are different blends of instant coffee available to the United States.

As for the Southern African version of the website, they are primarily focused on their Nescafe Gold and Ricoffy coffee products. Nescafe Gold and Ricoffy are coffee products that are exclusively sold in the Southern African region.

The difference in product is because Ricoffy is [exclusively Southern African](#) (Nestle.com). No other African region sells Nescafe Gold or the popular Ricoffy that Southern African countries sell.



Comparison #2

Secondly, the American website contains only a few tabs in the drop down menu for the user to navigate to. The tabs provide mostly surface level information regarding the process of obtaining their coffee, Nescafe's history, and more information about their Clasico and Taster Choice instant coffees.

As for the Southern African website, there are more tabs and content available to the user. These tabs include information about coffee machines, insight into their coffee's history, exclusive cappuccino flavors, and advertisements involving their popular products - Nescafe Gold and Ricoffy. These tabs and external links are only found on this website.

This is because Nescafe as a company, and Nescafe Gold and Ricoffy as products, are [very popular in this region of Africa](#) (adbrands.net). Nescafe is much less popular in the US, because Americans do not prefer instant coffee. Therefore, there is less content on the US website.



Comparison #3

Third, the American website properly advertises the available Nescafe products in the right language for the American consumer base. For Nescafe, The American website represents the whole United States. There is also an option to translate this website to Spanish, as Spanish is [America's second most used language](#) (Worldatlas.com). This accommodates a larger audience in America.

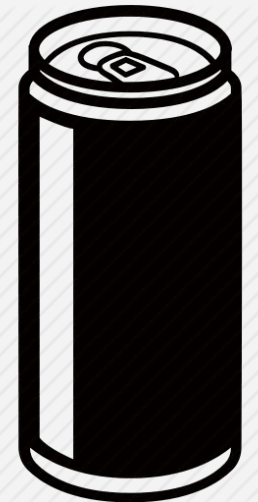
The Southern African website is in English, and may not accommodate all Southern Africans. This is because the website does not represent each individual country in Africa. For example, we cannot analyze an Angolan specific Nescafe website. This may give the user inaccurate information, since the website represents several unique Southern African countries.

The official language of Angola is Portuguese. There is no option to translate this website.

Final takeaways.

Coca-Cola

- Coca-Cola adapted and customized their content to fit the preferences of the target audience - Angolans. By using a part of their culture such as soccer, they were able to create a message in a way that engages that specific audience. This website only accommodates English speaking natives.
- As for the American website, Coca-Cola customized their content to fit the preferences of an nation-wide audience decreasingly drinking less soda. As a result, Coca-Cola emphasized on their other non-soda brands and products to engage our specific audience.



Final takeaways.

Nescafé

- Nescafe adapted and customized their content to fit the preferences of people living in English speaking Southern African countries. The website pushes their most popular and exclusive coffee products. The content adapts to an audience that consumes a lot of Nescafe coffee products.
- As for the American website, Nescafe customized their content to fit the preferences of a country that does not prefer instant coffee products. As a result, less content and a different array of products are provided. The website accommodates English and Spanish speaking Americans.



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Thank **you!**

If you have any further questions, contact
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