

Transcreation and copywriting for foreign markets

If you study the most successful companies in the world, you'll notice a common characteristic: they're all very good at localization.

Take a look at the [Apple website in Greek](#) or [Facebook in Vietnamese](#) . These companies have successfully repackaged their products and services for foreign markets while preserving their instantly-recognizable branding.

Localization is no longer a novelty exercise, but a business necessity. Native English-speakers comprise just six percent of the global population. And with a burgeoning middle class in the developing world, the future looks increasingly dim for monolingual marketers.

To succeed in the global marketplace, you need to speak to your customers as they speak to each other. You need your message to be seen, understood and *appreciated* in as many languages as possible.

But ordinary translation won't cut it

You cannot simply reproduce your ad copy word-for-word in a foreign tongue and expect the same outcome. Many companies have tried, with [disastrous and highly amusing results](#).

The solution is transcreation, a service that combines the science and mechanics of translation with the subtle art of copywriting. Transcreation is about changing the words to preserve the meaning. It's about keeping your message consistent in different cultural and linguistic contexts.

The importance of this context cannot be overstated. At best, a failed translation campaign is a waste of money. At worst, you're faced with a PR catastrophe that

does irreparable damage to your brand. Some of the world's top companies have lost billions as a result of translations gone horribly wrong. Investing in professional transcreation will protect your company from the nightmare scenario, while helping you build market share in the world's fastest growing economies.