Localisation and Transcreation FAQs

What is the difference between Localisation/Transcreation and Translation?

Translation is the process of taking an original text and putting it accurately and succinctly into another language. Localisation and Transcreation take this process a few steps further. Not only must the language be correct (and accurately reflect the meaning of the original text), but it must also be adapted to conform to the local conventions and culture of the target audience.
Localisation and **Transcreation** are closely related, complementary solutions to achieving a business goal in a new locale.

What is Localisation?

Localisation is a broad, conceptual and multi-disciplinary process and relates to the holistic contextualisation of a product, service or marketing campaign in a particular location. It involves deep cross-cultural knowledge and awareness as well as insight and sensitivity.

What is Transcreation?

Transcreation is a focused and targeted application of the Localisation process, involving drafting or adapting text and other content to meet specific business goals in a particular location.

What issues will the localisation team take into account?

- Spelling
- Formats and conversions of currency, dates, times, weights, measures
- Pictorial representations, icons, symbols and colours
- Adaptation of databases and accounting packages
- Adaptation of the length and/or size of screen dialogue boxes and fields
- Enlarging (and if culturally appropriate, adaptation) of graphics to accommodate a new language
- Specific cultural references

Who will undertake the Localisation or Transcreation?

Our team of translators are qualified and professional and only translate into their mother tongue. Each translator specialises in a particular area, such as IT or medicine etc. This means we can match the localisation of your material with an appropriate linguist. We take particular care to choose a native linguist from the relevant country, for example we would use a Spanish speaker from Mexico to localise material aimed at the Mexican market, rather than use a Spanish speaker born in Spain.

Technical considerations

If it is a website that requires localisation, we can usually download the text ourselves provided we are given the appropriate user IDs and passwords, but we prefer to be provided with the text in separate files i.e. as a word document. This means that there is no doubt about which files we should be working on, and that no links will be missed.

In almost all cases, we are able to provide the completed work in the same format as we receive it - even if the text uses different encoding (e.g. Japanese or Greek). We prefer to perform a small test at the outset of the project to ensure complete compatibility with browsers and operating systems.