



LOCALISATION AND TRANSCREATION - CHECKLIST

We know that first impressions count! If you're planning to enter a new market, don't leave your branding and marketing material impact to chance - our Localisation and Transcreation service will make sure that your message 'translates'.

These are some of the things we will consider when localising your texts:

- Spelling, e.g. American English versus UK English.
- Meaningful cultural references; what works well in the UK may need a different reference for another country.
- Colloquialisms and idioms, which may have different translations in other languages.
- Cultural and social differences of individual countries that use the same language, e.g. European versus Latin American Spanish.
- Units of measurement, weight, currency, and date formats will be converted to those used in the country involved.
- Pictorial representations, icons, symbols and colours that may have different connotations in your target country.

We refer you to our terms and conditions of business; ask us if you need a copy.

We advise that you include information relating to the following points when communicating with us about your requirements:

- What material is to be localised?
- Are there any parts of the material that do not require localisation? *(If so, please specify)*
- What is the subject matter?
- What language combination is required?
- If known, how many words are there in the material?
- When is your deadline?
- In what format will you provide the material for localisation?
- In what format would you like the completed work? *(If this material is destined for a website, what is your site platform?)*
- Who is proofreading the work?
- Do you have any further instructions or comments?