

ENSURING CONCEPT LOYALTY IN MARKET RESEARCH

Translations of marketing and branding concepts and taglines are known in translation to be the hardest documents to produce. The English versions take a team of copywriters and graphic designers to develop —so of course they will be challenging for a translator, who is tasked with creating something that feels organic but still respects the messaging and branding that the creative team and client have decided upon.

aiaTranslations offers a unique approach to this process, developed over the past two decades as the leader in pharmaceutical and life sciences-related translation.

Transcreation or Translation?

Deciding what you need and want for your project is important.

While translation focuses on replacing the words in one language with corresponding words in a new language, transcreation services are focused on conveying the same message and concept in a new language.

Transcreation enables translators to inject their own creativity and cultural knowledge to create content that resonates with a new audience.

Strategy Sheet

aiaTranslations employs a very specialized process for translation and transcreation of concepts for advertising or market research. Your input in our Strategy Sheet allows our translation teams to have insight into your development process — and this allows us to implement this strategy in culturally and linguistically-appropriate ways, aligning markets and creating consistency and accuracy.

Strategy Sheet
aiaTranslations
The Language of Life Sciences

Target Markets (list countries)	Global—campaign will be used in 50+ countries and counting, but we're testing only in US, France, Germany, Canada, UK
Target Languages	French (France), French (Switzerland), German, UK English
Audience (patient or physician)	Physicians, Pharmacists, Payers
Timeline	<ul style="list-style-type: none"> 10/15 Handoff concept detail for translations 10/21 Translations due back from vendor 10/21–10/25 Client review of translations 10/25 Client feedback due 10/26 Update translations 10/27 Handoff French, German, English (UK) translations to market research vendor
Will there be a country/client level review of translations? list contact information if our team will be handling the feedback.	Yes, Amgen Global Commercial team will facilitate feedback from their country marketing leads.
For Creative Concepts	
Please list and explain intended meaning of each tagline	<p>Concept #1: Designed to Deliver Tagline: Designed to Deliver Healthcare professionals expect a high quality biosimilar products from Amgen, but we're also delivering high quality service and support to help the many different people who play important roles in each patient's treatment success. Amgen Biosimilars: So Much More Message: If we need to expand on DESIGNED TO DELIVER – the deliverable would be high quality service and support? Also, for SO MUCH MORE – so much more than what? More than just drug since all biosims are no different at the drug level— More to support resources, reassurance in Amgen manufacturing & distribution ability, pipeline commitment, and rep presence</p> <p>Concept #2: Made for Great Tagline: Create more everyday great with Amgen Biosimilars.</p>

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Planning Meetings

The best practice for concept translations is to involve your translation partner in the development and strategy meetings. This way, your translation teams know what the goals of the research are, what is being tested or probed, what words and concepts are most important.

Backtranslations

Back translation is a way for the translation service provider, as well as the client, to verify that essential information has been translated correctly into the target language. They are a checklist for the client and translation team, a guide that will ensure translated material is accurate and safe for consumers.

Source segment	Translation segment (Spanish)	Backtranslation segment
(N=18)	(n = 18)	(n = 18)
In Vitro	<Italic>in vitro</Italic>	<Italic> In vitro </Italic>
<ul style="list-style-type: none"> First Second Third 	<ul style="list-style-type: none"> Primero. Segundo. Tercero. 	<ul style="list-style-type: none"> First Second Third
Impairment of Fertility	Deterioro de la fertilidad	Fertility impairment
antibody positivity	Seropositividad	Seropositivity



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