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?

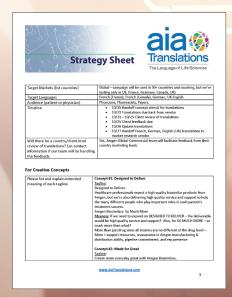
Deciding what you need and want for your project is important.

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.



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	< talic>in vitro talic	< talic> In vitro talic
FirstSecondThird	Primero.Segundo.Tercero.	FirstSecondThird
Impairment of Fertility	Deterioro de la fertilidad	Fertility impairment
antibody positivity	Seropositividad	Seropositivity



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