

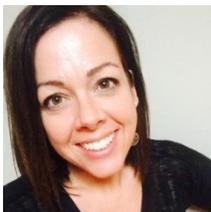
## Global Market Research and the Role of Transcreation

There is a lot of buzz around the true meaning and use of transcreation. Many online definitions say that transcreation is the process of adapting a marketing or advertising message from one language to another, while maintaining its intent, style, tone and context. This sounds great, but it also sounds a lot like the definition of a good translation. Advertising and marketing teams need to be very clear on the differences between translation and transcreation, because mishandled transcreation can be the very thing that defeats the purpose of market research.

Let's first make the distinction between market research and branding. Market research is a testing process, aimed at eliciting feedback and preferences that is then used to make advertising, marketing and branding decisions. Global market research is often conducted in order to develop an overarching, globally-applicable set of messages or branding initiatives. **Depending on the mission of the global market research, it should be clearly decided if you need a good translation or if you need to move towards transcreation.** Very simply, if you want to see how the words "POWERFUL EFFICACY" will resonate in your 6 selected markets, you need a really good translation. But if you want to see how the *idea* of POWERFUL EFFICACY rather than the words themselves will resonate in these markets, then you need TRANSCREATION. The process of transcreation is very similar to what is used to create the original English messaging. Transcreators are a blend of translator and copywriter and they absolutely need to be involved in the creative process with the marketing team. Transcreation is a time-consuming process that will almost always result in new messaging and will frequently impact the look and feel of the marketing instrument, for example changing the font colors or swapping in different graphics.

In market research, it is often advisable to start with a really strong translation of the English messages and then seek country feedback. Using the marketing team in each market, the translation agency can elicit and document usage feedback that can then be presented to the creative team for consideration. If the goal of market research is to test similar instruments across several markets, then transcreation needs to be reined in until the results of the market research are collected.

Once the creative team have reviewed, assessed and evaluated the results of market research, then the branding and marketing teams' work begins. And if this has a global focus, than this is the point at which a transcreator should join the party.



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