



# Whitepaper Series

## Concept Translations

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.

### STEP ONE: STRATEGIC REVIEW

When possible, we try to listen in to the development process of concepts. This is not always feasible so we require explanatory blurbs for all visuals and all copy on each concept. These strategic explanations are used to make sure each language team understands clearly what the client is trying to convey. This is the most important piece in order to avoid literal translations that lack an organic target language feel.

### STEP TWO: TRANSLATABILITY ASSESSMENT

If the language teams feel that there are some visual or linguistic hurdles that may be difficult to overcome, these are clearly communicated to the client at project outset. This step ensures that the client understands the issues and can make adjustments as needed.

### STEP THREE: TRANSLATION

Once the first two steps are complete, the first pass of translation is

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done by a medical translator with a specialization in the therapeutic area. (See our white paper on Transcreation.)

#### **STEP FOUR: PEER REVIEW**

The translation is then reviewed by a target language marketing-specialized proofreader/copywriter. This person's observations are shared with the translator and a final version is created.

#### **STEP FIVE: LAYOUT**

aiaTranslations' design studio uses foreign language designers who know how to place the translated language back into the concepts—reducing turnaround time and layout errors.

#### **STEP SIX: BACKTRANSLATION**

This step allows the client to understand what modifications were made in order to create native-feel language in the concepts. Backtranslations are created to be very literal and provide transparency into how the translation process complimented the strategy communicated at project outset.

For a free quote on an upcoming project, please contact Molly Naughton at [molly.naughton@aiatranslations.com](mailto:molly.naughton@aiatranslations.com).

