

## **THE PSB TRANSLATING ADVANTAGE**

While others simply translate, word by word, offering you a straight cost per word, which may sometimes look like real savings, at PSB we take “translating” seriously. Our project based costs for what is commonly referred to as translations, includes much more. As this document will highlight, we maintain the integrity of your BRAND, while communicating your message in a way that is most relevant to the market, beyond what any straight translation may accomplish.

All of our work is also proofed, and re-proofed, by an experience team who ensures that the highest quality standards are met, in any language. Our expert Spanish language translators have an extensive and unique marketing and advertising background with extensive creative and strategic vision and experience in the diverse Hispanic Market, giving us the edge in every project. Something we feel will be evident as we explain the PSB Translating Advantage in the following pages.

### **GENERAL APPLICATION/PROCESS**

There are several important factors we consider at PSB when taking an existing English language ad and trying to successfully translate it for the Hispanic Market, better known as “ADAPT” approach. An approach you can also consider as a marketer while developing General Market advertising with potential Hispanic adaptation. These factors apply to all mediums, from broadcast to print, to the Internet and everything in between...and, to any language. These are as follows:

#### **ADAPT**

- **ADAPTATION** Adapting instead of translating, an important difference
- **DIVERSITY** Understanding the diversity among consumers
- **APPLICATION** Applying knowledge of the changing market as it relates to marketing and advertising
- **PORTRAYAL** Avoiding offensive stereotypes, portraying consumers with respect
- **TRANSCREATION** Transcreating takes adapting to another level, but is not always required

#### **ADAPTATION**

How is an adaptation different from translating and why is it so important to understand how these two differ? A straight translation simply takes words and translates them into another language, many times creating grave grammatical errors and most times lacking flow, clear communication of the original message and eloquence. All key points to properly reaching your consumer target and motivating them to act positively towards your product or service.

An adaptation on the other hand takes the “meaning” of the communication in its original language and “adapts” by rephrasing when necessary while maintaining the integrity of the brand and it’s original message and communication strategy. This allows you to not only speak to the target audience in a way that is grammatically correct in their language, but is also clearly communicating your brand message.

## **DIVERSITY**

Language is not a market's only differentiating factor. As is the case within the Hispanic Market in the US, culture plays a very important role and is one that needs to be understood in order to reach your audience most effectively. There are Mexicans, Cubans, Puerto Ricans, Salvadorians, Venezuelans, Columbians, etc. etc. Don't they speak different dialects within the same language?

There is a misconception about the market that often prevents marketers from addressing this consumer. This is the thought that Hispanics from different countries speak different dialects and that in order to reach them you'll need various executions. Not so. Hispanics speak one common language: Spanish. Hence the term Hispanic, which some also wrongly confuse as a "race". But, how can you address these cultures in a way that is relevant to all? Yes! At PSB we use what we commonly refer to as a "Generic Spanish". This term describes a neutral Spanish, one that purposely avoids idiomatic nuances or accents, which identify these cultures. Of course, there are exceptions and these should be noted.

Your product/service, its strategy and marketing plan may dictate which audience you will be addressing, by market. This may be a national audience, which will include ALL Hispanics in all markets and will generally use "Generic Spanish", or perhaps a local or regional area, which may reach Hispanics predominantly of one country, origin, or culture. In the latter, it is perfectly acceptable and correct for us to communicate your message in a way that is most relevant to a particular culture. I.e: speaking to the Cubans in the South East, Puerto Ricans in the North East and the Mexicans in the South West/West. Although as the Hispanic population grows in these areas they are becoming more and more of a melting pot within this ethnicity and more and more, is the "generic" approach the "norm", for most advertisers. This leads us however, to our next point.

## **APPLICATION**

It is necessary to stay abreast of the changes related to the market you are addressing and apply them when trying to reach them. In the case of the Hispanic Market this is key since it is a rapidly growing market with different levels of acculturation and assimilation. This is particularly important as it relates to marketing and advertising. Many can "translate", but not everyone will do so with the application of a thorough knowledge of the consumer; their behavior; likes; dislikes; what motivates them to purchase; what makes them loyal; what creates barriers not easily broken; what makes them tick, one way or the other. Staying focused on the consumer who will be reading, seeing, hearing, or clicking on your message will make a difference on the words used to communicate your original English language message in their language. Hence, ADAPTING.

## **PORTRAYAL**

It is no secret that the lack of market knowledge and consumer understanding (including their diverse cultural differences) has led to the failure of many campaigns. Even today we often see the use of stereotypical characters, images, music and other elements that may not properly portray the consumer. This often results in an offensive, disrespectful execution, which can be detrimental to a company's image and an expensive proposition.

How can this affect a simple translation? Especially when taking an ad that was written for a different audience, it is important to ensure that the message and all of the elements related to

the execution of the ad (talent, graphics, music), do not offend in any way, no matter the medium.

So what happens when a campaign created for the General Market simply will not work for the Hispanic Market? Perhaps it's the use of stereotypes, or perhaps it's just the wrong use of "humor". Will you take the risk of offending the consumer or creating confusion about your brand? What can we do? We transcreate.

## **TRANSCREATION**

If an ad or campaign requires more than an adaptation of the message into the Spanish language, we must transcreate. This is taking the essence of your BRAND and creating a completely new execution. This does not necessarily mean that the strategy however, needs to be completely different. There are some points that may still be relevant to the Hispanic consumer (needs, wants), but simply need to be communicated differently, in a way that is more "relevant" to their culture, along with specific copy points and executional considerations.

Remember, if you learn to ADAPT (as described above), that may be all you need to reach the Hispanic consumer, and you will avoid having to "transcreate", which can be a more costly approach. Yet no matter how small a project may be, it is always wise to consider if a transcreation is required in order to avoid an even costlier mistake.

## **CONCLUSION**

We hope that you have found this to be a helpful tool. As you can clearly see, we take translating very seriously and can take any project to the next level.

At PSB we may not all speak Spanish, but we have award-winning experts that have been living the language, the culture, and the market for the past 20 years!

That is the PSB Translating Advantage.