

Transcreation CHECKLIST

Are you looking to translate your marketing and advertising content and are wondering how to make sure that your messages are spot on? What you need here is transcreation – a combination of translation and content creation. Just like marketing professionals, transcreators need some information to produce effective copy. Here's a list of questions to prepare a brief for your transcreators:

Planning stage

- ✓ **Type of text:** Is it a brochure, a social media post or a website text?
- ✓ **Language combination:** In which languages do you need a transcreation?
- ✓ **Target market:** In which countries or regions are you planning to publish/use the texts?
- ✓ **Deadline:** When do you need the finished text?
- ✓ **Slogans:** Would you like several alternatives in the target language?
- ✓ **Feedback loops:** How many feedback loops are you planning?



- ✓ **Media:** On which platforms are you planning to publish/use the texts and in which format? (e.g., online, print, TV)
- ✓ **Briefing:** Who is available for a briefing and potential queries?

Briefing and implementation stage

- ✓ **Product details:** Is there a data sheet on the product? What are the main features of the product? What is the added value of the product for a potential buyer?
- ✓ **Target group:** Who is your audience? What is the role of your average customer within their organisation, which interests does he/she have, what is their profile?
- ✓ **Message:** Which core messages about the product should be conveyed in the target culture? Which emotions and responses should be triggered in your audience?
- ✓ **Brand:** What does the product brand stand for (e.g., sustainability, reliability, ease-of-use)? What is the company's mission statement?
- ✓ **Tone of voice:** What tone of voice does your company use (e.g., formal/informal, humorous/cautionary/challenging)?
- ✓ **Stylistic devices:** Which stylistic devices (e.g., rhymes, alliterations) should be retained or added?



- ✓ **Market situation:** Which market segment does the product occupy and who is the competition? What is the current market situation?
- ✓ **Timeframe:** Is the product meant to be a long-term offering or is it intended as a short-term campaign?
- ✓ **Marketing initiatives:** What marketing initiatives were rolled out in the source language? What are potential no-gos for an advertising campaign? Is there a style guide for the campaign?

Do you have any questions about your transcreation project? Peschel Communication's project managers [are happy to help!](#)

