

Fieldworks Marketing UK – The word for word translation dilemma:

Situation: Fieldworks Marketing, a UK based advertising agency with international clients, had a client in the retail industry which required marketing and retail translations from English into seven different languages.

The Issue:

The translations so far had come in for a lot of criticism in the varying countries. They often sounded like they had been translated word for word or by a translation machine. The regional managers were unhappy with the inconsistency of the texts and the stiltedness of the 1-1 translations.

In-Situ strategy:

Initially In-Situ was offered the chance to supply English into German translations. Fieldworks Marketing passed on translation samples of a text that they sent which their client had sent. The client picked one which resonated with them, praising the fact that it was not just a translation but a “marketing” text as well. Following on from this, In-Situ was awarded translations from English into Portuguese. In-Situ’s Portuguese translator was an expert in retail, had owned a store for years and had first-hand experience of retail and marketing. After this followed Chinese, French, Italian, Spanish and Polish, all along the same lines. Glossaries were made of key terms which were approved by the client enabling us to have an approved list of translation terms.

In-Situ project plan:

Firstly In-Situ utilised and hired translators who were: A) Experts in the field of retail and marketing (i.e. who could also prove they had a background in retail and marketing as well as being qualified translators), B) Were native speakers of the language they were translating into, C) Had at least 5 years’ experience, D) Had lived in a English speaking country, E) Had a university degree and a translation diploma.

Results:

The client is happy with In-Situ’s quality of work and their client gives them regular positive feedback. The glossaries help to avoid discrepancies. FootFall eventually merged with Tyco

and ShopperTrak and In-Situ now handles FootFall translations for ShopperTrak too, having started to offer translations into Turkish, Mexican, Brazillian and Russian.

“In-Situ was recommended to us by a German colleague for local translations. We found the initial service extremely efficient and translations were deemed accurate by those native to the country. Within a few months, we relocated all our other languages to In Situ and they now deliver translated content for seven languages several times a month. Bryony goes over and above expectations, providing market insight and recommended actions in order to improve not only the translations but the quality and accuracy of the content itself. We would highly recommend Bryony and her team.”

Lauren Carless, Fieldworks Marketing.

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