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## MARKETING TRANSLATION

A carefully crafted and fluent translation created by a specialist marketing translator and edited to the requirements of the target market. The style and structure of the original text guide the translation process, but the translation need not strictly adhere to them.

### Effective marketing materials engage the target audience

This method is used when it is crucial for the message of the source text to be conveyed to the reader at the right level and in the appropriate cultural context.

For example, if a particular figure of speech does not exist in the target culture, what is the best way to convey its meaning? The right solution will depend on the context.

### Localise your message in the best possible way

Marketing translations are useful:

- As high-profile translations used by the company to communicate with transnational and cross-cultural stakeholders.
- When it is essential to create a good first impression, e.g., in promotional materials for a product launch.
- In texts that are very culture-bound.
- In advertising materials.

### Working together with the client

If the meanings of figurative expressions differ between the source and target culture, we find a solution based on the client's instructions regarding the style of the text.

Close communication between the purchaser and the Nouveau contact person ensures a high-quality outcome. It is important to schedule sufficient time for finding the best solutions.

### All services on a single order, tailored to your needs

Where necessary, we can also provide target country validation for your marketing materials, as well as desktop publishing services.

Contact us and we'll be happy to tell you more about our services!

You can reach us at:

nouveau@nouveau.fi or at +358 (0)290 09 09 89.