

Pulse *of* **Asia**

**Transcreation vs Translation
for Chinese Language**

**The Impact of AI on
Chinese SEO**

**AI in Translations and Its
Impact on Businesses**

**Being Global & Local:
Challenges and Opportunities
of a Multicultural Company in
Building a Sustainable Culture**



Preface

Dear Readers,

As we approach the holiday season and the close of a dynamic year, we're excited to present our final magazine issue for 2024. This Q4 edition offers fresh insights, expert opinions, and the latest industry trends to keep you prepared for the future.

This issue explores the evolving world of localization, from immersive shopping experiences reshaping retail to the complexities of fintech regulations in Asia. We also cover Chinese language services, the impact of AI on Chinese SEO, political document translation, and the rise of micro-influencers driving brand engagement. Plus, expert tips for overcoming DTP challenges in Japanese and creating user manuals for Mandarin-speaking customers.

Finally, reflect on 2024's key moments and look ahead to the exciting opportunities the new year holds. Here's to embracing new opportunities, perfect translations, and minimal last-minute changes. Stay tuned, stay inspired, and enjoy the read!

Happy Holidays, and let's continue to grow and innovate together in 2025!

Warm regards,

Gergana Toleva
Head of Global Strategic Development

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香箸、香匙等香具

用于插放香箸、香匙等工具，瓶口常有分隔

香炭

用于熏烧香品的炭（借助炭火熏烧香丸、香木片等香品）。可以是较好的木炭，也可以是更为精制的炭饼（炭粉与其他材料和制而成，”）。

炉瓶盒套装香具

由一香炉、一香瓶（带香箸、香匙等）和一香盒组成。常配有底座。盛行于明清。

香几

焚香的台状几案，可放香炉、香盒和香瓶等物。矮者不过几寸腰，几面多的围挡。几面多制作考究者则纹饰都颇具匠

香囊

又称“香包”。“香囊”用于装填的小盒，材料常为挂于车轿、香囊可香鼻辟秽。早记·内则》：“男女未冠笄者……科法也言及香囊：“红罗复斗帐，四角垂香囊。”香囊系肘后。”



Localization Station

《礼
“孔雀东南飞”
囊也常用为爱情信物，如繁钦《定

”放冠帽，又称帽架。在冠架的“冠承”

EXPERIENCE-DRIVEN RETAIL: HOW ASIAN STORES SUCCEED



Rumen Pavlov

Content Writer

The retail industry has undergone a seismic shift over the last decade, moving from a product-centric model to one that is increasingly focused on delivering unique and personalized customer experiences. This change is particularly evident in Asia, where retailers have been at the forefront of blending traditional commerce with innovative, experience-driven approaches. As consumer expectations evolve, the success of many Asian stores is being defined not only by the products they sell but by the unforgettable experiences they offer.

The Rise of Experience-Driven Retail

In recent years, there has been a global trend toward creating immersive, personalized retail environments that engage consumers on multiple levels. This shift is often referred to as “experience-driven retail,” where the primary focus is on crafting memorable customer experiences rather than just pushing products. This trend has been particularly strong in Asia, where cultural values, rapid urbanization, and technological adoption have combined to foster a unique retail landscape.

Immersive experiences have become a cornerstone of modern retail, transforming the way consumers interact with brands and driving a shift from transactional shopping to experiential engagement. As consumer expectations evolve and competition intensifies, offering immersive experiences is no longer optional—it is essential for building customer loyalty, shaping brand perception, and staying competitive in a fast-changing marketplace.

Asian consumers, particularly in rapidly growing economies like China, Japan, South Korea, and the Southeast Asian countries, are increasingly looking for retail experiences that align with their lifestyles,

values, and expectations. In response, many stores are rethinking their strategies by blending online and offline experiences, leveraging technology, and creating spaces that go beyond traditional shopping to offer entertainment, convenience, and emotional connection. A report by consulting firm PwC found that 76% of Chinese consumers were willing to pay more for products from brands that provided memorable in-store experiences. Additionally, 86% said they were more likely to return to stores that offered personalized or engaging shopping experiences.

Examples of Successful Experience-Driven Retail in Asia

1. Muji – Japan

Muji's success in Asia can be attributed to its minimalist aesthetic and focus on creating a calming, experience-driven shopping environment. The brand's stores are known for their simplicity, with neutral colors, natural materials, and functional products. Muji stores also offer a variety of workshops and events, such as home organization classes and DIY crafts, creating a sense of community and engagement with the brand.



2. Lotte World Mall – South Korea

Lotte World Mall in Seoul takes the concept of experience-driven retail to new heights with its combination of luxury retail, entertainment, and cultural experiences. The mall includes a large aquarium, a cinema, an indoor theme park, and an observation deck, making it a destination for both shopping and leisure. By offering a diverse range of experiences, Lotte World Mall has become a key player in South Korea's retail landscape.

3. Freshippo (Hema) – China

Freshippo, Alibaba's tech-driven supermarket chain, is one of the most successful examples of experience-driven retail in Asia. The stores offer a seamless blend of online and offline shopping, where customers can use the Freshippo app to scan product barcodes for information, make payments, and even order fresh food for delivery. Freshippo stores are designed to be highly interactive, with in-store dining areas, fresh seafood that can be cooked on the spot, and a focus on convenience and speed.

The Role of Translation, Transcreation, and Localized Marketing – Examples

Several global brands have mastered the art of combining translation, transcreation (adapting messages to resonate culturally and emotionally with a local audience), and localization (a broader strategy of adapting all aspects of the retail experience to fit the specific market's cultural, economic, and social context) to succeed in Asia's diverse retail environment:

1. **Nike's "Just Do It" campaign in China:** Nike is a global brand that excels at tailoring its marketing strategies to local markets. In China, Nike used transcreation to adapt its famous "Just Do It" slogan into something that resonated more deeply with the local audience: "Use sports to change yourself." This localized version played on the cultural values of self-improvement and perseverance, driving significant engagement.
2. **Starbucks in Japan:** Starbucks has successfully localized its stores in Japan by blending its global identity with local traditions. The company introduces limited-edition drinks with flavors such as matcha, yuzu, or sakura (cherry blossom) that align



with Japanese tastes. In-store, Starbucks provides localized experiences that reflect Japan's aesthetic preferences, with serene, minimalist interiors in certain locations.

- 3. IKEA's localization in China:** IKEA has localized its product lines and marketing strategies to suit Chinese consumers, many of whom live in smaller apartments than their Western counterparts. IKEA stores in China present space-saving furniture and designs suited to compact living, and their marketing emphasizes the benefits of these products for modern urban living. IKEA has also localized its in-store food offerings, adding dishes that cater to Chinese palates, such as dumplings and congee.

Connecting Online and Offline: Bridging E-commerce with In-Store Experiences

The online-and-offline (O2O) model allows retailers to provide the convenience of online shopping while maintaining the tactile, interactive, and immersive aspects of in-store shopping. This combination is especially crucial in Asia, where tech-savvy consumers, driven by mobile-first economies, expect fluid transitions between digital and physical retail spaces. In markets like China, Japan, South Korea, and Southeast Asia, O2O strategies have become essential for engaging consumers, driving sales, and building brand loyalty.

Omnichannel retail is a key element of the O2O strategy, enabling consumers to interact with brands across multiple touchpoints—online, mobile apps, social media, and physical stores—without any disruption. This concept focuses on creating seamless transitions between the online and offline worlds. Brands are using technology, data, and personalization to ensure that customers have a consistent and integrated experience, whether they are shopping online or in a physical store. Asia has been at the forefront of this shift, as consumers increasingly expect personalized, convenient shopping experiences that blend both digital and in-store elements.

Several key technologies are driving the integration of e-commerce with physical retail: Mobile Commerce, AI, Smart Logistics (using technology and data analytics to optimize the supply chain), and Supply Chain Integration (the cooperation of buyers and sellers, with the goal that all parties benefit from the relationship). Technology is the backbone of the O2O retail revolution in Asia, helping to create frictionless, immersive experiences that meet the demands of modern consumers.

Best Practices for Brands: Crafting an Experience-Driven Retail Strategy

1. Understand Local Consumer Behaviors and Preferences

Asia is a home of a myriad of cultures, languages, and consumer behaviors, making it critical for brands to tailor their approach based on local market preferences.

Understanding the nuances of each market is the foundation of a successful experience-driven strategy.

2. Embrace Omnichannel Retail for Seamless Customer Journeys

Asian consumers expect a fluid connection between digital and physical retail environments. An omnichannel strategy allows brands to offer a cohesive experience across multiple touchpoints, whether customers are shopping online, in-store, or via mobile apps. To craft a strong experience-driven strategy, retailers need to ensure these touchpoints are seamlessly integrated.

3. Leverage Technology to Enhance In-Store Experiences

Technology plays a critical role in crafting immersive and personalized in-store experiences, which are a major component of experience-driven retail. Asian consumers are highly tech-savvy, and they expect brands to use the latest innovations to enhance their shopping journeys. By incorporating digital touchpoints, brands can engage consumers in new and exciting ways.

4. Integrate Localized Marketing and Transcreation

Given the vast cultural diversity across Asia, brands must go beyond simple translation and adopt localized marketing strategies that resonate with local consumers on a cultural and emotional level. This means transcreating marketing messages, campaigns, and even products to align with local customs, values, and preferences.

Conclusion

Asian retailers are leading the charge in the global shift toward experience-driven retail, creating innovative, tech-enabled, and culturally resonant shopping environments. From hyper-personalization and seamless O2O integration to immersive store concepts and technology-enhanced experiences, the success of these stores lies in their ability to adapt to changing consumer preferences and leverage cutting-edge technologies. As consumer expectations continue to evolve, experience-driven retail in Asia will likely set the standard for the future of global retail innovation.

More on Business & Marketing



FINTECH REGULATIONS & COMPLIANCE

The Importance of Translation in Asian Markets



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The fintech sector has grown exponentially across the world in recent years, and Asia is no exception. Asia has one of the greatest potentials for growth and development and will become the global leader in the fintech industry. The rapid growth, however, is paralleled by increasing regulatory complexity, as fintech companies need to navigate diverse legal frameworks in one of the most culturally rich continents. Translation can play a crucial role in this process, ensuring that fintech firms can comply with local regulations across different markets.

What is Fintech Translation?

Fintech translation involves the translation of software, reports, business plans, balance sheets, financial statements, investment analyses and more. All of these documents need to be translated accurately to meet the needs of international clients. Accurate translation is a crucial element in the international fintech industry as inaccurate translation can make it difficult to understand the product or lead to misunderstanding of important financial reports. Professional fintech translation services ensure that a company's documents are properly translated and conveying the information as accurately as possible to anyone who needs to read them. Furthermore, professional translation services not only translate accurately but provide careful localization to the content – making it as close as possible to the target audience by adapting to local regulations and customs when it comes to financial information.

The Regulatory Landscape in Asia's Fintech Sector

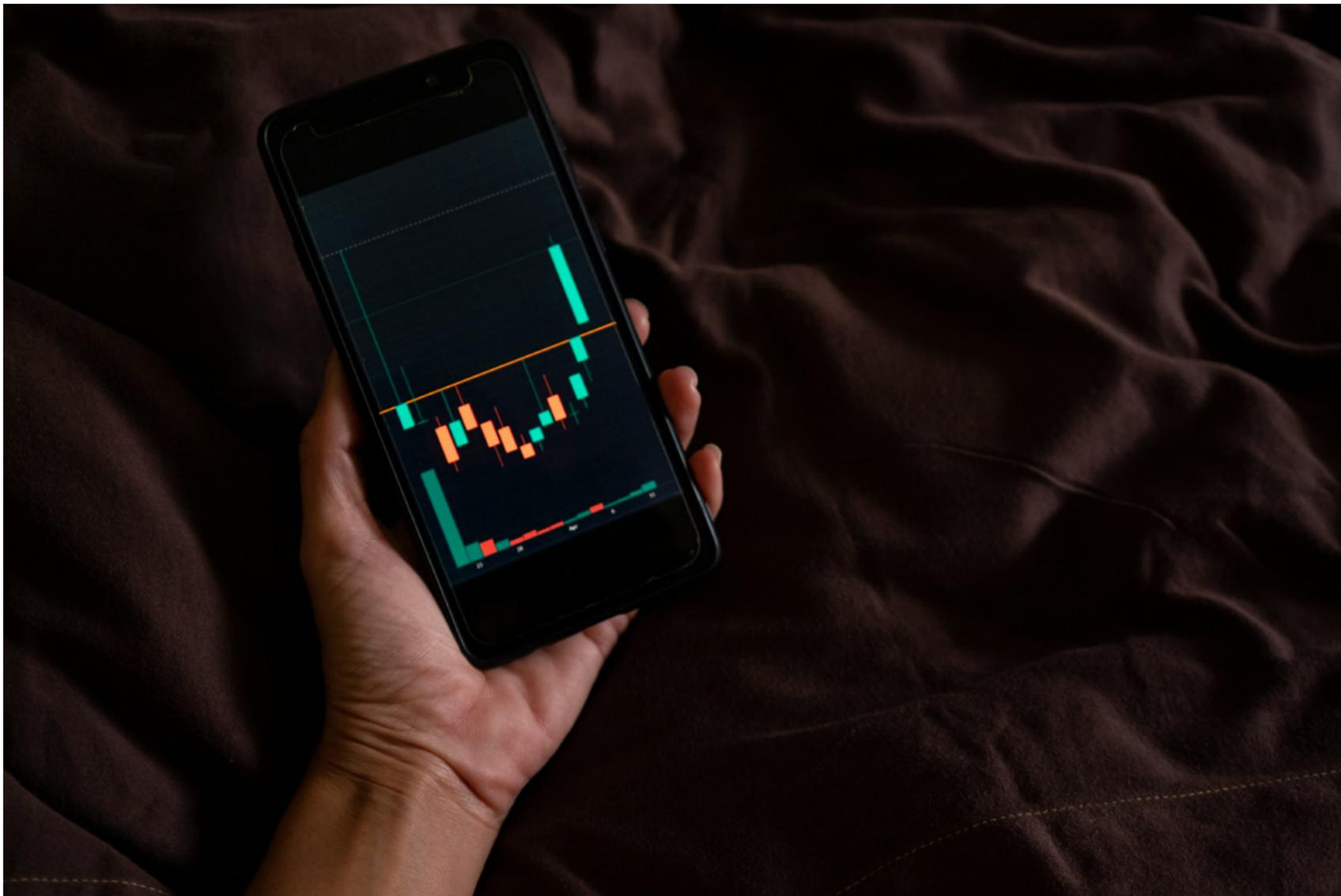
Diverse Regulatory Frameworks

Asia's fintech regulatory environment is as diverse as its cultures. In China, the main regulatory bodies include

the People's Bank of China (PBOC), China Securities Regulatory Commission (CSRC) and State Administration for Financial Regulation (SAFR).

In the China, fintech businesses are not typically governed by a regulatory framework specifically tailored for fintech. Instead, they are regulated based on the financial products or services they offer, with oversight provided by the relevant financial authorities responsible for those areas. Depending on the regulations set by these authorities, fintech companies may be required to obtain licenses or submit necessary filings as applicable. PBOC, for example regulates internet banking and payments, while CSRC regulates internet fund sales and internet investment advisors.

In Japan, there are several regulatory bodies. A company, including foreign firms, intending to carry out regulated activities in Japan must obtain the relevant license from the Japanese financial regulators, either the Financial Services Agency (FSA) or one of the Local Financial Bureaus, to which the FSA has delegated some authority. However, services related to deferred payments require approval from the Ministry of Economy, Trade, and Industry (METI). Fintech-related laws, such as the Banking Act, the Payment Services Act (PSA), and the



Installment Sales Act, include regulations covering both prudential oversight and consumer protection. Consequently, a single regulator is responsible for enforcing each of these laws to ensure both financial stability and consumer safeguarding.

In Thailand, the Bank of Thailand (BOT) oversees fintech by regulating payment systems, e-payments, personal loans, and nano finance, ensuring the safety and efficiency of both banking and non-banking institutions. The Securities and Exchange Commission (SEC) regulates fintech sectors like crowdfunding, digital assets, and initial coin offerings (ICOs). Additionally, the Office of Insurance Commission (OIC) promotes and regulates the digital insurance market, focusing on electronic issuance of insurance policies. These are just three examples of regulatory bodies for the fintech industry in Asia. Each country has specific laws and regulations when it comes to fintech.

Regulatory Challenges

Fintech companies seeking expansion in Asia are navigating different compliance standards, frameworks,

and legal terminologies. This can pose a daunting challenge as each country's regulatory requirements are unique, covering everything from data privacy to AML regulations, digital payments, and even cybersecurity. That combined with each country's linguistic complexity, makes it crucial for fintech firms to adhere to local regulations to avoid penalties, legal disputes, or reputational damage.

The Role of Translation in Regulatory Compliance

Legal and Technical Accuracy

Regulatory compliance requires precise legal and technical translations to ensure fintech companies fully understand the local laws. Mistranslation can lead to non-compliance and severe financial penalties. Accurate translation of legal documents, contracts, and technical guidelines ensures companies can meet the required standards without misunderstandings. The documents must adhere to the local laws as well as banking and financial regulations in each country. Fintech content demands strict compliance standards, as it often



involves customer data, personal information, sensitive details, or significant financial transactions. These elements require heightened security measures to protect customers while safeguarding the financial service provider from potential liabilities.

Localized Terminology

One key challenge fintech translation services have are the industry-specific terminology, which is often unfamiliar to translators without specialized knowledge in the field. Accurately translating terms and acronyms (which are often used in fintech) while maintaining their intended meaning requires experienced translators with a strong understanding of the financial sector. This requires not only knowledge of terminology but also the ability to grasp the context and meaning behind the terms and thus ensuring clear communication in the target language. Furthermore, each country has its own legal and regulatory language, steeped in cultural nuances. Translation should go beyond word-for-word conversions and adopt to localized terminology to ensure the most clarity and understanding. The translation of legal concepts in China's cybersecurity laws, for example, need to capture the country's legal system and political landscape. Without culturally appropriate and localized terminology, fintech companies risk losing credibility with local regulators and customers.

Multilingual Documentation

Given the linguistic diversity across Asia, fintech companies must produce multilingual documentation and reports to be able to adhere to local regulations. In

many countries, regulations must be submitted in both the local language and English, requiring companies to accurately translate technical and financial reports to avoid any discrepancies. This is particularly important in markets like Thailand, Vietnam, and Indonesia, where regulatory frameworks are only available in local languages.

Case Studies: Translation in Action

China's Cybersecurity Law

Foreign fintech companies have successfully navigated China's Cybersecurity Law through careful translation and interpretation of regulatory guidelines. Since the law's implementation in 2017, accurate translations have been crucial for companies to comply with complex data protection rules, such as cross-border data transfers and VPN usage. For example, Apple localized its cloud operations, moving its iCloud services for Chinese users to a local partner in Guizhou to comply with data localization requirements under the CSL. Misinterpretations of terms could lead to costly non-compliance, making precise translation essential for understanding nuances in Chinese regulations.

Singapore's Regulatory Framework for Digital Payments

Fintech businesses may be regulated under the Securities and Futures Act (SFA), Payment Services Act (PSA), or the Financial Advisers Act (FAA), depending on their specific activities, and the Financial Services and Markets Act 2022. In Singapore, fintech firms must navigate a well-

defined regulatory framework, primarily governed by the Securities and Futures Act (SFA) and the Payment Services Act (PSA). Depending on the nature of the service—whether related to capital markets products or digital payment tokens—fintech companies may need to secure appropriate licenses and comply with ongoing obligations, such as AML (Anti-Money Laundering) and data privacy regulations under the Personal Data Protection Act. These requirements include licensing, audits, and strict cybersecurity measures to manage risks. Accurate translation of these complex regulations is essential to ensure fintech firms fully understand and comply with the Monetary Authority of Singapore (MAS) guidelines.

The Importance of Translation in the Fintech Industry

Building Trust Through Effective Communication

Clear and accurate translations are essential when it comes to building consumer **trust in fintech businesses**. Service agreements, privacy policies, and financial product descriptions must be easily understood by customers and clients in their native languages to ensure transparency. When fintech companies provide clear terms and conditions, it can lead to a sense of trust – crucial for financial services, where consumers must feel confident in the security and reliability of the platforms they use.

Stakeholder Communication

Translation is also vital for effective communication with stakeholders, regulators, investors, and customers. For regulators, accurate translation is necessary for submitting compliance documents. For investors, clear communication of legal frameworks, and business operations in multiple languages helps build confidence. Meanwhile, for customers, translation helps provide clarity on financial products, fostering long-term loyalty and satisfaction. Therefore, **regulatory translation services** help firms submit compliance documents, while clear communication of business operations helps build confidence with investors and regulators alike.

The Future of Translation in Fintech

Technological Advancements

Machine translation and AI are beginning to reshape the landscape of translation in the fintech industry.

AI-powered translation tools can provide faster and more cost-effective solutions, making it easier for fintech companies to manage regulatory compliance across different languages. However, while machine translation can be useful for basic communication, it still struggles with legal and technical nuances, where precision is critical.

Continued Importance of Human Expertise

Despite the rise of machine translation, the need for human expertise remains important. Legal and financial documents require nuanced understanding and cultural sensitivity that AI tools still cannot replicate. Human translators bring a depth of experience, ensuring that translations are not only linguistically correct but also contextually appropriate, especially when navigating the complex regulatory environments of Asia.

Conclusion

As the fintech industry continues to expand across Asia, the importance of accurate translation in navigating the region's diverse regulatory environments cannot be overstated. By ensuring compliance through precise legal and technical translations, fintech companies can build trust with consumers and stakeholders, while avoiding costly missteps. As technology advances, the balance between AI-powered translation tools and human expertise will continue to shape the future of translation services in the fintech sector, ensuring that companies can thrive in Asia's dynamic markets.

Contact us!

TRANSCREATION VS TRANSLATION FOR CHINESE LANGUAGE



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Content Writer

In an increasingly globalized world, businesses and individuals seeking to expand their reach must navigate linguistic and cultural differences. In the realm of communication, two strategies often come into play—translation and transcreation. While both serve to adapt content from one language to another, they differ in scope, intent, and execution. When dealing with the Chinese language, these distinctions become particularly critical due to the unique cultural, historical, and linguistic characteristics of China.

Understanding Translation and Transcreation

To better understand the nuances, it's essential to define both terms clearly:

- 1. Translation** is the process of converting text from one language to another while maintaining its literal meaning as closely as possible. It focuses on fidelity to the source material and aims to provide an accurate, word-for-word rendering. The primary goal of translation is to ensure that the information remains consistent across languages, regardless of cultural or contextual differences. The process of translation is replacing words in one language with corresponding words in a different language. Although it may require you to rework certain portions of text, the final product typically includes some of your original content.
- 2. Transcreation**, on the other hand, involves adapting content from one language to another while taking into account the cultural and emotional impact. It goes beyond literal translation, modifying phrases, idioms, tone, and style to resonate with the target audience. Transcreation requires creativity and a deep understanding of both the source and target

cultures to convey the same intended message but with a different form or structure. Transcreators use their creativity and cultural knowledge to ensure the content will resonate with their audience.

Why It Matters for Chinese Language Services

Chinese, particularly Mandarin (the official language of China), is a challenging language for both translation and transcreation due to its distinct structure, complex writing system, and rich cultural heritage. Here are a few factors that make the language particularly difficult to translate or transcreate:

- 1. Logographic Nature:** Unlike alphabet-based languages like English or German, Chinese uses logograms, where each character represents a word or concept. This leads to a greater reliance on context. A single Chinese character may have multiple meanings depending on its placement and surrounding characters. Translating such nuances directly into a foreign language without losing meaning is incredibly challenging.
- 2. Idiomatic Expressions and Metaphors:** Chinese is rich in idioms (成语, chengyu), many of which are

drawn from historical or mythological references. These idioms often contain layers of meaning that cannot be directly translated without extensive explanation. Transcreation becomes essential to maintain the emotional and contextual significance.

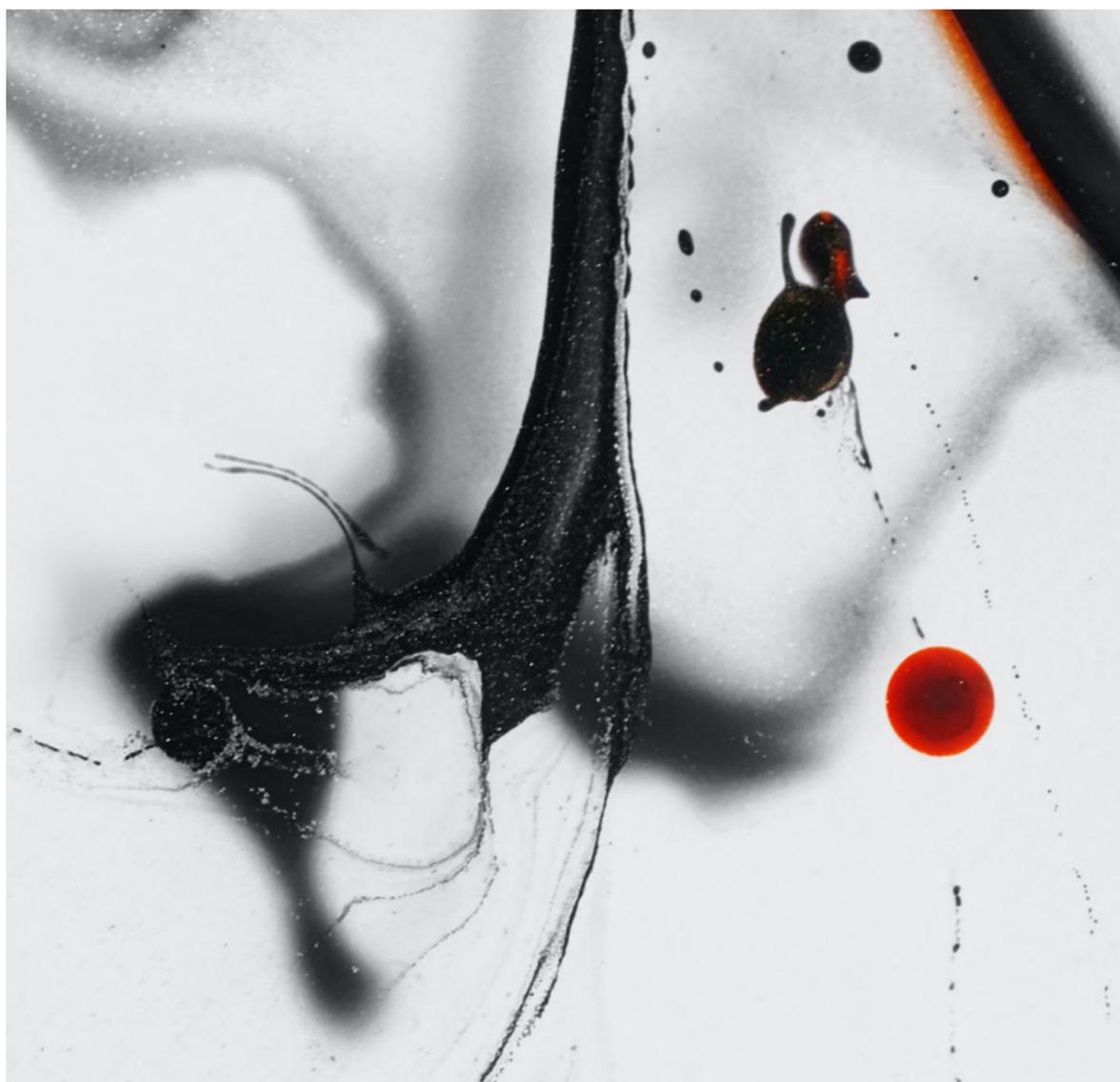
3. **Tone and Emotion:** Chinese is a tonal language, meaning that the pitch at which a word is spoken can change its meaning. Additionally, Chinese communication tends to be more implicit, relying on subtleties rather than direct statements. Conveying this level of subtlety in translation is difficult, especially for content like marketing copy or literary works.
4. **Cultural Context:** China's cultural and historical background heavily influences its language. Certain symbols, concepts, or references that make perfect sense to a Chinese audience might be completely alien or misunderstood by a non-Chinese audience.

Translation: The Key To Precision

Translation is the preferred method when the goal is to maintain factual accuracy or when the content requires a direct, faithful representation. For example, technical manuals, legal documents, medical records, and academic papers rely on accurate translations because the details are non-negotiable. Misinterpreting or altering the original meaning can lead to serious, even fatal consequences.

When translating into or from Chinese, maintaining fidelity to the source material is critical. Take, for example, legal documents or contracts. A misinterpretation of a clause due to cultural adaptation can lead to disputes. Similarly, in scientific research, altering terminology in favor of cultural relevance may misrepresent the original intent.

However, even in straightforward translations, the translator must have a deep understanding of both the source and target languages. Chinese often contains ambiguity that cannot be directly transferred into another language. For example, the word 情 (*qing*) can mean emotion, affection, or sentiment, depending on the context. A literal translation might lose the specific meaning intended by the original author. In these cases, it's not just about converting words, but about ensuring that the correct interpretation is communicated.



Transcreation: When Emotion and Culture Prevail

Transcreation shines when the message needs to connect with the audience on an emotional level or when cultural adaptation is essential. This is especially important for marketing, branding, advertising, or creative industries (of course, for literature too) where the goal is to evoke specific emotions, provoke reactions, or motivate action. In such contexts, a direct translation may not only fail to resonate with the target audience but could also create misunderstandings.

Take, for instance, the case of international brands entering the Chinese market. Many global companies have stumbled when translating their slogans or brand messages directly into Chinese, often with unintended and sometimes humorous consequences. The luxury car brand Mercedes-Benz, for example, initially entered the Chinese market under the name “Bensi” (奔驰), which translates to “rush to die.” Clearly, this translation had negative connotations, and the brand had to revise its strategy to adopt a name that resonated better with Chinese consumers.



Transcreation would have prevented such blunders. A skilled transcreator not only translates the words but also captures the brand's essence in a way that is culturally and emotionally meaningful. In China, where symbolism and connotation play a large role in consumer perception, transcreation can make or break a marketing campaign.

Another example is in the gaming and entertainment industry, where localized content must resonate deeply with Chinese audiences. Games that rely heavily on narrative, dialogue, or humor require careful transcreation. For instance, a joke that works in English might not land in Chinese due to cultural differences, so a transcreator might replace it with a culturally relevant joke that elicits a similar emotional response.

Service Providers With Expertise in Translation and Transcreation

If you need translation and transcreation services, it's essential to select a provider who excels at differentiating between the two approaches. Some agencies or providers might offer both services but not be equally strong in both. To assess this:

- 1. Ask for Examples:** Request case studies or portfolios that demonstrate both literal translations (e.g., legal or technical texts) and creative transcreations (e.g., marketing campaigns).
- 2. Review Language and Cultural Sensitivity:** Transcreation requires a deep understanding of not just the

language but also how language evolves with culture. Providers should be able to demonstrate how they handle cultural nuances, such as adapting humor, color symbolism, or idiomatic expressions in Chinese.

- 3. Evaluate Process:** Inquire about their process for differentiating between translation and transcreation. Do they have different teams for each? Do they conduct cultural consultations for transcreation projects?

Conclusion

In the context of the Chinese language, the decision between translation and transcreation is critical to success. While translation focuses on preserving the literal meaning of content, transcreation emphasizes cultural adaptation, emotional resonance, and creativity. For factual, technical, or legal materials, translation is essential for accuracy. However, when marketing, branding, or entertainment content must bridge cultural gaps and connect with audiences on a deeper level, transcreation is the ideal approach.

Given the complexity of the Chinese language and culture, both strategies require skilled professionals who are not only fluent in Mandarin and the target language but also deeply familiar with the cultural nuances of both. Whether through translation or transcreation, the key to success lies in understanding your audience and choosing the appropriate method to convey your message authentically and effectively.

A Practical Example:

Let's imagine a Western company wants to translate their tagline "Think Different" into Chinese.

Translation Approach:

“不同思考” (*bù tóng sī kǎo*) or “思考不同” (*sī kǎo bù tóng*), both literally meaning “Think Differently.” These are functional translations, accurate but somewhat flat.

Transcreation Approach:

A transcreation expert might opt for “非凡创意” (*fēi fán chuàng yì*), which means “Extraordinary Creativity,” capturing not just the literal meaning but the spirit of innovation and individuality the brand conveys in the original English tagline. This phrase resonates more with Chinese consumers, aligning the message with local cultural values while maintaining the essence of the brand.

USER MANUAL TRANSLATION FOR MANDARIN SPEAKERS



Daniela Delieva

Content Writer

China has one of the world's biggest consumer bases and a crucial role in the world's economy as a hub for manufacturing and technology. That's why translating user manuals into Mandarin is a very important task. Translating user manuals into Mandarin involves adapting technical jargon to align not only with the practical context of Mandarin speakers but also legal compliances and even cultural aspects. Effective user manual translation ensures that the manuals are accurate and user-friendly and enhance the user experience. User manuals can improve product accessibility and customer satisfaction, making them a key into driving market success in Mandarin-speaking regions.

Types of Industries Benefiting from User Manual Translations

The different types of user manuals are tailored to a specific audience and purpose to serve the industry they represent. Accurate translation of user manuals is essential across various industries.

- **Electronics:** Technical manuals for smartphones, televisions, cameras, and other devices require precise translations to ensure users understand specific terminology and instructions.
- **Healthcare:** User manuals for medical equipment are crucial for healthcare professionals to safely and effectively operate devices.
- **Automotive:** Automotive manuals provide essential guidance on vehicle maintenance, safety, and troubleshooting, making accurate translation vital for car owners worldwide.
- **Software:** Software manuals instruct users on how to use and operate computer programs, demanding clear and accurate translations.

- **Home Appliances:** Manuals for home appliances offer directions for installation, use, and maintenance, necessitating precise translation for user comprehension.

All these translation and localization efforts ensure that the end-users can clearly understand and use the provided information. Additionally, localized translations can enhance user experience by incorporating cultural nuances and addressing region-specific regulations, further ensuring clarity and compliance.

Preparation for User Manual Translation in Mandarin

Before the translation process starts, it's best to prepare several steps to ensure the translation is accurate, consistent, and user-friendly. The first step is gathering the relevant materials, like the original user manual, any previous versions, technical specifications, and reference documents. This will provide you with a solid foundation for understanding the product and its functionalities. You can also create a glossary of all items.



Create a Glossary

Creating a dictionary of key terms will also be beneficial when translating user manuals. The glossary will provide you with specific technical terms, ensuring consistency throughout the text. If you work in a team, you can collaborate to create the glossary, ensuring accurate and uniform use of terminology. This will help customers understand and recognize the technical jargon across different sections of the manual, improving the overall quality of the translation.

Translation Process

Familiarize Yourself With the Product

Before beginning the translation, it's best to familiarize yourself with the product and its functionalities. Understanding the product in detail will allow you to accurately convey its features, operations, and instructions in Mandarin. By understanding the product well, you can avoid misinterpretations and provide the reader with clear, precise information that helps effectively operate the product. Familiarizing yourself with the product is a crucial step for producing a high-quality translation that meets the needs of end users.

Text Analysis

Text analysis is a key step in the translation process, involving a thorough examination of the source text to ensure accurate and effective translation. This process begins with identifying the key terms, such as technical jargon, product-specific language, and industry terminology that require precise translation.

Understanding the text structure is equally important, as it helps in maintaining the logical flow and coherence of the translated manual. You can begin by breaking down the text into its fundamental components to ensure that the translated text preserves the original meaning of the text.

Effective text analysis facilitates the creation of a detailed and accurate glossary, aids in recognizing potential translation challenges, and ultimately contributes to a higher quality, user-friendly manual.

Cultural Adaptation

Considering cultural differences is essential when translating user manuals into Mandarin, as some cultural nuances can impact how phrases or instructions are understood by Chinese users. Mandarin has unique idiomatic expressions, cultural references, and communication styles that differ from English, for example. Certain English expressions may even sound confusing or inappropriate in Mandarin. For example, English user manuals often use a direct and imperative tone, like "Do not press this button." In Mandarin, a softer, more respectful tone might be preferred, such as "请勿按此按钮" (Please do not press this button), which aligns with the politeness expected in Chinese communication.

By taking these cultural nuances into account, translators can create a manual that effectively communicates

with the target audience, enhancing user comprehension and overall satisfaction in the Mandarin-speaking market.

Best Practices in User Manual Translation in Mandarin

Here are some of the best practices for user manual translation into Mandarin:

1. Maintain Consistent Formatting

- Keep the layout and formatting consistent with the original manual to aid user navigation.
- Ensure that translated text fits well within the design and structure of the manual. Maintaining consistency throughout the manual is crucial for clarity and comprehension. Using consistent terminology and formatting ensures a cohesive end product that is easy to follow.

2. Quality Control

- Proofread and edit the translated text to check for accuracy and consistency.
- Perform linguistic and functional testing to ensure the manual is user-friendly and error-free.
- Thorough proofreading and reviewing by native speakers of the target language are essential steps to guaranteeing an error-free final product that meets high-quality standards.

3. User Testing

- Have native Mandarin speakers review and test the translated manual. Gather feedback to identify and correct any issues or ambiguities.

4. Simplify Language

- Use clear, concise language to avoid complex sentence structures and excessive jargon.
- Ensure that instructions are straightforward and easy to follow.

Using Professional Mandarin Translation Services

While a lot of companies use special software to translate user manuals, professional Mandarin translation services for user manuals are highly

recommended. Mandarin language experts have not only linguistic skill but also cultural knowledge necessary to convey technical information and nuances specific to Mandarin. Professional translators can ensure consistency in terminology, and adhere to local regulatory requirements to maintain high-quality standards. Professional services also offer quality control processes, including proofreading and editing, to avoid errors that could lead to user misunderstandings or product misuse. By employing professional translators, companies can enhance the clarity and usability of their manuals, ultimately improving customer satisfaction and reducing support costs.

Legal Compliance

One of the most important things professionals should look out for is legal compliance for user manual translations. Legal compliance means that the products meet all regulatory standards by Chinese authorities. User manuals must adhere to laws and regulations specific to the industry, such as the Product Quality Law and the Law on the Protection of Consumer Rights and Interests, which require clear, accurate instructions and safety information. Different types of products require different compliance. For electronics and IT products, user manuals should meet the Ministry of Industry and Information Technology (MIIT) regulations, for example. Professionals should thoroughly research which guidelines they should follow when doing user manual translation into Mandarin to ensure that they follow the industry-specific regulations.

Translating user manuals into Mandarin goes beyond words—it's about capturing cultural nuances, ensuring legal compliance, and achieving technical precision. High-quality translations boost user experience and customer loyalty. By embracing best practices and expert services, companies can craft manuals that help navigating the complexities of the Chinese market, ultimately supporting a company's global growth and reputation.

Request a quote!

Lunar New Year 2025: Year of the Snake

Lunar New Year is a time of renewal, family gatherings, and joyous celebrations, marking the beginning of a new year according to the lunar calendar. Each year is associated with one of the 12 animals of the Chinese zodiac, and 2025 will be the Year of the Snake. The year begins on February 17, 2025, and runs until February 5, 2026.

People born in the Year of the Snake are often seen as wise, intuitive, and graceful, with a deep sense of mystery. In Chinese culture, the Snake is thought to be intelligent and perceptive, and those born under this sign are believed to possess strong analytical skills and a sharp mind. They are often admired for their calm demeanor and ability to handle complex situations with ease.

As the Year of the Snake approaches, it brings an opportunity for reflection, transformation, and growth. The Snake's energy encourages individuals to trust their instincts, embrace change, and pursue wisdom. During Lunar New Year celebrations, families come together to honor ancestors, enjoy festive meals, and wish for prosperity and good fortune.

Why not join the celebrations, enjoy the traditions, and share in the joy of the new year with loved ones? Embrace the spirit of renewal, and make the most of the opportunities that the Year of the Snake will bring!





**Focus on
Experts**

THE IMPACT OF AI ON CHINESE SEO



Rumen Pavlov

Content Writer

Artificial intelligence (AI) is reshaping industries across the globe, and the digital marketing landscape is no exception. Search engine optimization (SEO), once defined by keyword stuffing and link building, has evolved into a sophisticated process reliant on algorithms, data, and user behavior analysis. China, with its distinct internet ecosystem dominated by Baidu, Sogou, and Shenma, faces a unique set of challenges and opportunities when it comes to AI and SEO. The integration of AI-driven tools and techniques is not only revolutionizing search algorithms but also altering how content is optimized and delivered, making AI a key driver in the future of Chinese SEO.

China's Unique Search Ecosystem

Unlike in the West, where Google dominates the search market, China has a fragmented system led by Baidu, followed by Sogou, 360 Search, and Shenma. Each platform has its own algorithms, ranking criteria, and target audiences. For instance:

- Baidu, the largest search engine, caters to over 70% of the Chinese market and heavily emphasizes local content, Mandarin language, and mobile-friendliness.
- Sogou is known for its innovative features, such as integration with WeChat and better voice search capabilities.
- 360 Search (Haosou): Primarily a security-focused search engine, it ranks third in market share.
- Shenma focuses on mobile search, driven by its partnership with Alibaba, and offers a mobile-first user experience.

In this landscape, AI's influence is increasingly felt as these search engines integrate machine learning, natural language processing (NLP), and other AI-driven tools to enhance the search experience.

AI's Role in Optimizing Chinese SEO Strategies

Beyond AI-driven algorithms in search engines, AI plays a direct role in improving the SEO strategies that companies use. From content creation to keyword research and performance analysis, AI tools are reshaping how businesses approach SEO in China.

1. AI-Powered Content Creation and Optimization

Content is king in the world of SEO, and AI has revolutionized how content is created, optimized, and scaled. In China, where high-quality, relevant content is crucial for ranking, AI-based tools assist in generating engaging and relevant content at scale. These tools use machine learning to analyze top-ranking content, identify gaps, and suggest topics based on user interest and search trends.

2. Advanced Keyword Research with AI

In the past, SEO was largely driven by static keyword research tools. Today, AI-driven keyword research tools analyze real-time data, user intent, and trends to provide more accurate insights into which keywords to target. AI helps in understanding long-tail keywords and semantic search queries, which are increasingly



important as search engines in China evolve to prioritize natural language processing.

3. AI in Local SEO and Voice Search

With the rise of voice search and location-based queries, optimizing for local SEO has become more critical than ever in China. AI helps businesses tailor their content and keywords to specific regions and dialects, especially in a country as linguistically diverse as China. Localized SEO strategies driven by AI can pinpoint user intent in different regions, improving visibility for local searches.

AI's Limitations in Capturing Cultural Nuances

AI still faces substantial challenges when it comes to understanding cultural nuances, particularly in regions with rich and complex cultures like China. China, with its long history, diverse linguistic landscape, and deep-rooted cultural traditions, presents a unique challenge for AI systems. AI often struggles to fully grasp the subtleties and layers embedded in Chinese cultural practices, idiomatic expressions, and societal norms. One of the primary challenges in using AI for SEO in China is its inability to fully understand the nuances of

the Chinese language. AI-powered tools often translate keywords directly from English (or other languages) into Chinese without considering the cultural and linguistic context. This can result in keywords that are either awkward or completely irrelevant to Chinese users. Also, Chinese culture is considered high-context, meaning that communication often relies on implicit or indirect messages. This cultural trait extends to search behavior, where users may input search queries that are less explicit but rely on contextual understanding. AI systems, particularly those developed in low-context cultures like the U.S. or Europe, may struggle to interpret these implicit queries correctly.

And last but not least—in Chinese culture, direct criticism is often avoided, and feedback is typically given in a polite or indirect manner. AI systems, which are often trained on Western data where direct communication is more common, may misinterpret this indirect feedback as neutral or even positive. For example, a review that says “the product is not bad” (不错, *bù cuò*) might be interpreted by AI as positive when, in fact, it is a modest expression of satisfaction, not of glowing praise.



Importance of Transcreation and Professional LSPs in Chinese SEO

1. What is Transcreation?

Transcreation, short for “translation and creation,” is the process of adapting content from one language into another while maintaining its intent, style, tone, and emotional impact. Unlike standard translation, which focuses on converting words directly from one language to another, transcreation aims to re-create the message in a way that resonates with the target audience’s cultural and linguistic context. It is particularly important for marketing content, where cultural nuances, idioms, and even humor need to be localized to evoke the same emotional response in different languages.

2. What are Language Service Providers (LSPs)?

Language Service Providers (LSPs) are companies that specialize in translation, localization, and language-related services, often with expertise in specific industries or markets. In the context of Chinese SEO, professional LSPs provide not just translation services but also culturally aware localization, transcreation, and SEO optimization. These companies employ native speakers, SEO specialists, and marketing professionals who understand the intricacies of both the Chinese language and local consumer behavior.

3. Benefits of LSPs in Chinese SEO.

LSPs bring a deep understanding of the Chinese language, its regional dialects, and the cultural context that influences consumer behavior. They can help

identify keywords that resonate with Chinese users, taking into account the way Chinese consumers search for products and services. Professional LSPs understand the nuances of local search engines, particularly Baidu, and can optimize a website’s structure, metadata, and backlinks to align with Baidu’s ranking factors, which may differ significantly from Western search engines. Besides, LSPs are equipped to create content that not only ranks well but also resonates with local audiences. This includes blog posts, product descriptions, landing pages, and social media content that reflect Chinese language patterns, cultural values, and user intent. Moreover, LSPs can help businesses localize their content for specific regions within China, such as adapting campaigns for Cantonese-speaking regions like Hong Kong or tailoring content to the preferences of Shanghai consumers.

Case Study – Baidu’s Xiaoyan and the Role of Human Expertise

Baidu’s Xiaoyan is an AI-powered tool that assists in content creation, keyword optimization, and SEO strategy development, specifically tailored for the Chinese market. Leveraging Baidu’s vast data and machine learning capabilities, Xiaoyan analyzes search trends, user behavior, and keyword performance to generate content that is optimized for Baidu’s algorithms. It offers marketers the ability to quickly create SEO-friendly articles, headlines, and meta descriptions, potentially saving time and resources in executing SEO campaigns.

The tool utilizes natural language processing (NLP) to generate content that mimics human writing, making it particularly useful for producing large volumes of text for websites, blogs, and other digital platforms. It is designed to align content with Baidu's unique ranking factors, such as keyword density, page structure, and the importance of mobile optimization.

Human experts play a critical role in localizing content to ensure that it resonates with Chinese consumers. This goes beyond simple translation—experts must adapt the message to fit the cultural context, incorporating regional dialects, idiomatic expressions, and culturally significant symbols. While Xiaoyan can generate content quickly, it cannot capture the deep cultural understanding needed to engage Chinese audiences effectively. Human copywriters and SEO specialists can adjust the tone and style of content to fit the brand's identity and the audience's expectations. Whether it's creating an aspirational tone for a luxury brand or a fun and approachable voice for a consumer goods company, human input is essential for ensuring that the messaging is on-point and culturally appropriate.

Conclusion

The rapid rise of artificial intelligence (AI) is reshaping the landscape of Chinese SEO, bringing both opportunities and challenges for businesses seeking to enhance their digital presence. AI-powered tools like Baidu's Xiaoyan are transforming the way content is created, optimized, and managed, offering marketers increased efficiency, scalability, and access to data-driven insights.

To succeed in the Chinese digital landscape, businesses need to strike a balance between leveraging AI-driven tools for efficiency and relying on human expertise for cultural adaptation, tone refinement, and strategic insight. This hybrid approach allows companies to harness the power of AI to scale their SEO efforts while ensuring their content is localized, authentic, and aligned with the unique preferences of Chinese consumers. As AI technology continues to evolve, the future of Chinese SEO will likely involve even more sophisticated integrations of AI and human creativity, enabling businesses to engage with China's vast and diverse digital audience more effectively than ever before.



THE CHALLENGES OF POLITICAL DOCUMENT TRANSLATION



Rumen Pavlov

Content Writer

In a world where international relations, diplomacy, and global cooperation are increasingly vital, the translation of political documents plays a crucial role in facilitating communication across borders. These documents, which can range from treaties and agreements to speeches and policy papers, often carry significant weight and have far-reaching implications. However, translating political documents is not a straightforward task. It involves navigating a myriad of challenges, from linguistic nuances and cultural sensitivities to ideological considerations and legal implications. We'll try to delve into the complexities of political document translation and explore the multifaceted challenges that translators face in this highly specialized field.

Linguistic Nuances and Ambiguities

One of the most immediate challenges in translating political documents is dealing with the linguistic nuances and ambiguities that are often inherent in political language. Unlike technical or scientific texts, which may strive for precision and clarity, political documents frequently employ language that is intentionally vague or flexible, allowing for multiple interpretations. This ambiguity can be a tool for diplomacy, enabling negotiators to reach agreements that might otherwise be impossible if the language were too precise.

However, this ambiguity poses significant challenges for translators. They must find ways to convey the same level of flexibility in the target language, ensuring that the translated document can be interpreted in the same way as the original. This task is complicated by the fact that different languages often have different structures and conventions for expressing ambiguity. A phrase that is ambiguous in one language might be interpreted more narrowly in another, leading to potential misunderstandings.

In addition to ambiguity, political documents often contain complex terminology, legal language, and specialized jargon. Translators must have a deep understanding of both the source and target languages to ensure that these terms are translated accurately. This requires not only linguistic expertise but also a strong grasp of the political and legal systems in both the source and target cultures.

Political rhetoric is also rich in idioms, metaphors, and culturally specific expressions. These elements add layers of meaning that can be difficult to translate. On top of all that, it is not possible to investigate political terms separately – the entire sentence and even the whole debate must be taken into account in their analysis. When the terms are examined, we have to do so in their contextual frame, we must organize them in expressions and sentences. The main role of these words is not to explain something but to establish a relationship; this actuality of the matter is what makes the distinction among these terms and the rest of the dictionary.



Neologisms, quotations, impersonal phrases, speech stamps, colloquial phrases, and aphorisms are often found in the speeches of statesmen and politicians. The translator must provide a concise and accurate presentation of them, convey the essence of the statements in the right context, and do it with political correctness. Hence, they need to have knowledge of law and political science, as well as the culture and history of the country into whose language it is required to perform a socio-political translation. This translator profile fully matches the translators at 1-StopAsia.

Cultural Sensitivity and Context

Cultural sensitivity is another critical challenge in political document translation. Political documents are deeply rooted in the cultural and historical context of the originating country, and these contexts can be vastly different from those of the target audience. A translator must be acutely aware of these differences and ensure that the translated document is meaningful and appropriate in the target culture.

For example, a political speech that appeals to national pride in one country might need to be adapted to resonate with a different set of cultural values in another. Similarly, references to historical events or figures that are well-known in the source culture might be unfamiliar to the target audience, requiring the translator to provide additional context or find alternative references that carry similar connotations.

Cultural sensitivity is particularly important when translating documents that might touch on sensitive or controversial topics. What is considered acceptable or respectful language in one culture might be offensive in another. Translators must navigate these cultural minefields carefully, adjusting the language to avoid diplomatic incidents or misunderstandings while still preserving the original intent of the document.

Legal and Political Sensitivity – Accuracy, Precision and Neutrality

Legal language is characterized by its precision and formality. Terms are often used with specific legal meanings that may differ from their everyday usage. For example, the word “shall” in legal texts typically implies an obligation, while “may” suggests discretion.

Additionally, the legal systems of different countries can vary significantly, with terms and concepts that may not have direct equivalents in another language or legal system. In such cases, the translator must find the closest possible equivalent or provide explanations that preserve the original meaning and intent. Translators must also be aware of the legal implications of the terminology used in political documents. For instance, the use of certain terms might trigger specific legal consequences or interpretations under the law of the target country. The choice of words must therefore be made with a full understanding of both the legal context of the source language and that of the target language.



For example, two political words in Chinese, “五大发展理念 (*wǔdà fāzhǎn lǐniàn*)” and “四个自信 (*sìgè zìxìn*),” can be translated as five concepts for development and four matters of confidence. However, such a translation is vague and puzzling to the foreign recipients who, without knowledge of China’s national strategies and ruling philosophy, have no idea about what the “five” and the “four” actually refer to. And such a problem calls for translational annotations.

Maintaining ideological neutrality is another key challenge in political translation. Translators must avoid allowing their own biases to influence the translation. This is particularly challenging when the source text is itself politically charged or propagandistic. For instance, political documents may include rhetoric intended to persuade or mobilize a particular audience. Translating such rhetoric requires careful consideration of how it will be perceived in the target culture.

Contextual Understanding and Consistency

Political documents are frequently tied to specific historical events, periods, or movements. Understanding the historical context in which a document was created is crucial for accurate translation. Similarly, references to historical figures, events, or ideologies may carry different connotations in different cultures. A term that is neutral in one context might be highly charged in another, depending on the historical relationship between the cultures involved. For example, a document produced in a country with a strong tradition of individual rights might emphasize freedom and autonomy in ways that resonate differently in a culture that prioritizes collective well-being or social harmony.

One of the most fundamental aspects of consistency in translation is the consistent use of terminology. For example, if a political document refers to a specific legal concept like “*due process*,” it is important that this term is translated the same way each time it appears in the document. Inconsistencies in translating such terms

can lead to ambiguities and potentially alter the legal interpretation of the document.

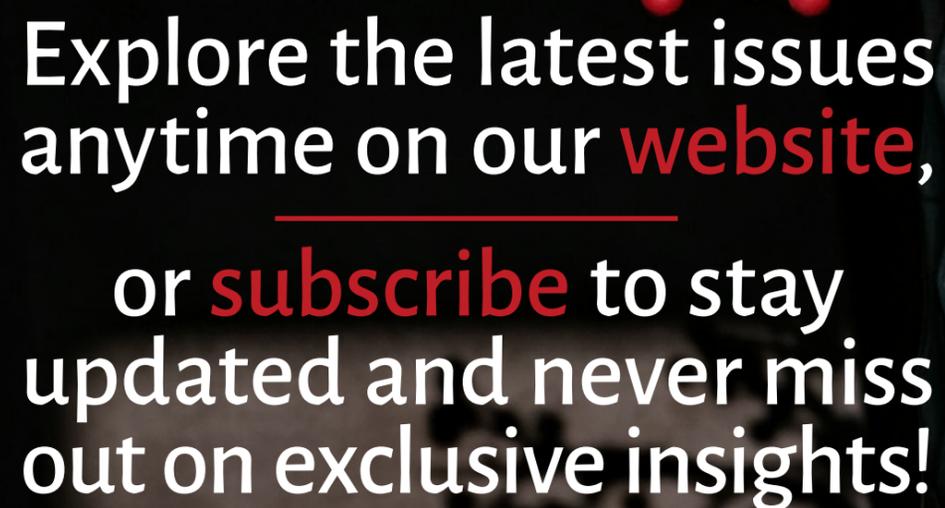
In many cases, political documents need to be translated into multiple languages, particularly in international organizations like the United Nations or the European Union. To address such a challenge, translation teams often work collaboratively, with translators reviewing each other's work to ensure that all versions of the document are aligned. This process might involve back-translations (translating the text back into the original language to check for consistency) or the use of a reference translation that serves as the standard for all other versions.

Conclusion

The translation of political documents is a highly specialized and complex task that goes beyond mere linguistic translation. It requires a deep understanding of language, culture, history, and politics, as well as a keen awareness of the broader implications of the translation. Translators must navigate a range of challenges, from linguistic nuances and cultural sensitivities to ideological considerations and legal implications, all while maintaining accuracy, neutrality, and confidentiality.

Given the high stakes involved, the role of the political translator is crucial. A well-translated document can facilitate international communication, foster understanding between cultures, and help to resolve conflicts. On the contrary, a poorly translated document can lead to misunderstandings, diplomatic tensions, or even legal disputes. As such, political document translation is not just a technical skill – it is also a vital component of global diplomacy and international relations, requiring a unique blend of expertise, sensitivity, and responsibility.

Our Marketing Services

The logo for 'Pulse of Asia' features the words 'Pulse of Asia' in a white, sans-serif font. 'Pulse' is on the top line, 'of' is smaller and positioned between 'Pulse' and 'Asia', and 'Asia' is the largest word on the bottom line. The text is enclosed within a white circular graphic that is open at the top and bottom, resembling a pulse line or a stylized 'C'.A photograph of a vase filled with red berries, likely holly, set against a dark background. The berries are bright red and clustered on thin, dark stems. The vase is partially visible on the right side of the frame.

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THE ULTIMATE DTP GUIDE TO JAPANESE

With the increasing global popularity of Japanese media—from movies and music to video games and anime—more people are becoming engaged with the Japanese language. Naturally, the field of translation and print production for Japanese has grown alongside this cultural wave.

One critical aspect of this field is desktop publishing (DTP), which ensures that printed Japanese materials are not only readable but also visually appealing. In this article, we'll explore key principles to keep in mind while working on Japanese DTP, starting with an understanding of the language's unique structure and characteristics.

A Brief History of Written Japanese

The Japanese language has three main writing systems: hiragana, katakana, and kanji. These systems can be combined within sentences, allowing for a flexible and rich written expression. Another fascinating aspect of Japanese is its dual writing direction: it can be written horizontally (left to right) in Western-style formatting, or vertically (right to left), a more traditional approach often used in books, newspapers, and other print materials.

Historically, hiragana was primarily used by women, while men preferred kanji and katakana. By the 10th century, however, hiragana became widely adopted across the population. It consists of 48 syllables and is commonly used at the end of words in Japanese, a practice known as *okurigana*. Hiragana is also frequently seen in comic books, animation, children's materials, and used alongside kanji to show pronunciation.

Katakana is mainly used to write foreign loanwords (e.g., ケーキ for “cake,” コーヒー for “coffee”), foreign names, and to emphasize words or phrases (often corresponding

to the italicized text in Western languages). Katakana characters are sharper and have more angular lines compared to hiragana.

The third system, kanji, originates from Chinese characters, reflecting the historical lack of a native written Japanese script before the 5th century. Although many kanji characters share similar meanings and pronunciations with their Chinese counterparts, there are notable differences. Kanji can be categorized as pictographs (simple drawings of objects, e.g., 人 for “human”), ideographs (abstract concepts, e.g., 上 for “above”), or combinations of both.

One distinctive feature of Japanese sentence structure is the subject-object-verb (SOV) order, which sets it apart from languages like English. Additionally, Japanese nouns lack gender, grammatical number, and definite articles, and the language has only two tenses: past and non-past, with the latter covering both present and future actions.

Key Considerations for Japanese Desktop Publishing

Working with Japanese in desktop publishing can be complex due to the unique challenges posed by the writing systems, the inclusion of Arabic numerals and English terms, and the need for careful font selection. Here are some essential points to consider:

1. Font Selection

Choosing the right font for Japanese text is critical to ensuring readability and aesthetic appeal. Japanese fonts come in serif and sans-serif styles, just like English fonts. Popular fonts include:

- MS Mincho (a serif font created by Microsoft)
- MS Gothic (a widely-used sans-serif font)
- Kozuka Gothic Pro (an Adobe font with multiple styles)
- Noto Sans JP (a modern, versatile font designed by Google, supporting all Japanese writing systems)

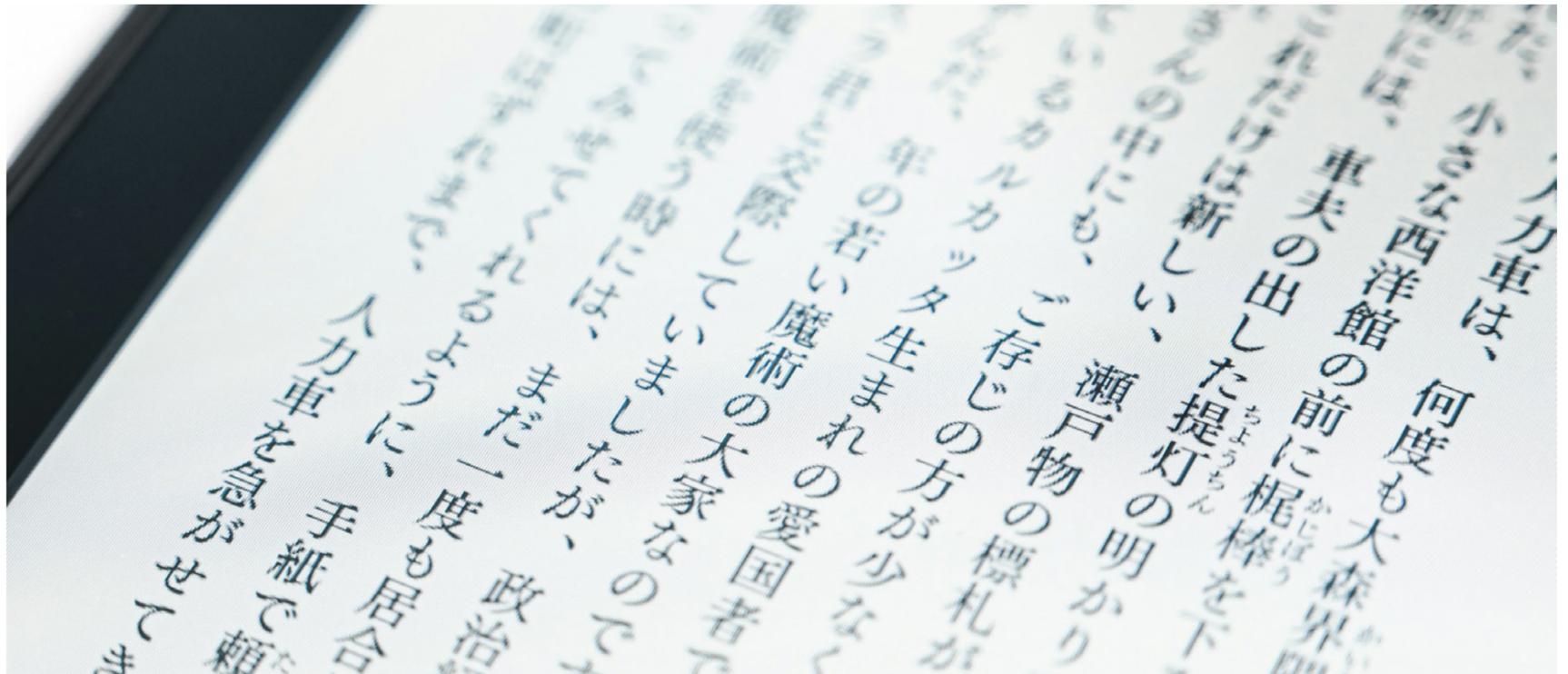
When selecting fonts, pay attention to the client's specifications, whether the font is serif or sans serif, and the appropriate weight (e.g., regular, bold). It's important to ensure that the fonts support all three writing systems and can handle both Japanese and Latin characters.

2. Formatting Japanese DTP

Japanese DTP requires special attention to certain formatting rules that differ from Western languages:

- **Italics:** Japanese texts rarely use italics, as italicized characters tend to become difficult to read. Instead, emphasis is often achieved by using bold text or adding quotation marks or brackets around the emphasized text. Book titles and other important sections may use Japanese-style quotation marks (『...』) or single quotation marks (「...」) for emphasis.
- **Bold:** Using bold in Japanese is effective for emphasizing text, but it can be tricky because some fonts have multiple weights (e.g., regular, medium, bold). In design software like Adobe InDesign, bold text can be created by applying a stroke with the same color as the text, rather than relying on the standard bold function.





- **Font Size:** Japanese text may appear longer than its English counterparts due to the different character sets. If text doesn't fit within a predefined space, try reducing the font size by 0.5 to 1 point. Be sure to reduce leading (the space between lines) slightly as well, but avoid making lines too close together.
- **Word Division:** Japanese does not use spaces between words, which can create challenges when fitting text into a layout. In Adobe InDesign, you can use the "No Break" feature to prevent unwanted word breaks. Additionally, make sure punctuation marks like full stops (。), commas (、), and brackets () do not appear at the beginning of a line, as this could disrupt the flow of the text. Read more on punctuation in Japanese DTPs [here](#).

3. Handling Latin and Numeric Text

When dealing with text that includes Latin letters or numbers, it's important to ensure consistency with the source font. While you can change the font for Japanese text, always keep the Latin characters and digits in their original font to maintain visual harmony.

4. Software and Tools

While software like Microsoft Word can be used for basic formatting, more advanced DTP work requires professional tools like Adobe InDesign or Illustrator. These programs offer powerful features for managing complex scripts, adjusting text flow, and ensuring that Japanese characters are properly displayed.

Key takeaways

Japanese desktop publishing is a unique and intricate process that requires a deep understanding of the language's writing systems, formatting conventions, and design principles. By choosing the right fonts, understanding formatting nuances, and utilizing the best design software, you can ensure that your Japanese publications are not only accurate but also visually appealing. With these tips in hand, you're well on your way to creating stunning, professionally designed Japanese text!

Need help managing your multilingual projects? Discover our tailored desktop publishing solutions designed to streamline your workflow and ensure high-quality results. [Learn more about our services here](#).

[Learn more about Japanese](#)

The Different Kinds of Japanese Fonts

Mincho

Gothic

信頼

信頼

Maru

Kaku

信頼

信頼

MICRO-INFLUENCERS: BOOSTING BRAND ENGAGEMENT



Daniela Delieva

Content Writer

Influencer marketing has become a powerful tool to promote items and services in across the globe in the last 10 years. So much so, that influencer marketing is considered a cornerstone in an effective marketing strategy. However, in recent years we are noticing a shift toward a more authentic niche - that of micro-influencers.

Micro-influencers are ones with a following of around 10,000-100,000, and they have significant influence among their followers. And despite having fewer followers than celebrity influencers, micro-influencers still have a significant impact.

Having a smaller audience can lead to an increased sense of trust, which is vital when it comes to brand awareness and authenticity. The stronger connection micro-influencers have with their online community can help brands maintain their image, and cultural relevance, and even build trust.

The Rise of Micro-Influencers in Asia

Micro-influencers are also becoming more popular in Asia as well. The reason behind the rise of micro-influencers is the perceived relatability they have among their audience. While macro-influencers have a wide audience, they sometimes lack the ability to fully connect to their audience, or they have challenges maintaining their personal touch and authenticity. That's why a lot of marketing specialists opt for micro-influencers, which can be the perfect balance of authenticity and reach.

This is also true in Asia, as audiences in Malaysia, for example, mostly follow influencers with up to 500,000 followers. In fact, as much as 38% of all brand deals go to micro-influencers. One huge advantage of working with micro-influencers is the reduced cost. Working with micro-influencers takes more time and effort, but it also opens up opportunities for price negotiations. By embracing micro-influencers, brands can benefit

from higher engagement rates and deeper connections, particularly within niche communities.

Micro-Influencers vs. Mega-Influencers: The Engagement Advantage

Celebrity influencers have millions of followers, but micro-influencers tend to offer more curated content to their audience. Furthermore, with macro-influencers, many followers fear that they are not viewing authentic content but rather paid advertisements, with less personal opinion. Studies show that micro-influencers achieve significantly higher engagement rates, often two to three times greater than those of mega-influencers. This engagement advantage stems from their genuine rapport with followers, allowing them to create a level of trust that mega-influencers often lack. Micro-influencers also bring a deep understanding of their niche communities, whether it's K-beauty enthusiasts in Korea or Japanese streetwear fans. Their smaller

follower base allows for more personal interactions and fosters an environment of trust, which directly benefits brands seeking to establish authentic connections.

The Role of Translation, Transcreation, and Localized Marketing

Translation and transcreation can be critical to marketing efforts. Accurate translation and transcreation are an essential way to maintain authenticity and cultural relevance in different markets. Translation ensures that the message a company wants to send is clear. However, word-by-word translation does not always carry the original tone and meaning of a marketing message. Transcreation, on the other hand, goes a step further and helps adapt the content to resonate with local culture and emotional cues. For example, a lot of Korean beauty brands show how to properly use their product on their website, along with result photos and reviews. In Japan, brands also need to ensure that their messaging aligns with their ideas of quality and aesthetics.

The Chinese slogan of the well-known American cosmetics brand Maybelline translates directly to “Beauty comes from within, beauty comes from Maybelline.” Its appeal lies in the repetition of the character “美” (*měi*), meaning “beauty,” which reinforces the brand’s focus on beauty.

In Chinese, the brand name “Maybelline” is localized as “美宝莲” (*Měi-bǎo-lián*), which translates to “beauty-treasure-lotus.” This choice of characters is both meaningful and memorable, setting the brand apart in a crowded market. Such a carefully crafted localization reflects significant research to resonate with Chinese consumers on a cultural level.

How Micro-Influencers Drive Engagement in Niche Communities

One of the greatest advantages of collaborating with micro-influencers is their ability to connect brands with well-defined, highly relevant audience segments. In a digital world where mass content often loses impact, brands are finding that micro-influencers offer a more direct line to niche communities, where genuine interest and engagement are much easier to cultivate.

Unlike large-scale influencers, whose audiences are broad and varied, micro-influencers typically attract



followers with specific shared interests. This alignment enables brands to reach audiences already interested in their products or services, resulting in a more authentic connection. For instance, a micro-influencer in the fitness space has a community primarily focused on wellness, exercise, and nutrition. This specialization gives brands a chance to connect with a more qualified audience rather than spreading their message across a wide array of interests.

The ability of micro-influencers to engage these targeted segments is particularly valuable in digital marketing, where delivering relevant, tailored content is essential. While large campaigns with mega-influencers may reach high numbers, the message often fails to resonate equally with everyone in the audience. In contrast, by partnering with multiple micro-influencers across various niches, brands can adapt their messaging to the unique preferences of each community, resulting in a more impactful approach.

Moreover, working with micro-influencers allows brands to measure campaign performance more precisely. The results within a specific segment tend to be more



measurable and actionable, enabling brands to identify which tactics resonate most in each niche and refine their strategies accordingly, thus optimizing their return on investment.

In the end, collaborating with micro-influencers not only enhances message personalization but also strengthens connections with the right audiences. In a digital environment where relevance and authenticity are critical, brands that leverage micro-influencers can use audience segmentation as a powerful tool to foster more meaningful and effective relationships.

Examples of Micro-Influencers in Japan, Korea, and China

- **Japan:** The influencer marketing landscape in Japan is evolving rapidly, with several key trends shaping how brands connect with audiences. Virtual influencers like Kizuna AI are on the rise, offering innovative engagement opportunities for tech-savvy fans. Meanwhile, authenticity and relatability have become essential, as consumers gravitate toward influencers who share genuine, down-to-earth

content. Short-form video platforms like TikTok and YouTube Shorts are also gaining traction, especially among younger audiences who prefer quick, engaging content. E-commerce integration has further transformed influencer content by enabling direct purchases through social media, streamlining the path from inspiration to purchase. Additionally, manga is emerging as a powerful branding tool, with companies like Pokari Sweat and NordVPN using it to expand their reach in Japan.

- **Korea:** Recent research by KB Finance shows that micro-influencers with fewer than 10,000 followers achieve significantly higher engagement with their audiences compared to larger influencers. Micro-influencers boast engagement rates of around 25–50%, while mega-influencers with over a million followers typically see engagement rates of only 2–5%. As current trends show, companies in industries like distribution, e-commerce, department stores, online shopping, and TV shopping are leveraging influencer marketing campaigns more actively than other sectors.
- **China:** Chinese micro-influencers on platforms like Weibo and Xiaohongshu (Little Red Book) are transforming consumer behavior, especially in cosmetics and lifestyle. These platforms allow influencers to share comprehensive product reviews and daily lifestyle insights, guiding followers' purchasing decisions and building a loyal customer base. Micro-influencers on Xiaohongshu are relatable, everyday users who have built loyal communities by sharing genuine product reviews and personal experiences. Recent data shows that 67% of influencers on Xiaohongshu consider it their primary platform, with many of them classified as micro-influencers.

Best Practices for Brands

Choose the Right Partners:

Selecting micro-influencers who share similar values and lifestyles with the brand is essential for a natural and authentic connection. Platforms like Kolsquare can help streamline the process of finding and managing the best partners for specific influence goals.

Foster Transparent Communication:

Clear, open communication lays the foundation for successful partnerships. Brands should set precise

expectations, share content guidelines, and define key performance metrics upfront. Regular feedback and collaborative discussions help both parties align on creative strategies to maximize engagement.

Offer Fair Compensation:

Fair payment acknowledges micro-influencers' contributions and respects their role in a brand's strategy. Besides financial rewards, brands can offer product samples, exclusive experiences, or co-creation opportunities, creating a mutually rewarding partnership and encouraging long-term commitment.

Encourage Creative Freedom:

Allowing micro-influencers to shape content based on their unique style and insights ensures authenticity and deeper audience engagement. Inviting influencers into the creative process, from campaign development to product ideation, fosters a collaborative relationship that benefits both the brand and the influencer.

Implement Ambassador Programs:

Long-term ambassador programs turn top-performing influencers into dedicated brand advocates. Providing influencers with early access to new products, exclusive event invitations, and collaboration opportunities strengthens their bond with the brand, encouraging ongoing, genuine promotion.

Measure and Optimize Regularly:

Regular evaluations are key to maintaining effective influencer campaigns. Using platforms like Kolsquare, brands can assess campaign performance through metrics like engagement rate and ROI, allowing for strategic adjustments. Feedback from influencers also offers valuable insights for refining future strategies.

Key Takeaways: Micro-Influencers as the Future of Marketing in Asia

Micro-influencers in Asia are rising in influence (pun intended), offering brands an opportunity to connect authentically with more niche audiences. Businesses can use the power of these influencers and promote their products or services to local audiences. As marketing in Asia continues to evolve, micro-influencers prove to be a driving force in building trust, engagement, and creating brand loyalty across niche communities.

Micro Vs. Macro Influencers

Micro

Macro

Reach:

10K-100K followers,
niche audience

100K+ followers,
broad audience

Engagement:

Higher engagement,
more trust and
personal rapport

Lower engagement,
less personal
connection

Cost & ROI:

More affordable,
higher ROI

Higher costs,
lower ROI

Authenticity:

Highly trusted,
authentic content

Less personal
connection,
potential fake
followers



A group of colorful koi fish swimming in a pond. The fish are in various colors including orange, white, black, and yellow. The water is dark with some light reflections. The text "The Year in Review" is overlaid in the center in a white serif font.

**The Year
in Review**

2024 WRAPPED:

Innovation, Connections, and Human Touch



Gergana Toleva

Head of Global Strategic Development

As we bid farewell to 2024 and look back on the whirlwind of events, conferences, and hot industry trends that shaped our world, it's clear that this year marked a period of groundbreaking shifts and continued evolution in the fields of translation, technology, and global connectivity. It was a year where the pace of change seemed to accelerate—where new innovations were introduced at lightning speed, and the industry adapted to meet ever-evolving demands.

At 1-StopAsia, we were front and center, actively navigating these exciting opportunities, embracing cutting-edge technology, and forging lasting relationships with clients, partners, and industry leaders. Our involvement in key events and our focus on staying ahead of industry trends allowed us to remain a trusted voice in an increasingly dynamic landscape. And while AI may be taking over workflows, let's be real: no algorithm is going to nail the perfect transcreation for a local market's humor anytime soon.

As we reflect on all the remarkable moments that made 2024 a standout year, we're filled with gratitude for the collaborations, insights, and achievements that have set the stage for an even brighter future. Let's take a moment to revisit these unforgettable highlights that truly made this year one for the books.

Networking, Innovation, and the Future of Translation

ELIA Together, ELIA ND, and ELIA Exec – A Trio of Unstoppable Networking

2024 kicked off with a bang at ELIA Together, where languageservice providers, techinnovators, and industry enthusiasts gathered to explore everything from AI-

driven workflows to the human touch in multilingual content. It was all about collaboration and new ideas. ELIA ND (Next Generation) followed with an intimate setting that paired industry veterans with emerging disruptors, sparking valuable partnerships and shared visions for a smarter, faster, and more human translation process. ELIA Exec rounded out the series with top-level executives discussing the future of the industry in a “CEO Roundtable” atmosphere. It was the perfect opportunity for fresh ideas on improving workflows and customer engagement.

We were very proud to be one of the Media Sponsor for ELIA and we truly enjoyed our deep collaboration throughout all the events.

GALA Valencia: Sun, Sand, and Strategic Conversations

Ah, GALA Valencia—a conference where the sun was as bright as the ideas. With a view of the Mediterranean to fuel inspiration, this event brought together a whole new experience for our team representatives with us actively being one of the exhibitors at the event.

Between the vibrant sessions, expert-led panels, and late-night tapas, the standout takeaway was the clear drive toward building scalable, agile solutions to meet



the demands of an increasingly globalized world. Whether it was AI or human creativity, the conversations were as diverse as the participants themselves.

It was one of our brightest experiences throughout the year and we were truly worried about all our friends and partners when later nature hit hard on one of our favorite cities.

LocWorld 51: Exploring the Global Frontier

LocWorld 51 was another major milestone in 2024's conference season, where we at 1-Stop went again into the spotlight as exhibitors to explore new ventures. The blend of technology, localization, and networking created the perfect storm of opportunity. Attendees left with a better understanding of what's next for the industry, especially when it comes to the intersection of AI and human expertise. You couldn't walk past a corner without hearing a conversation about large language models (LLMs), automation, and how localization services are evolving to match the pace of technology. If there was one takeaway from LocWorld 51, it was that the race is on, and innovation doesn't slow down.

ALC Summit & ALC Unconference – Think Tank Meets Informal Vibes

The ALC Summit & Unconference was one of those rare gems where the lines between formal discussions and open, creative brainstorming blurred perfectly. The Summit brought together the best minds in the language services industry, while the Unconference kept things casual—yet still filled with the power of

fresh perspectives. You could be deep in a conversation about the future of machine translation in the morning and testing out a new AI-powered tool in the afternoon. Talk about a flexible format!

TEKOM 2024: Global and Local - An Accent on Humans and Sustainable Company Culture

At TEKOM, the focus of our presentation was on the challenging—but essential—balance between global scalability and local relevance. As our speaker delved into the nuances of being both “global” and “local” in translation there were a lot of aha moments. We truly enjoyed the main highlight of the conference itself which highly concentrates on content management, technology, and technical documentation. Interestingly, it's all influenced by the latest AI trends alongside the other industry segments.

Xiamen: Human Evolution in the Age of AI

If there was one event that provided us with a fresh perspective on the state of the industry in 2024, it was the Xiamen conference, where our CEO Don Shin presented on the topic of “Human Evolution in the Age of AI.” This is the year when AI finally started shaping up trends and solutions in the industry—the game is changing at a breakneck pace.

It posed questions from “How can we maintain the human touch in an age where AI is everywhere?” to “How do we ensure quality while scaling at this speed?” It actually made us think: “We've got a lot more work to do, but it's going to be exciting!”



Industry Trends: AI, LLMs, Tech, Automation, and the Ever-Powerful Human Touch

AI and LLMs: Shaping the Future of Translation

2024 was undeniably the year when AI, large language models (LLMs), and advanced technologies truly reshaped the translation and localization landscape. AI-driven workflows are no longer just a passing trend—they have become an essential part of the industry's evolution. The rise of LLMs, such as GPT models, has given the possibility for many language service providers (LSPs) to automate large portions of the translation process. This shift has sped up workflows significantly and has increased the volume of content production more than ever. However, with great power comes great responsibility. The key challenge this year was finding the right balance between automation and human expertise. While AI can enhance efficiency, it is crucial to ensure that these technologies support rather than replace human creativity and intuition.

Process Optimization and Automation: Streamlining for Speed and Efficiency

Alongside AI, process optimization and automation have dominated industry discussions in 2024. Translation companies are increasingly adopting innovative tools to streamline workflows, reduce costs, and deliver faster turnarounds—keeping pace with the demand for quicker content delivery. These advancements allow businesses to stay competitive in an environment where speed is a crucial factor. By automating repetitive tasks, companies can free up valuable time for more strategic efforts, ultimately improving service quality and customer satisfaction.

Transcreation and Human Translation: The Key to Cultural Resonance

While technology accelerates many aspects of the translation process, the importance of **transcreation** remains paramount in maintaining quality and relevance. In today's globalized world, where cultural nuances can make or break a brand, the human translator's nuanced touch is more valuable than ever. Transcreation goes beyond mere translation; it ensures that content resonates with local audiences while maintaining the brand's message across different markets. In a year when automation and AI made huge strides, it is the artistry

of transcreation that continues to elevate content from good to great, preserving the authentic voice of a brand in diverse cultural contexts.

1-StopAsia's Milestones: Raising the Bar!

We don't just talk the talk; we walk the walk. This year, we at 1-StopAsia proudly raised the bar on quality and security. We've earned **ISO 18587:2017** certification for full human post-editing of machine translation output, proving our commitment to blending technology and human expertise to perfection. In addition, we've secured the latest **ISO 27001:2022** certification—ensuring that your sensitive information is protected with the highest standards of security in this digital age.

But wait, there's more! We've also secured recertifications for **ISO 17100:2015** and **ISO 9001:2015**, keeping our commitment to excellence at the core of everything we do. From translating your content with the highest quality to safeguarding your data, 1-StopAsia continues to be your trusted partner for all your global communication needs.

And as always, don't forget to check out our updated [AI services](#), [pricing page](#), and [marketing services](#)—we're constantly evolving to meet the demands of an ever-changing market.

The Future Looks Bright

From cutting-edge technologies like AI and LLMs to innovative networking events, 2024 was a year of incredible milestones and collaborations. As we prepare for what's ahead, we're excited to continue pushing the boundaries of what's possible in the world of translation and localization. Here's to an even brighter 2025—let's make it another year of innovation, growth, and, most importantly, meaningful connections. Cheers to all who made this year unforgettable!



AI IN TRANSLATIONS AND ITS IMPACT ON BUSINESSES



Daniela Delieva

Content Writer

Recent advancements in AI technology and automatic translation have become the hottest topic in the industry for many reasons. While there are skeptics who fear the potential impact AI may have on human translation, there are many people excited at the prospects of easier, and even more efficient translation. In an increasingly globalized world, in which markets are expanding at a record pace, AI plays a significant role in the way companies and businesses handle communication. AI and machine translation have answered the need for rapid, large-scale translation at a lower cost.

That being said, AI has its limitations despite all the benefits it may bring to a business. There is still a big gap in machine translation text and cultural nuances and emotional context. This is where transcreation can be used – a method in which the initial emotion, tone, and style of the original text are maintained in the translation.

Understanding AI in Translations

AI translation technologies and machine translation systems such as Google Translate or DeepL, have become an integral part of modern translation. These tools use natural language processing (NLP) and machine learning to automate the translation process, which makes it faster and cost-effective. There are several types of AI translations:

- **Statistical Machine Translation (SMT):** This method uses mathematical models based on large amounts of bilingual data. It includes three components: a translation model, which finds word and phrase correspondences between languages; a language model, which predicts the most likely word sequences in the target language; and a decoding algorithm which selects the best translation. SMT doesn't require deep linguistic knowledge and adapts easily to new languages and text types, which makes it very useful. On the other hand, however, it struggles with

idiomatic expressions and requires large amounts of data to train. SMT still remains valuable for languages with limited resources, even though it's mostly replaced by Neural Machine Translation (NMT).

- **Neural Machine Translation (NMT):** NMT uses AI to learn and improve language translations, simulating neural networks in the human brain. It offers higher accuracy than other translation methods and simplifies the process of adding new languages. It works by incorporating training data, which can be generic or custom, depending on the user's needs. Generic data comes from past translations and provides a translation tool for various applications, while custom data focuses on specialized fields, like engineering or programming, ensuring more accurate translations. NMT has quickly become the standard in machine translation due to its performance compared to other types of AI translation.



Considerations for Businesses using AI translations

There are several things businesses must consider before using AI translation:

- **Budget:** Neural Machine Translation is oftentimes more expensive to train than SMT, but quality is usually better, which may justify the cost.
- **Industry:** Some industries require complex or technical language, which may benefit from the advanced capabilities of NMT.
- **Language Pairs:** SMT works best for language pairs, especially those with similar syntaxes, such as Latin-based languages.
- **Amount of Content:** NMT is less suitable for small projects because it needs large volumes of text for training.
- **Content Type:** There are types of content that work best with higher-quality translations and human post-editing. Internal documents or communications will work fine with MT, however.

By automating repetitive and high-volume tasks, AI reduces operational costs and accelerates time-to-market for international products and services. This scalability is particularly beneficial for industries such as e-commerce, where rapid translation of product descriptions and customer reviews can directly impact sales.

Pros of AI Translation

- **Speed:** one of the main advantages of using AI is its speed compared to human translators. Large volumes of text can be translated quickly, which can be especially useful for various scenarios such as technical manuals, website content, or legal documents.
- **Cost:** AI translation can be cost-effective compared to hiring human translators, especially for large texts. Even though there are costs associated with training the AI, once it's trained it can work 24/7 without needing breaks or payment for overtime.
- **Consistency:** AI systems follow a set of rules and algorithms, which can make them more consistent



than human translators. AI translation can provide more consistent translations than human translators.

Cons of AI Translation

While there are several benefits to AI translations, there are a few limitations businesses need to consider as well:

- **Quality:** While AI translations have improved a lot in recent years, they still fall short of human translators, especially when it comes to nuanced or creative content. AI systems struggle with context, humor, idiomatic expressions, and subtle language cues.
- **Localization:** AI translations struggle most with localization, which involves understanding cultural nuances and norms. AI systems can miss these details, and lead to inaccurate translations or translations that do not suit the target audience.
- **Limited Languages:** AI translation does not support all languages, and more importantly the quality can vary between languages, limiting its effectiveness.

The Role of Transcreation in Enhancing AI Translations

AI has a lot of benefits, but it also has several limitations such as quality discrepancies, and a lack of cultural understanding. This is where transcreation comes in. Transcreation is a blend of translation and creative adaptation, which makes it useful where AI translations fall short. Transcreation focuses on aligning the cultural, emotional, and linguistic expectations of the target language by maintaining the intent, style, tone, and context of the original content.

Transcreation is particularly valuable for marketing, advertising, or literature where emotional resonance and cultural relevance are essential. Transcreation is a way for professionals to speak directly to consumers while preserving the brand's identity while tailoring the content to the specific culture.

Why is Transcreation Important?

Transcreation will help you resonate with your audience, which can lead to more attention toward your brand,



AI can translate **words**,
but it takes human insight
to preserve the **soul**
of a **culture**.



which can lead to more sales, for example. It can also help with:

- Raise brand awareness
- Drive new business
- Build an emotional connection with your audience
- Build brand trust
- Increase conversion rates
- Avoid cultural mistakes that can harm your reputation
- Show cultural sensitivity

Case Studies and Examples

One example we can take a look at comes from Japan. We've all heard the famous "Have a Break, Have a Kit Kat" slogan that's used globally. However, when KitKat was introduced in Japan (as "Kitto Katto"), the slogan was changed to resonate with the local audience. In Japanese, "Kitto Katsu" (きっと勝つ) sounds like "surely win," turning the chocolate bar into a symbol of good luck. This clever wordplay transformed KitKat into a good luck charm and is especially popular during exam season. That marketing not only boosted sales but also embedded the brand into Japanese culture, showcasing how a small change can create a deep emotional connection with local audiences.

Implementing a Hybrid Approach

A hybrid approach that combines the efficiency of AI with the accuracy and creativity of transcreation,

is the best option for businesses seeking to optimize their global content strategies. AI can handle the bulk of translation tasks, and human translators can refine the key marketing messages, slogans, or other cultural content.

Businesses can strike the perfect balance between cost-efficiency and cultural relevance by integrating both AI and transcreation. The hybrid approach allows businesses to scale globally while maintaining local connection with their audience.

Conclusion

In conclusion, AI and transcreation can work synergistically to maximize ROI in global marketing and communications strategies. While AI offers speed, scalability, and cost savings, transcreation ensures that content resonates culturally and emotionally with local audiences. By leveraging both technologies, businesses can create multilingual content that is not only accurate but also impactful, enhancing their global presence and driving success across diverse markets.

More on AI & Translation



Takeaway



BEING GLOBAL & LOCAL:

*Challenges and Opportunities of a Multicultural Company
in Building a Sustainable Culture*



Gergana Toleva

Head of Global Strategic
Development

In today's global business world, companies aren't just sitting in one spot anymore—they're everywhere. Teams stretch across continents, bringing together all kinds of cultures, perspectives, and working styles. It's like trying to make a stew where every ingredient is different—but somehow, it has to taste amazing. The challenge? Building a strong, sustainable culture that ties it all together without losing the special qualities each culture brings to the table.

The Multicultural Puzzle: A Global Vision Meets Local Identity

As companies expand across borders, they face a classic dilemma: How do you maintain a **global vision** without losing the **local identity**? The goal is to keep a unified company strategy while respecting the uniqueness of each team and market. It's like trying to be both a world-class chef and the hometown hero at the same time. It sounds tricky, right? But it's possible!

Key takeaways:

- **Tolerance and understanding:** Having diverse teams is great, but it only works if everyone understands and respects each other's differences.
- **Agile thinking and communication:** Fast problem-solving is a must, and clear communication is the secret sauce.
- **Employee involvement:** The more you involve employees in decision-making, the more you tap into their expertise—and they feel more invested in the process.

Creating a Sustainable Culture: What's That Really About?

A sustainable culture isn't just a fancy set of values plastered on the wall. It's about building an environment where everyone—management and employees alike—are committed to keeping the culture alive and thriving, long-term. It's like planting a garden. You can't just water it once and expect it to bloom—you have to nurture it constantly.

Core ingredients for a sustainable culture:

1. **Long-term engagement:** Employees should be in it for the long haul, not just clocking in and out. They should feel connected to the company's values.
2. **Active participation:** Let employees take the wheel sometimes! Encouraging them to share their ideas and solutions makes them feel valued and brings new perspectives.
3. **Effective communication:** No matter where you are in the world, keeping information flowing smoothly is key to staying aligned.

Global Vision vs. Local Identity

Finding the balance between global consistency and local adaptability is like trying to walk a tightrope while juggling. Global companies often struggle to set one strategy for the whole organization while allowing space for local teams to make decisions that make sense for their market. How do you make sure the global message is clear, while letting local teams do their thing?

The secret? Connecting people and bridging gaps

The answer lies in connecting people and bridging cultural gaps. When you bring different perspectives together in a meaningful way, you can build a smooth integration of global strategies and local needs. The result? A company culture that feels both unified and adaptable.

Actionable steps to building a sustainable culture

Building a strong culture isn't an overnight thing—it's a journey. Here's how to get started and keep the momentum going:

- 1. Initiate change:** It all starts with recognizing that change is needed. Begin with small initiatives that promote cultural awareness and understanding.
- 2. Set clear goals:** Know what success looks like. Define clear goals and track progress along the way.
- 3. Roll it out across teams:** Once you have your goals, deploy them across all levels of the organization, from top leadership to team members on the ground.

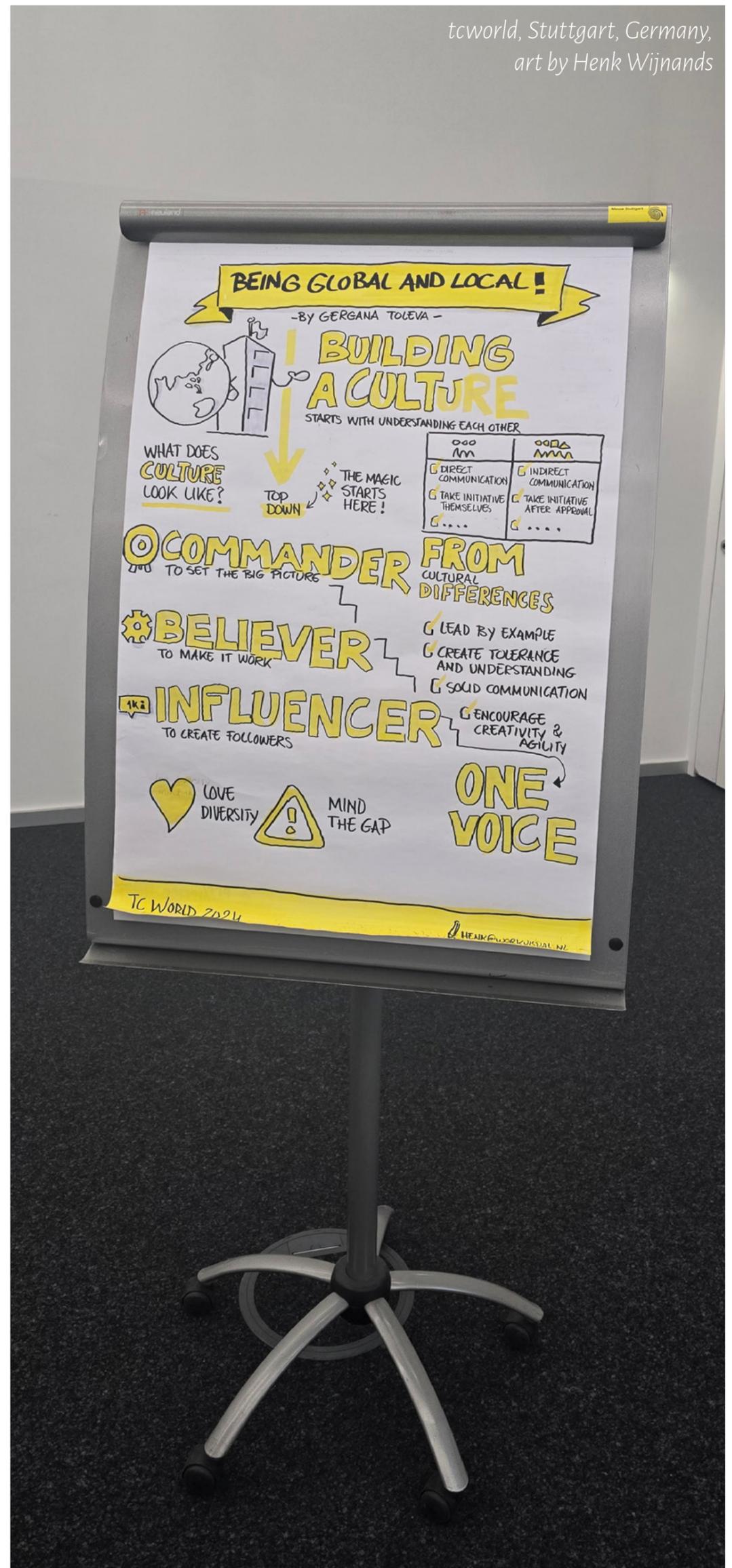
Lessons Learned: The Bumpy Road to Transformation

The road to building a multicultural, sustainable culture isn't always smooth. But hey, it's the bumps that help you grow, right? Our journey has involved some major shifts, especially in how we view leadership. Instead of having top-down leaders pushing the culture forward, we focused on empowering all levels of leadership to facilitate change.

What worked for us:

- External hires and internal promotions:** A mix of bringing in new expertise from the outside and promoting from within created a team that was both skilled and loyal.

tcworld, Stuttgart, Germany,
art by Henk Wijnands





tcworld, Stuttgart, Germany

- **Cultural training:** Everyone got on the same page with cultural awareness, which made collaboration easier and helped us understand each other better.
- **Delegating authority:** By separating administrative power from team leadership, we helped decision-making become more efficient and aligned with local practices.

Embracing Diversity: It's More Than Just a Buzzword

At the end of the day, the company's journey has shown us that embracing diversity is essential—but it's also important to be aware of the communication gaps that can arise when people from different backgrounds work together. Sometimes saying “no” to things that don't fit the company's values is just as important as saying “yes” to new opportunities.

Leadership's role in all this:

- **C-level:** They need to act like commanders, setting the big picture vision for the company.
- **Mid-level leaders:** These folks are the believers. They need to not only support the culture but live and breathe it every day.
- **Team-level leaders:** They're the influencers, guiding their teams to stay aligned with company values and driving change on the ground.

And remember, building a strong culture doesn't start once you've hired your employees—it starts during **onboarding**. Instilling cultural values right from day one is essential to making sure new hires are aligned with the company vision from the get-go.

The Future of Multicultural Companies

So, what's next for companies with teams all over the world? Building a sustainable, multicultural culture isn't a one-and-done job. It's a journey that requires constant work, communication, and engagement. But with a focus on blending global and local strategies, the sky's the limit. Sure, the challenges are there, but the opportunities? They're endless—especially for those willing to roll up their sleeves and dive in.

Follow us:





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