

STRATEGIC PLANNING AND MARKET RESEARCH

ADVERTISING AND MARKETING

MEDIA PLANNING AND PLACEMENT

TRANSLATION/TRANSCREATION

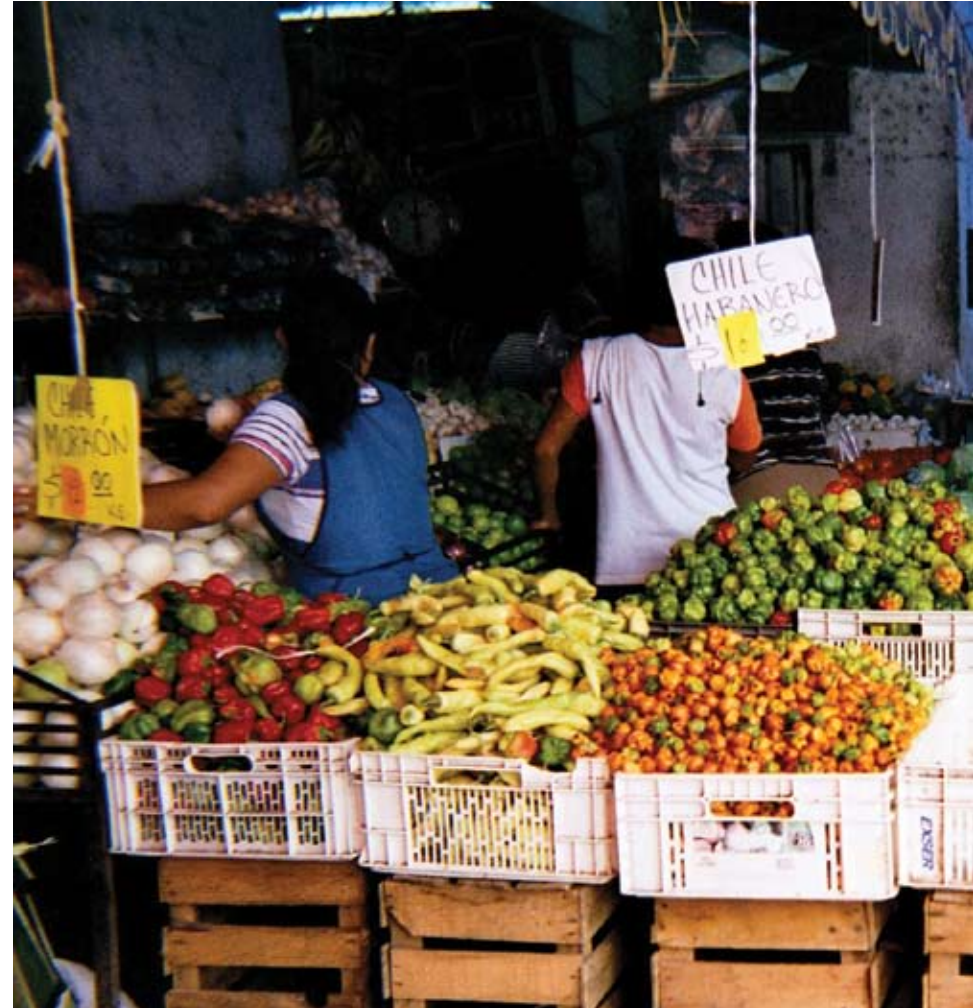
PUBLIC RELATIONS

EVENT MARKETING

**hispanidad**

Heinrich Hispanidad  
1350 Independence St  
Denver, CO 80215  
heinrichhispanidad.com

# TRANSLATION SERVICES



- > ONE IN FIVE PEOPLE IN THE UNITED STATES SPEAK A LANGUAGE OTHER THAN ENGLISH.
- > For two-thirds of them, that language is Spanish.

**hispanidad**

putting the accent on response

# TRANSLATION SERVICES

- **With over 500 million speakers, Spanish is the fourth most commonly spoken language in the world, after English, Chinese and Hindi.**
- **Between 2005 and 2025, the Spanish-speaking U.S. Hispanic segment will grow by 45%: from 27.8 million Hispanics in 2005 to 40.2 million in 2025.\***
- **A recent study\* found that marketing messages in Spanish are 55% percent more effective at increasing ad awareness levels than those in English. And ads received in Spanish are 4.4 times more persuasive than ones received in English.**

Many companies in the U.S. commonly attempt to reach the non-English-speaking market through the use of translated marketing and advertising materials. Straight translations, which depend on an accurate linguistic text transfer from one language to another, tend to miss the emotional and culturally relevant elements. Some results will be there, but not with the strength and recall that a truly culturally attuned marketing and advertising effort can attain. In fact, in some instances, direct translations can be misinterpreted or even offensive.

## **“In-Language” Copywriting**

In fact, when appropriate, Heinrich Hispanidad’s multicultural, bilingual staff develops concepts in the language of the target audience. If the target is Spanish-dominant, our team develops concepts and ideas in Spanish and executes those creative concepts in Spanish. Unlike many other agencies, our team does not create a concept in English and then translate it into Spanish. We believe there are certain nuances and experiences that the native Spanish speaker will find lacking in translated copy. We strive to maintain that integrity on behalf of our clients.

## **Competency and “Transcreations”**

The Spanish language is alive and constantly changing; new words and phrases appear regularly. Staying informed of these changes is no simple task. Our translators are qualified, native-speaking linguists who ensure your documents are accurately translated, preventing the awkwardness caused by poor translations.

Our rigid translation process requires that at least three of our linguistic professionals work on every job: a translator, an editor and a proofreader. We carefully select the entire language team based on the members’ knowledge of the subject area and the target audience in question. This team approach provides language quality control, checking to ensure that each piece of work is flawless.

When a project entails bilingual communication, our approach is to transcreate (or adapt) the message. Transcreation is the process of determining the suitability of an original creative message to an ethnic group, and if suitable, transferring the creative concept, not just the words, in an appropriate tone and graphic look. Basically, a translation is about words, while transcreations are about ideas.

## **Essentials**

- Your translations can be accepted, and returned, via email, diskette or hard copy. We can also lay out or format your document to ensure proper word breaks and punctuation. Furthermore, we can work with your printer to ensure that accents and tildes are properly depicted.
- Pricing and timelines for completion of copywriting, translation and transcreation services are flexible and will be determined after evaluating the scope and complexity of the original text.

Details:  
Contact Laura Sonderup, Director  
Heinrich Hispanidad  
303.239.5235  
lsonderup@heinrich.com

\* based on research conducted by Roslow Research Group.

hispanidad

putting the accent on response