



# Lesson VII Comparing International Advertising Campaigns

## Translating large international advertising campaigns

- Specialized agencies in charge of translating/transmitting the campaign.
- The translator might be asked to provide MULTIPLE versions of his translation (5 or more), with literal back translation.
- The translator might be asked to provide detailed comments on the choices he/she made.
- The translator is provided with a BRIEF.
- What is a brief?
- The brief is a document containing detailed information about the brand, the product and the intended audience. It gives the potential translator information about facts, register and personal and social details (Feminine/masculine-Singular/plural, degrees of social distance and respect).

## The brief

Here's a list of what you need to know:

- The product.
- The intended market/culture.
- The degree of distribution for which the target text is intended.
- The product's characteristics and features that it is being promoted.
- The product's positioning/segmentation.
- Where possible, the attitude of the government, whether they are for and/or against it, and, for commercial advertisements, relations with the text.

(Torres 2008)



At the end you will find a sample brief form for a product. You will be provided with a brief.

## How are international campaigns organized?

- Companies operating worldwide may need to adapt their products to local markets, or their marketing strategies, norms and laws to those markets.
- Adapting an advertising campaign to meet the conditions of a regional market creates problems: the costs of translating advertising campaigns can be very high —> brands may not permit individual campaigns for each separate market.

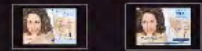
Moreover sometimes the power of brand images might translate in a number of different cultures. As you can find them as well if you compare parallel sources of glossy magazines.

That's why it is common to find apparently identical advertisement in a number of different cultures. As you can find them as well if you compare parallel sources of glossy magazines.

## The importance of the visual in multilingual print advertisements

The advertisement the visual is often more effective than the text, despite great differences in the degree of visual literacy. In the following examples we'll see that the visual is often more effective than the text, despite great differences in the degree of visual literacy.

Here we see the first two images: the first image is the visual and the second is the verbal. The visual is often more effective than the text, despite great differences in the degree of visual literacy.



Verbal

In the first image the visual is the product is described by the use of the verbal (the text). In the second image the visual is the product is described by the use of the verbal (the text). In the third image the visual is the product is described by the use of the verbal (the text). In the fourth image the visual is the product is described by the use of the verbal (the text).

Visual

Visual is often more effective than the text, despite great differences in the degree of visual literacy. In the following examples we'll see that the visual is often more effective than the text, despite great differences in the degree of visual literacy.

## Examples of international advertising campaigns of the same product



Elle Italy Elle Canada Elle UK Marie Claire USA

The visual is almost identical; the verbal part is structured differently even though the content is basically the same.

- 20 estratti di piante anti-età + efficaci (ITA)
- 20 pure plant extracts and potent high tech molecules (USA/CAN)
- 20 powerful anti ageing plant extracts (UK)

USA and Canada end the ad with the lettering "proven for all skin types, all ages, all ethnicities". Cultural aspect - Canada and USA have a very multicultural society.

## Example II



Visual

Similarities

Genifique = Image of genes sequencing

Circle (symbolic value): close resemblance with the Vitruvian Man

Differences:

Drop: half empty (ITA), Full (USA)

The presence of the hands in ITA / A flower in the USA ad (Flower = symbol of softness and radiance metaphor of the skin that looks rejuvenated after the treatment with Lancôme Genifique)

Verbal

The English version is based on the woman that is using the product, reporting surveys and consumers evaluations. The Italian version on the other hand focuses on the scientific research that was led to obtain this product: "Ispirato a 14 anni di ricerca e 7 brevetti" "... studi scientifici hanno dimostrato".

## Now it's up to you



Elle UK Elle Repubblica ITA



Elle UK Donna Italiana ITA

In the previous examples we saw that it is possible to physically change, translate a visual element in order to match, or contribute to create, a meaning which best suits the target society or that serves the purposes of the encoder/marketer. (Torres 2008)

This attitude is also true when advertisements, chose to use a more scientific approach and thus use apparently technical language that is only designed to appear as such in order to make the product more reliable.

In the Lancôme Youth Advanced Genifique Ad scientific language is used only in the Italian version to stress the reliability of the product. Other examples such that of an Elvive Shampoo advert, mentioned in Torres 2008 are even more significant. In a 1999 advert **Elvive UV Filter** in UK becomes **Elvive con Nutri-Filtro** in Italy and the Computer Generated images that are shown in the advert are completely different even though the product formulation is the same.



Examples: 2x2 commercials from Italy and the UK. Probably those ads were developed separately by each marketing department and not "translated", but yet these examples are useful to see how different needs and expectations (real or supposed from surveys) lead to radically different approaches for the description of the same product (formulated in the exact same way).

Example 1 Elvive fibrology UK and Elvive fibrology (ITA)

Example 2 Elvive Triple Resist with Arginine (UK) Elvive Arginine Resist X3 (UK)

Example 1: Different testimonial/ different CGI

Example 2: Same testimonial, same images but used and mixed in a radically different way.

## Translating large international advertising campaigns

- Specialized agencies in charge of translating/transcreating the campaign.
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- **What is a brief ?**
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# The Brief

Here's a list of what you can find in a Brief:

- The purpose
- The intended readership/audience
- The channel of distribution for which the target text is intended
- The product/service/institution/behavior that is being promoted
- The producer/provider/promoting organization
- where possible, the authors of the source text, whether they are the end clients and if not, the position of the end clients relative to the text.

Torresi 2010



At the exam you are asked to provide only one version of your translation. You won't be provided with a brief.

## Translation Brief

Job Name

Your Job Reference

Brand / Product / Company

**Where and how will the translated text be used?**

For example: web-advertising, print/adirect email, website copy, hardcopy letter, etc.

**What is the desired response from readers?**

For example: purchase product, experience, that they buy into the brand & products, etc.

**Who is the target audience?**

Age Group  
Gender  
Social Group

**Tone of Voice / Image / Style of Address to the Reader?**

Chatty / Informal / Respectful / Loud / Confident / Quiet / Questioning? Etc.

**Reference / Context / Background Information resources**

Existing website / copy, previous translations, competitor websites, product/company information etc.

### The One Key Thing to Communicate

The most important thing about the product / brand / company that you need to get across to the audience. The central message.

## How are international campaigns organized?

Companies operating worldwide may need to adapt either their products or services, or their marketing strategies, to win and hold on to new markets.

Adapting an advertising campaign to meet the conditions of a regional market creates problems : the costs of mounting advertising campaigns can be very high ---> budgets may not permit individual campaigns fore each separate market.

Moreover sometimes the power of brand images might constitute a value for their communication power and companies would want to capitalize on them.

That's why it is common to find apparently identical advertisement in a number of different cultures. An you can find them as well if you compare parallel issues of glossy magazines.

# The importance of the visual in multilingual print advertisements

The verbal and the visual are often intrinsically linked: graphic layout and pictures may be adapted across cultures. In the following examples we'll see that also the visual sometimes is translated and it should **not** be considered ancillary to verbal signs.

We've seen in the very first lesson the Maybelline Smooth Result ad, where both the verbal and the visual have been adapted in the national versions:



## Verbal

In the Italian version the novelty of the product is underlined by the use of the underlined adjective **NEW**, at the very end of the ad the expression "Il makeup **N° 1** negli USA" is in red as well. Thus the color code becomes a means to support and add emphasis to the **lexical boost** of the written text. Another feature that adds boost to the message is the use of bold type which is used in different places across the two advertisements and a more direct approach in the Italian version.

## Visual

If you remember the little captions describing the actress (Melina Kanakaredes) claim her to be wearing different shades of the same foundation, that are actually different. The photographs that were evidently taken in the same moment were TRANSLATED or better ADAPTED, into the target culture. Photos can become **signs**, semiotic units that can actually be translated.



**SMOOTH AWAY**  
your first tiny lines.  
A younger look instantly.

**SMOOTH  
RESULT**

It does more than smooth away the appearance of those first tiny lines.

Enriched with a triple complex of Vitamins A, C and E, it also boosts your complexion thanks to its light reflecting particles and moisturizing agents.

Sun protection: **SPF 10.**  
Lightweight formula.

The result: Reduced appearance of lines. For a youthful radiant looking you.

MAYBELLINE  
NEW YORK  
**SMOOTH  
RESULT**  
SMOOTHING MAKE-UP  
HYDRATING LIFTING SOF  
SPF 10

Melina Kanakaredes  
Model wearing Smooth Result in Apricot Sheer.

[www.maybelline.com](http://www.maybelline.com)

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.  
**MAYBELLINE**  
NEW YORK



"Una pelle più liscia, più radiosa...  
sei tu più giovane."

Melina Kanakaredes

[www.maybelline.com](http://www.maybelline.com)

Make-up artist: Smooth-Result Make-Up 21

NEW

MAYBELLINE  
NEW YORK

SMOOTH  
RESULT

FONDOTINTA LEVIGANTE  
EFFETTO RINGIOVANENTE

Fa molto più che minimizzare  
le piccole rughe.

Agenti idratanti e un mix di  
vitamine A, E, C risvegliano  
la luminosità del tuo viso.

L'indice di protezione solare  
IP 18 protegge il futuro della  
tua pelle. Formula ultrasaggia.

Il risultato?  
Nasconde più ombre di una  
ruga... sei tu più giovane.



Il make-up **NY** USA  
sign U.S.A.

MAYBELLINE  
NEW YORK  
GEMEY

IT'S YOU. IT'S NEW. IT'S MAYBELLINE NEW YORK.

## Examples of international advertising campaigns of the same product



Elle Italy



Elle Canada



Elle UK



Marie Claire USA

The visual is almost unvaried, the verbal part is structured differently even though the content is basically the same.

20 estratti di piante anti-età + efficaci (ITA)

20 pure plant extracts and potent high tech molecules (USA/CAN)

20 powerful anti ageing plant extracts (UK)

Usa and Canada end the ad with the lettering "proven for all skin types, all ages, all ethnicities".

Cultural aspect - Canada and USA have a very multicultural society.

Uno.  
Potente come  
due.

**Double Serum®**  
*Concentrato Antietà  
Globale*

Più di un semplice siero,  
l'unico trattamento anti-età  
che rilancia le 5 funzioni vitali  
da cui dipendono giovinezza  
e bellezza della pelle¹.

Una doppia formula  
che concentra i 20 estratti  
di piante anti-età più efficaci.

Immediatamente la pelle è più  
luminosa; dopo 4 settimane  
è più tonica, le rughe attenuate.

Due sieri in uno:  
doppia efficacia anti-età.

Clarins, N°1 in Europa  
nei trattamenti di bellezza  
in profumeria selettiva².

90% delle donne trova  
Double Serum® più efficace  
del siero abituale³.

1. Test in vivo/ex vivo e su epidermide ricostruita.  
2. Fonte: NPD BeautyTrends, vendite totali di 4 Paesi:  
Francia, Italia, Spagna (penisola) e Inghilterra,  
prodotti di trattamento venduti in profumeria,  
brand prestige, vendite a valore 2012.  
3. Test di soddisfazione - 126 donne - 4 settimane.

[www.clarins.com](http://www.clarins.com)



# CLARINS

One.  
With the power

**Double Serum®**  
*Complete Age Control Co*

**New scientific breakthrough:** powered  
plant extracts and potent high-tech m  
Double Serum's innovative dual cham  
targets all aspects of skin ageing in on  
concentrate for a double anti-ageing p

**The proof:** two age-defying formulas i  
groundbreaking serum that reactivated  
vital functions for a healthier complex  
younger-looking skin."

Proven for all skin types, all ages, all et

In just 4 weeks\*\*\*

87% Firmer skin

79% Reduced wrinkles

88% More even skin tone

88% Less visible pores

\* Satisfaction test, 50 women reported, 4 weeks

\*\* Satisfaction test, 126 women reported, 4 weeks

\*\*\* Satisfaction test, 197 women reported, 4 weeks

[www.clarins.com](http://www.clarins.com)



One.  
With the power of Two.

*Double Serum®*  
*Complete Age Control Concentrate*

**New scientific breakthrough:** powered by 20 pure plant extracts and potent high-tech molecules, Double Serum's innovative dual chamber system targets all aspects of skin ageing in one complete concentrate for a double anti-ageing performance.

**The proof:** two age-defying formulas in one groundbreaking serum that reactivates the skin's vital functions for a healthier complexion and younger-looking skin.\*\*

Proven for all skin types, all ages, all ethnicities.

In just 4 weeks\*\*\*

- 87%<sup>†</sup> Firmer skin
- 79%<sup>†</sup> Reduced wrinkles
- 88%<sup>†</sup> More even skin tone
- 88%<sup>†</sup> Less visible pores

<sup>†</sup> Satisfaction test, 50 women reported, 4 weeks

<sup>†</sup> Satisfaction test, 126 women reported, 4 weeks

<sup>\*\*\*</sup> Satisfaction test, 197 women reported, 4 weeks

[www.clarins.com](http://www.clarins.com)

Available at  
**HUDSON'S BAY**



INS

CL

One.  
With the power of  
Two.

**Double Serum®**  
*Complete Age Control  
Concentrate*

Powered by 20 powerful anti-ageing plant extracts, Double Serum's innovative, two-phase system targets all aspects of skin ageing in one complete concentrate. After one week, skin is more radiant\*. After 4 weeks, skin looks firmer, wrinkles appear reduced and pores less visible\*.



1. Fold the sample in half and tear.
2. Press and mix both formulas in the palm of the hand and apply.

Clarins, No.1 in UK  
Premium Skin Care†.

\*Satisfaction test – 194 UK women.  
†Source: The NPD Group Jan - Oct 13.  
‡Source: The NPD Group value sales Jan - Oct 13.

Official online store:  
[www.clarins.com](http://www.clarins.com)

**No.1**  
Anti-Ageing  
Serum in the UK\*\*.  
Discover why.



# CLARINS

One  
With  
of TV

AWA  
**Double Serum®**  
Complete Age Control Concentrate

Double  
Powered  
extracts  
molecul  
best-sel  
age-def  
ground  
targets

Proven  
all ages.

In just 4

87%  
79%  
88%  
87%

\* Amongst  
Clarins w  
sales in v  
† Satisfac

Discover

0.1  
ageing  
in the UK\*.  
ever why.

One.  
With the power  
of Two.

AWARD-WINNING

*Double Serum®*  
Complete Age Control  
Concentrate

Double anti-aging performance.  
Powered by 20 pure plant  
extracts and potent high-tech  
molecules—Clarins' worldwide  
best-seller\* combines two  
age-defying formulas into one  
groundbreaking serum that  
targets visible signs of skin aging.

Proven for all skin types,  
all ages, all ethnicities.

In just 4 weeks\*\*

87% Firmer skin

79% Reduced wrinkles

88% More even skin tone

87% Less visible pores

\* Amongst CLARINS products.  
Clarins worldwide internal data – retailers  
sales in value and volume, YTD Jan–Sept 2013.  
\*\* Satisfaction test, 197 women reported, 4 weeks.

Discover at [www.clarins.com](http://www.clarins.com)



Available at Macy's

S

CLARINS

## Example II



Marie Claire USA



Elle ITA

### Visual

#### Similarities

Genifique = Image of genes sequencing

Circle (symbolic value): close resemblance with the Vitruvian Man

#### Differences:

Dropper: half empty (ITA), Full (USA)

The presence of the hands in ITA / A flower in the USA ad (Flower = symbol of softness and radiance metaphor of the skin that looks rejuvenated after the treatment with Lancome Genifique)

### Verbal

The English version is based on the woman that is using the product, reporting surveys and consumers evaluations. The Italian version on the other hand focuses on the scientific research that was led to obtain this product: "Ispirato a 14 anni di ricerca e 7 brevetti" "... studi scientifici hanno dimostrato"



DISCOVER THE SKIN YOU WERE BORN TO HAVE.  
YOUTHFUL RADIANCE IN JUST 7 DAYS.\*

INTRODUCING  
—ADVANCED—  
**GÉNIFIQUE**  
YOUTH ACTIVATING CONCENTRATE

One serum so powerful, drop by drop, it reactivates 10 key signs of youth, day and night. Revealing smoother, more radiant skin you can see and feel. With an exclusive advanced self-loading dropper, to deliver a serum that leaves skin incredibly soft to the touch.

**See it, feel it, believe it:\***

In just one application, 73% of women saw softer skin.

In just one week, 85% of women saw more luminous skin.

In just one month, 85% of women felt skin glowed with radiance.

For every woman, multiple ethnicities and all ages.

[Lancome.com](http://Lancome.com)

\*Based on a self-assessment on 34 women in an 8 week study.

**LANCÔME**  
PARIS

IL SEGRETO DI UNA PELLE GIOVANE. CHE SI VEDE, CHE SI SENTE.

*Goccia dopo goccia, senti la tua pelle più giovane sotto le dita<sup>1</sup>.*

## —ADVANCED— GÉNIFIQUE

ATTIVATORE DI GIOVINEZZA

Advanced Génifique  
agisce sui segni di giovinezza<sup>2</sup>:

RUGHE SOTTILI  
RUGHE PROFONDE  
LUMINOSITÀ  
TRASPARENZA  
UNIFORMITÀ



TEXTURE  
ELASTICITÀ  
TONICITÀ  
COMPATTEZZA  
RILASSAMENTO

**Nuova evidenza dell'efficacia di Advanced Génifique:**

Una pelle giovane non si riconosce solo con lo sguardo: esperti scientifici hanno dimostrato che si può valutare l'età della pelle anche al tatto. Vedi e senti i primi risultati in soli 7 giorni<sup>2</sup>: una pelle affinata, più compatta e luminosa. In 1 mese, senti la tua pelle più giovane sotto le dita<sup>1</sup>.

LA GIOVINEZZA È NEI TUOI GENI

# LANCÔME

PARIS

ISPIRATO A 14 ANNI  
DI RICERCA SUI GENI.  
7 BREVETTI.

<sup>1</sup>Puntaggio clinico della densità su un sfilante tattile - 43 donne - 1 mese. <sup>2</sup>Puntaggio clinico e auto-valutazione - 34 donne.

# Now it's up to you



Elle UK



(D. Repubblica ITA)



Elle UK



Donna moderna ITA

PANTENE PRO-V  
HAIR SO HEALTHY IT SHINES

\*Against combing damage \*\*Repairs surface damage to smoothness

"I want to keep my youthful length, for longer."

*Cat Deeley*

**Helps protect 7 benefits of youthful hair**

**NEW** Youth Protect 7-anti ageing system

Pantene Pro-V's first preventative anti-ageing system with shampoo, conditioner and treatments, including the new BB Crème, rejuvenates your hair and preserves your youthful look for hair that is strong\*, full and shiny.

Shine  
Fullness  
Strength\*  
Smoothness  
Resilient tips\*\*  
Moisture balance  
Less damage prone\*\*



Elle UK

PANTENE PRO-V

Seguici su Pantene Italia 

"Io non do un taglio alla mia giovinezza."

*Vittoria Puccini*

**Nuovo Protezione Giovinezza 7**

Protegge 7 proprietà dei capelli giovani.

Il tempo passa anche per i tuoi capelli. Il Nuovo Pantene Protezione Giovinezza 7 e lo spray con vitamina B7 lasciano i tuoi capelli più forti\* e corposi, al riparo dai danni\*\* del tempo che passa. E non devi rinunciare ai tuoi capelli lunghi.

\*contro i danni da solazione \*\*danni superficiali



(D. Repubblica ITA)



Elle UK



Donna moderna ITA

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