



Why do you need to take localization of marketing content seriously?

Because ...

Estonia is easy* and affordable**

* **easy** in this context does not refer to morality but to the fact that moving to Estonia from abroad involves very little red tape

** **affordable** in this context does not add a financial dimension to dubious moral sphere but illustrates that cost of living in Estonia is modest compared to Western Europe

Localizing marketing content is:

Part of an overall marketing strategy...

- Poor translation will undermine the copywriting
- Plan ahead, provide reference and leave enough time for translation (heads-up can be a life-saver)
- How easily localizable is the source text and is re-writing required (catchy metaphors, “inside” jokes etc. do not translate well)

Tricky...

- Contrary to technical and legal spheres marketing translations must add or omit content to be effective
- Languages differ, often considerably
- In addition, cultural differences add another dimensions

Cultural differences

- Danes and Estonians are quite similar: casual, informal and practical
- English texts are often wordy and have repeating style – to make them sound natural in Danish/Estonian the style has to be toned down considerably and the repetitions reduced

Difference between languages

- Language length can differ greatly (slogans), you might need to leave room in print materials
- $A + B = C$ does not always hold true in another language, some terms do not have a match, some have several...
- Language structure can differ: There are colloquial-formal/singular-plural modes of speech in Estonian (both can be used) and Russian (formal mode almost always), gender distinctions...
- Preferences regarding loanwords differ per language (Estonian vs Finnish)

How to ensure quality and consistency?

Before

Prepare a toolkit for translator:

- target group (experts or everyday users)
- style and tone to be used (formal/colloquial)
- instructions on localizing product names
- reference materials (previous translations, term bases etc...)

After

- If possible try to have in-country reviewers (local sales representatives) - they know your product and the target language
- Always check the final version (errors can be introduced during DTP stage)



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- ISO 9001 and ISO 17100 certified
- Special focus on Baltic and Nordic languages and on medical, legal and marketing domains
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