

Marketing material



**Your brand on the global stage,
with highly, effective translations.**
Exactly our thing.

Transline

Übersetzen. Verstehen.

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Reach your customers

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Our service and global expertise for you

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Your website, our professional translation

Communication is what makes us human.

Reach your customers

This booklet is about the art of translating advertising and marketing material

Only inspired advertising leaves a lasting impression.

Hit the bullseye.

No matter where your customers are.

The Transline Group.
Your partner for intercultural,
multilingual communication.

Our intercultural communication experts are at home throughout the world. They localise your text to fit the target market and give you advice on marketing translations that require a more sensitive approach. This is key to your company's global success and a responsibility we don't take lightly.

Marketing translations intended for a specific target market often require more than just transcribing words into the target language: we localise your content and adapt it to the special needs of your target market.

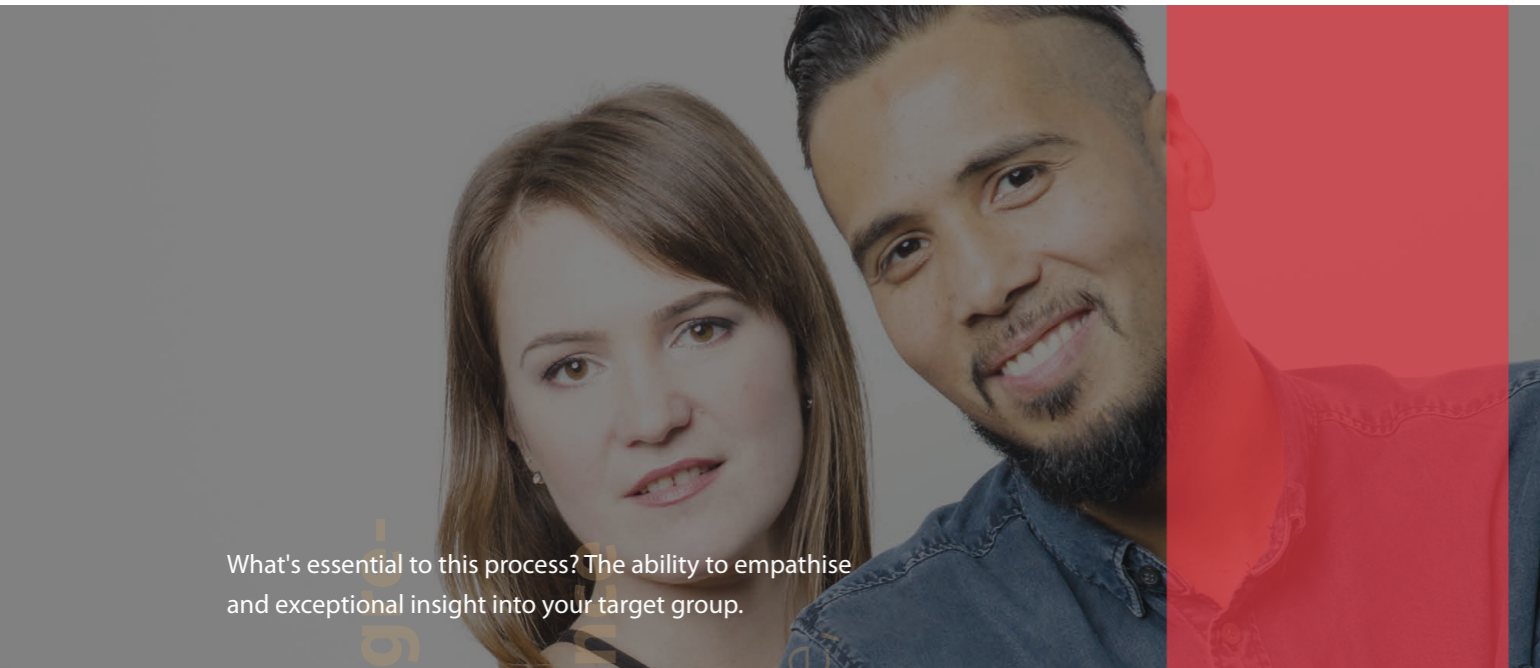
Transcreation is the strategic, creative melding of translating and copywriting, finished off with more than a dash of intercultural competence. We use this process when translating your text into the desired language so you can be sure your message reaches the target audience. We recommend this approach for all marketing and PR texts intended to shape your brand's image.



Full service and global expertise

////////// High performance is all about experience

/ Effective marketing translations – knowing the target market is key to getting it right.



What's essential to this process? The ability to empathise and exceptional insight into your target group.

Great translators are also great at readers. They understand the essence of the text. Wherever your customers are, we'll meet them there.



Expert advice

Translating marketing material requires intuition and flair. Solutions for great marketing translations need a dedicated approach. As an experienced language service provider, Transline offers you proactive and sustainable advice. Decades of experience enable us to fulfil your high expectations, regardless of language or complexity.

Complete service

Besides providing translations and complete coordination of your marketing projects, our service range also includes comprehensive advice on the **localisation** of marketing material. We integrate your feedback using specialised software for proofreading and offer **foreign language layout** and desktop publishing (DTP).

One central contact person

A direct line to you – that's our priority, along with transparency. A good briefing is essential for marketing translations, as is close contact between your reviewer and the translator. Your project manager takes over the time management and ensures clear structures are in place, leaving you free to focus on your core competencies.

Reliable team

With thousands of specialised translators worldwide and 100 staff in Europe, we cover 160 languages, reaching 93% of the world's population. International companies appreciate the high quality of our translations, as well as our reliable, agile team of thinkers and problem-solvers.

To really know a language means to understand the people who speak it.

/// Georg Christoph Lichtenberg

Your website – translated by professionals

////////// Global presence increases market opportunities

/ Let your global brand shine with professionally designed and translated marketing material.



Be found online

Positioning yourself as a global brand, establishing a multilingual presence that speaks for itself and utilising your chances on the global markets: this is all easier today than it's ever been. If you disperse your information over the World Wide Web and provide the appropriate **SEO keywords**, you can reach potential customers in practically every corner of the earth. But professionally translated website texts are crucial: they ensure uncompromised visibility and unambiguity, no matter which language or culture.

Speak the language of those you want to reach

It seems like a paradox, but it's actually true: despite increasing globalisation, there's a growing trend towards individuality, and languages are no exception. As

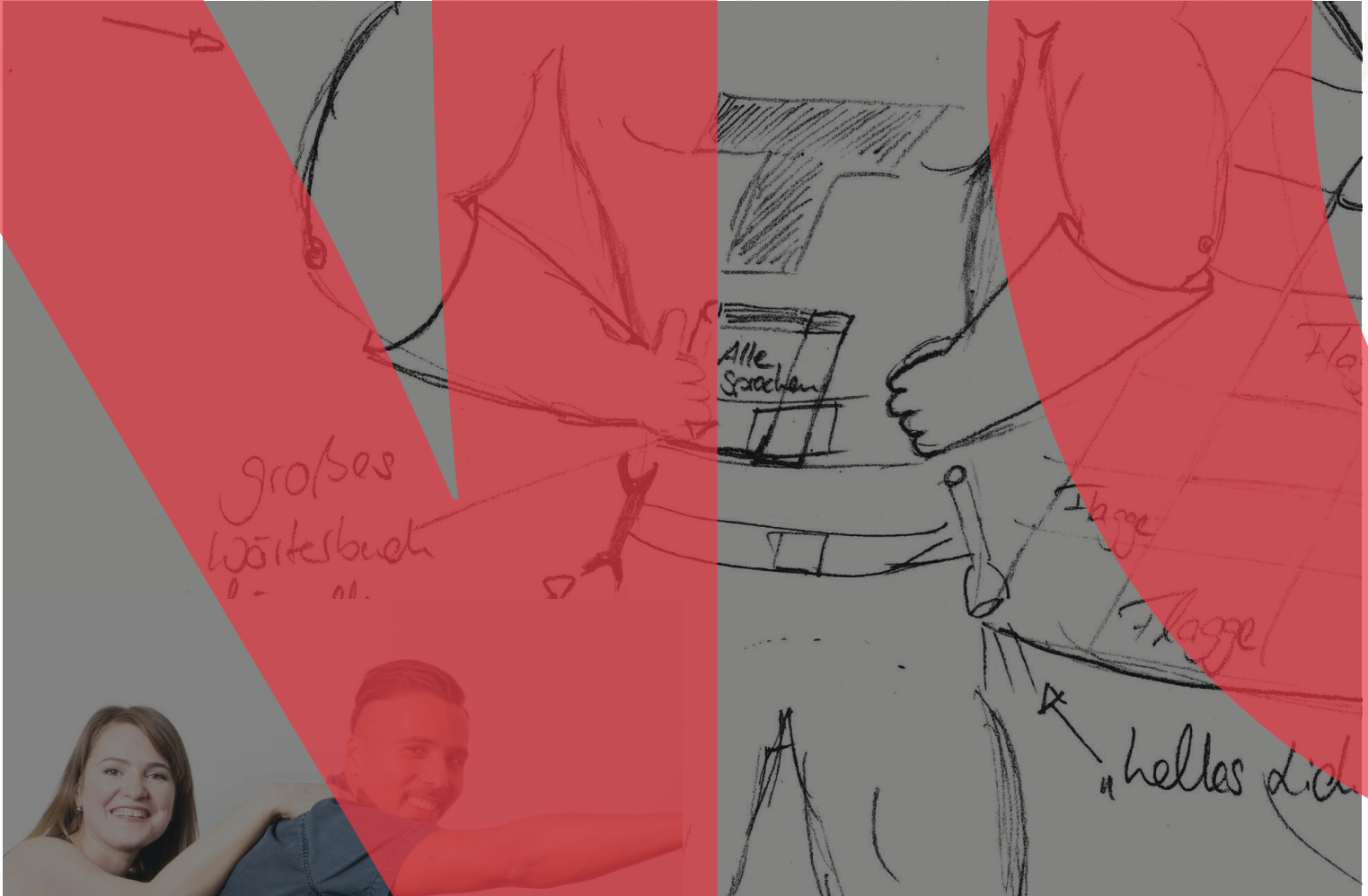
living conditions and products become ever more similar around the globe, your native language is an increasingly important marker of your identity, your intellectual and cultural habitat. Speaking the language of the people you want to reach means you get closer to your customers, foster trust and build emotional value.

Transline's language experts translate your **website** and **online shop** into any language you need – quickly, professionally and with unfailing intuition for local characteristics. It goes without saying that they're familiar with all types of file formats and systems, so your translated texts are ready to be used the moment they're delivered.

BOSCH /// Technology for life / **MIELE** /// Always better / **RICOLA** /// Chrü-tercraft / **SIEGENIA** /// brings spaces to life / **DÜRR DENTAL** /// The best solutions have a system / **HELLER** /// Knowing how it's done. / **STO** /// Building with conscience. / **PRINOTH** /// Shaping the Future / **KNOLL** /// .It works /

Just a few of our happy customers who use our services of translation, localisation, transcreation, terminology, SEO, advertising copy writing and DTP.

Marketing texts.
SEO keywords.
Websites.
Online shops.
Slogans.
Advertising material.
Transcreations.



Which are the most widely spoken languages in the world? Chinese, Spanish, English, Hindi, Arabic, Portuguese, Bengali, Russian, Japanese, German, Marathi, Korean, French, Turkish, Tamil, Vietnamese, Urdu, ...?

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Extensive language services
for demanding multilingual
projects

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