

The methodology white paper

Transcreation in digital marketing

How to adapt your message to the Japanese market

JAPANESE CONTENT AGENCY

TOKYO / LONDON



Transcreation



Digital Marketing



Social Media



WHAT IS TRANSCREATION?

Transcreation is a term used chiefly by advertising and marketing professionals to refer to the process of adapting a message from one language to another, while maintaining its intent, style, tone, and context.

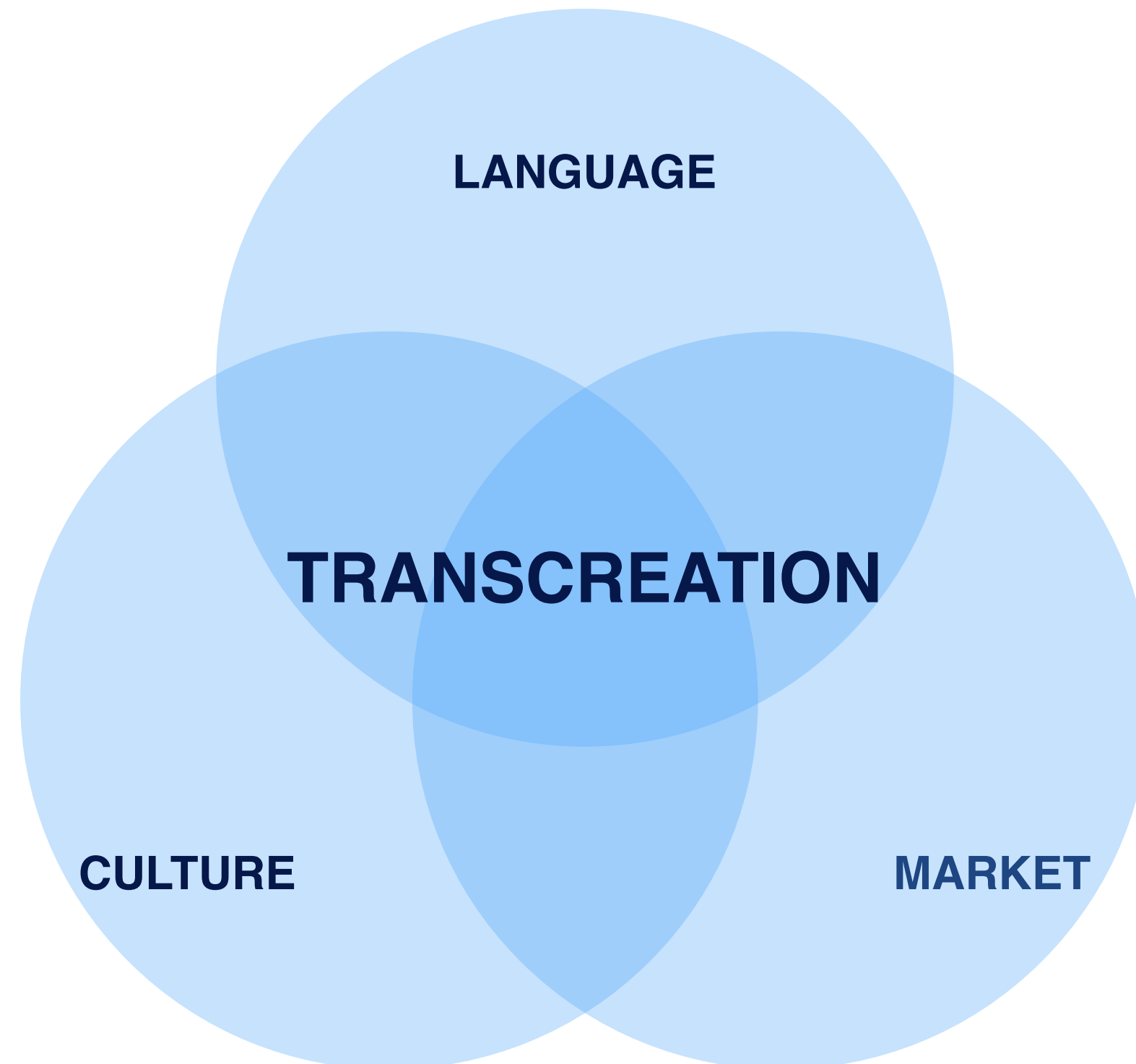


Where it can be applied

- Delivering your company message to a local audience
- Succeeding in new markets
- Helping to boost the sales of your products and services
- Strengthening your brand strategy and positioning
- Acquiring interest from new customers

ESSENTIAL UNDERSTANDING

To successfully transcreate,
you need understand three mediums:



LANGUAGE

Japanese people use three writing systems; hiragana, katakana and kanji.

Japanese has a completely different grammatical order to alphabetical languages.

CULTURE

People use more text and less images.

Japanese people are less trusting of others on social media.

Japanese people are more likely to focus on catch copy.

People make decisions based on fact more than emotion.

MARKET

Japan's GDP is 4.9 trillion USD (2017). The world's third biggest economy.

The population is 127 million.

Japan has an ageing population. More than 17% are over 75 y/o.

PROCESS FLOW

1

Initial Interview to understand your company's core message

2

Clearly listing your brand guidelines and tone of voice

3

Identifying your target audience

4

Translation by bilingual specialists (transcreation)

5

Digital marketing optimisation

6

Proofreading and editing by Japanese speakers

GET IN TOUCH

And learn more about how TAMLO can help you
to localise your message.



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