

DAY TRANSLATIONS

The **Art** of Marketing Translations

how we've worked with clients on their outreach material

www.daytranslations.com

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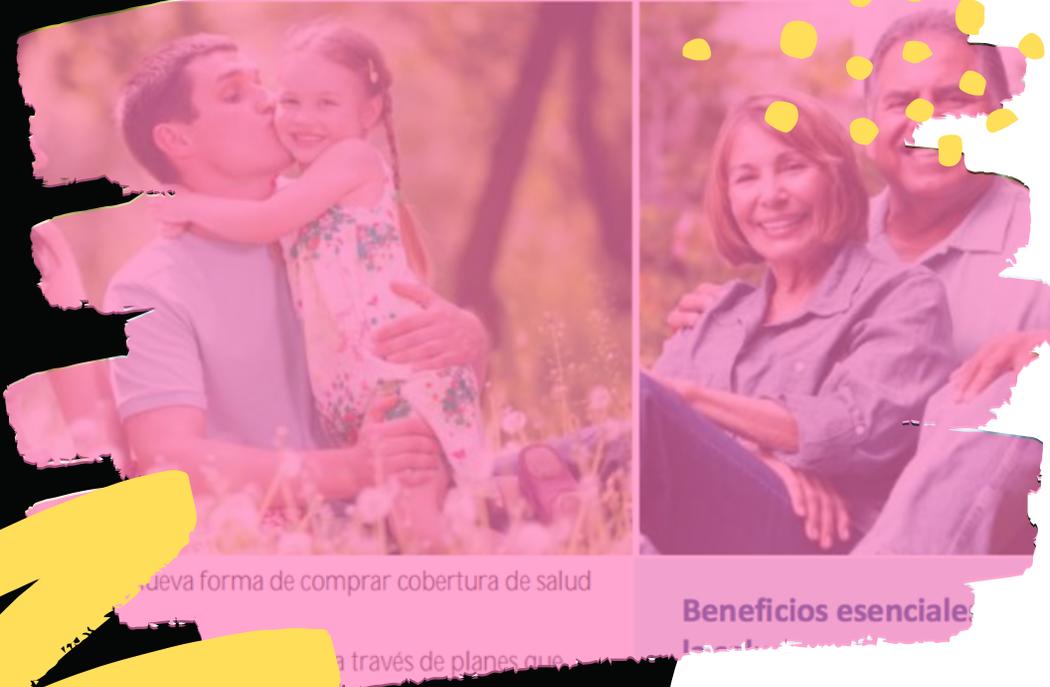
1-800-969-6853

Health Insurance

Understanding the delicate promotion strategy of the healthcare industry.

In October 2016, we worked with a leading not-for-profit health care system on the translation of their outreach materials.

We hand-picked the language professionals with the longest track record of experience in the medical field, and who fully understood the importance of being careful, precise and straightforward in the promotion of these services.



WHY **MARKETING TRANSLATION** IS TRICKY



VISUALS

Images, colors, and even numbers carry different meanings across cultures.

LOGOS & SLOGANS

Tag lines and brand names can be offensive or have a completely different meaning depending on the language.

HUMOR

Humor is considerably different between the US and the UK - and these are regions that speak the same language!

METAPHORS

Metaphors, proverbs, and idioms rarely translate between languages, due to being rooted in culture and traditions.



Infographics

In June 2019, we worked with a renowned multinational food distribution corporation on the translation of a major infographic about their workflow - showcasing facts and figures in a way that's comprehensive yet impactful was our mission, and they couldn't have been more pleased by the end result.

Camp Activities

One of our favorite projects was translating a Summer Camp brochure for a non-profit organization in Spanish, Amharic, Oromo, Somali, and Tigrinya - the material included slogans, recommendations, list of activities, a Q&A, and a full calendar of events.

