

ACHIEVING HIGHER AUDIENCE ENGAGEMENT THROUGH THE ART OF TRANSCREATION

CSOFT CASE STUDY



CSOFT's native-English Technical Communications team transcreates BAIC's company profile and ensures their language and presentation are culturally appropriate for Western audiences.

PROJECT BACKGROUND

During the first half of the current century, the auto industry is expected to go through amazing and unprecedented changes. While facing new opportunities and unique challenges, BAIC Automotive Group will play a major role in shaping this fast-evolving world. However, like many domestically strong Chinese companies, BAIC encountered problems communicating at a corporate level with their Western stakeholders. Their message was not matching the strength of their brand's quality, and they were unintentionally promoting stereotypical biases. They realized to ensure culturally appropriate communication and persona, they would have to go beyond conventional translation. To meet this need, BAIC partnered with CSOFT Technical Communications to accurately and appropriately transcreate their brand and introductory material.

SOLUTION

Our content developers worked together with internal BAIC stakeholders to gather information, materials, and perspective on the strengths and fundamentals of the company. With our comprehensive understanding of the Chinese language and culture, we were able to efficiently prioritize and organize the crucial information. At the same time, we began studying BAIC's established material to determine key areas for improvement.

Through discovery and research, our writers determined that the existing material needed a step further than translation; the material needed the benefits of transcreation. Transcreation and translation are quite different. Translation only requires the translator to read and write from one language to another. However, transcreation requires the content developer to wear many different hats at the same time: translator, researcher, inventor, marketer, and sales person. Our writers analyzed BAIC's Chinese material and crafted a completely new branding voice that was both culturally appropriate and impactful.

CONCLUSION

Leveraging our cultural and linguistic abilities, CSOFT Technical Communications created a company introduction for BAIC that truly reflected their strengths and unique market position. BAIC is now able to meet Western customers, clients, and partners with assured confidence that their message will be well understood and received by their audience. Our writers enabled BAIC to prove to audiences around the world that they are a Chinese company ready for international markets.

CSOFT International is a leader in global communication, providing turnkey solutions for companies facing the challenges of engaging customers and markets across linguistic and cultural barriers. If you're interested in learning more about CSOFT's solutions, please email us at info@csoftintl.com or visit www.csoftintl.com.