On the Transcreation of Corporate Publicity Websites: A Case Study of Ningbo Bob Imp. & Exp. Co., Ltd*

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With the economic globalization, trade between countries is becoming increasingly frequent. Corporate publicity is related with all links of business activities, and plays a crucial role in building corporate image and generating leads. This paper took Ningbo Bob Imp. & Exp. Co., Ltd as the object of the case study. Based on the research of the company and its target market, the authors of the paper summarized the pain points of the industry and the competitive advantages of the company, which helped in completing the plan or preparation of transcreation. The company profile, the honors, and the mission are transcreated with the transferred focus on the pain points of the target market and the competitive advantages to address the pain points. The paper provides some practical evidence to justify transcreation as a prerequisite for companies to compete successfully in their foreign markets.

Keywords: corporate publicity translation, transcreation, target audience, corporate image

Introduction

With the rapid development of China’s economy, foreign trade has become an important part of China’s economic development. China has always adhered to the foreign trade-oriented development policy. After years of development, China has witnessed the optimization of foreign trade structure and the dramatic improvement of quality and efficiency in foreign trade. Many Chinese SMEs have more and more opportunities to participate in the international competition in the global market, and present their corporate images to the world. In order to achieve the goal of winning the competitive edge and thus building a positive corporate image, these companies should pay more emphasis on the corporate publicity, above all, showing their products and services to the target audiences in the global market via websites and other social media channels. To this end, the company has to adopt a different way of translation in comparison with the traditional one so that the same effect can be achieved among the target audiences as among the source language audiences. In recent years, the implementation of the “Belt and Road” initiative proposed by General Secretary Xi Jinping reflects the spirit of peace, communication, understanding, tolerance, and win-win cooperation, and provides the theory and practice of “translation and creativity ” for corporate publicity in the new era. This becomes a once-in-a-lifetime opportunity for the Chinese enterprises.

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When an enterprise conducts transnational operations or international trade activities, it needs publicity to shape a good corporate image and brand image and to improve the competitiveness of the enterprise in the international market. Otherwise the image will be ruined if the translation is not adequate enough. Therefore, the English translation of corporate publicity materials is of great significance to the future development of an enterprise. In order to achieve this goal, the translators should create some engaging and relevant content to the target audiences so as to maintain good relationship with them and close the deal. This paper takes Ningbo Bob Imp. & Exp. Co., Ltd as the research object. Based on the research on the company’s target market and target customers, the author intends to transcreate the company profile, company honors, and corporate mission for the company, which will be of some significance and help for the translation of the company publicity.

Definition and Features of Transcreation

Definition of Transcreation

It is a comprehensive and all-round process for enterprises to transcreate the publicity copy. Enterprises should make full use of the communication channels and transcreate the copy in accordance with the features of each channel. As a combination of translation and creation, the purpose of transcreation is to smoothly convey information to the target language through adjusting information, so as to meet the needs of the target culture.

According to Wikipedia, transcreation is a term mainly used by advertising and marketing professionals to refer to the process of transforming information from one language to another while retaining its intention, style, tone, and context. TransPerfect believes that in some cases where creativity is needed and translation is difficult, translation creation is needed to retain the effect of the original text. In Gene Schriver, transcreation is regarded as a kind of “transformation” rather than “faithful transmission”. In the definition of Hogarth Worldwide, “translation creation” needs to look at the advertising content from a strategic and creative perspective, and use the professional knowledge of language and culture to transmit the information and brand voice to the target audience of each local market. In Textmind’s definition, transcreation provides a real growth market for the localization industry, which focuses on transforming the basic information of the text into the target language and culture, rather than more traditional translation between the two languages.

Features of Transcreation

Transcreation has some intercommunication with localized translation and creative translation of copy-writing, but it also has some characteristics reflecting the differences with other types of translation. In translation creation, the balance and treatment of the relationship and proportion between translation and creation is a major difficulty for the enterprise’s publicity translation, and it is also what the translators need to grasp.

Wang (2019), in Research on Transcreation of Enterprise Publicity, pointed out that the purpose of transcreation is to convey the intention, style, tone, emotion, and other information of the source language to the target audience. On the basis of comparing the concepts of translation creation with localization and copy-writing, she summed up the main features of translation creation.

First of all, the focus of transcreation, a combination of translation and creation, is more on the latter. Transcreation needs to be familiar with the local environment, culture, and business practices, and on this basis, the contents of the copy-writing should be localized.
Secondly, in terms of the communication of transcreation, translators should convey the intention, style, tone, and emotional characteristics of information in the original text to the target audiences, and above all evoke the same resonance and interest among the target audiences as among the source language users.

**Plan of Transcreation for Bob**

**Target Market Research**

Prior to the transcreation, researches have to be conducted in order to acknowledge the target market and audiences. In the case of Ningbo Bob Imp. & Exp. Co., Ltd, the authors of this paper researched the company’s business environment in the target market of plastics industry. Through interviews with the heads of Ningbo Bob Imp. & Exp. Co., Ltd, the authors summarized the basic information of the target market such as the geographic information (Europe, North and South America, East Asia), the demographic information (supermarket wholesalers, dealers, B2C buyers), and the other information like behavioral information, etc. Also the authors make research on the company’s main competitors like Rubbermaid, Glad, and Ziploc.

First comes the comparison between Rubbermaid and Bob. As an American brand, Rubbermaid is the manufacturer and distributor of many household items, and is best known for producing food storage containers and trash cans. Additionally it produces sheds, step stools, closets and shelving, and laundry baskets, but also air fresheners and other household items (https://en.wikipedia.org/wiki/Rubbermaid). The products of this company can be available via Amazon online or supermarkets, drug stores, department stores, and specialty stores. With a nearly 80-year history, the Rubbermaid brand represents innovative, high-quality products that help simplify life. Rubbermaid and Bob both supply plastic food storage containers in the U.S. market, which is why the authors of this paper make such comparison. Besides, the products of both companies feature durable shatterproof bases made of special plastic and can help keep the food fresh and organized. Bob has lower cost in labor force and thus beats its rivals in price.

The second comparison is made between Glad and Bob. Glad has been in Australian kitchens for over half a century (https://glad.com.au/). They’ve been creating innovative ways to protect, preserve, and cook food since 1966. In addition to competition from domestic brands in the United States, as well as competition from other overseas countries, Glad is a well-known legendary brand in Australia with a long history. Its main business is kitchen utensils. Compared with these big companies with years of overseas development, Bob seems weak in terms of company culture and brand image but has competitive advantage in terms of price and innovation.

The third comparison is between Ziploc (https://ziploc.com/) and Bob. Both companies manufacture plastic storage container and bags. In comparison, the advantage of Bob lies in the conveniency and the preservation of the storage box. Customerized service is one of the unique selling points of this company.

From the above target market research, Bob has to highlight the following competitive advantages: First, it has to stress its credibility by showing the patents and certificates (SGS, FDA, etc.) it has obtained. As a small company, Bob needs more testimonials and other evidence to show the audiences its strength. Second, it has to attach great importance to quality. By clearly stating how the company is strict in quality control, the product descriptions about the endurance and good quality can be convincing. Third, the company should emphasize its factory’s production capacity and delivery speed to ensure timely delivery. In terms of price, the advantages of “good quality and low price” are clearly identified. Above all, the principle of customer first must be followed, and timely and prompt and customerized service will be guaranteed.
**Target Audience Research**

In enterprise publicity, customers play the role of “a brand ambassador”. As a loyal fan of the enterprise, customers understand and love the products and services of the enterprise, which is the word-of-mouth brand of the enterprise. Customer research is very important for the translation and creation of enterprise publicity to have good marketing effect. Whether it’s website or other types of publicity translation, we cannot do without customer research, otherwise we can’t confirm whether the content provided meets the needs of customers, whether it’s what they want to see, and whether it can stimulate their desire to buy.

Through the questionnaire survey, with the help of special research tools such as cookies, Google keywords, and questback, the customers were classified and buyer personas were made.

The company provides personalized products and services according to the audience’s age, aesthetic preference, and cost-effective demand for plastic containers. For example, for the student buyers, the company will offer them the products with colorful and cartoon patterns. For the young white-collars, the product will be switched to fashionable designs and varied styles for them to choose. For housewives, the products will feature practical and safe.

**Transcreation Brief**

According to the research listed above, the transcreation brief is made from the five perspectives namely target, benefit, reasons to believe, desired response, and brand strategy.

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Transcreation Brief of Bob</th>
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<tbody>
<tr>
<td><strong>Target</strong></td>
<td><strong>Benefit</strong></td>
</tr>
<tr>
<td>Target audience</td>
<td>Target audience characteristics and strategies</td>
</tr>
<tr>
<td>Mainly in the Europe, South and North America, East Asia. Supermarkets, drug stores, and other stores; Amazon.com</td>
<td>Different ages and professions will determine what kind of products the customers will buy. The company can provide customerized services for customers</td>
</tr>
<tr>
<td>Benefit</td>
<td>Benefit</td>
</tr>
<tr>
<td>Customers can choose personalized products according to their needs and preferences</td>
<td>Customers can choose personalized products according to their needs and preferences</td>
</tr>
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**Produce of Transcreation for Bob**

**Transcreation of the Company Profile**

Company profile is a formal introduction designed to let the audience (mainly potential buyers and stakeholders) understand the company’s products, services, culture, and other information. Company profile
can be used not only in corporate publicity sites, but also on social media landing pages such as Facebook and LinkedIn. The company profile is not just the combination of the company’s history, development, product advantages, or business objectives, but also the representation for its corporate image. With the increasing popularity of digital marketing, corporate publicity websites have become a necessity for enterprises.

Bob is an emerging but ambiguous company with the tagline of “Best of the Best”, aiming at manufacturing the “best” quality of plastics by our “best” teams to create the “best” life for you. To this aim, we build the qualified R&D and sales teams, adopt the advanced technology for production, and implement the strict quality control systems to ensure the best quality of each of our products. Equipped with the certificates like FDA, ISO, SOC, FCL, and HIPAA, we are highly approved by the target market. We also offer customerized service to address every need of our audiences. With the increasing growth of import and export business in recent years, we have built a multi-national door-to-door one-stop service system, which can automatically match the best shipping, air freight routes, customs declaration, tax payment, and insurance purchase on the basis of destinations. At the same time, hundreds of distribution transit warehouses are deployed around the world for source inspection, bulk container consolidation, and non-contact distribution services.

During the pandemic, we undertake our social responsibility and make our contribution by transporting the proprietary products free of charge to the hard-stricken districts around the world.

Transcreation of the Company Honor

The honor such as the certificates obtained by the company and the testimonials like the customer reviews all constitute the advantages of the company. If the display is not appropriate, it will leave the audience an exaggerated or unrealistic impression. If all the certificates are shown on one picture, the audience may miss the details of the certificates and then lose its reliability on the company. If all the certificates and testimonies are crammed together in one column, the key information will be lost either.

One solution to these problems is to summarize the major honor briefly in one sentence, then list the names of the certificates, each of which will be hyperlinked to the detailed information.

<table>
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<tr>
<th>Certification Part of the Company Profile</th>
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<tbody>
<tr>
<td>CERTIFICATIONS 证书</td>
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<tr>
<td>We have achieved compliance across a full range of standards, and we can help you do the same-often at a lower TCO than internally developed solutions.</td>
</tr>
<tr>
<td>FDA</td>
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<tr>
<td>ISO</td>
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<td>SOC</td>
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<td>PCI</td>
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<tr>
<td>HIPAA</td>
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<td>Privacy Shield</td>
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Transcreation of Company Mission

The company mission refers to the tasks that the enterprise assumes through social responsibility, obligations or by its own development. Company mission is a rather direct description of corporate image. However, as an important tool for the company to convey its basic value to stakeholders, the mission will guide the company in fulfilling its social responsibility to stakeholders, and this will affect resources obtained from stakeholders so as to affect the company’s financial performance.
In the closing paragraph of a company profile, a one-sentence summary of the company’s functions, markets, competitive advantages, and a brief description of the company’s business goals and philosophy are usually included. The mission of a company determines the significance of its positioning, existence, and development. In short, the mission of a company is the purpose and significance of its operation. The company mission should not only state the goal of company, what is the company’s competitiveness compared with other peers, but also explain the philosophy and values behind it, or what value the company can bring to customers and society.

The mission can be concluded as follows: The company aims to provide unique products and warm services to every customer and make a better life for each member of Bob family.

Conclusion

Compared with western companies, the international image of Chinese companies is still in its infancy. With the deepening of China’s opening up and the improvement of its comprehensive strength, the overseas image of Chinese companies is expected to shine more brightly. The Belt and Road initiative has provided significant development opportunities for Chinese enterprises. Corporate publicity websites have become an indispensable marketing tool for companies to participate in international market competition and engage in commercial activities in the destination country, and are an important carrier of the company’s overseas image. The improvement of the translation quality of the company publicity has become an important action to build the international image of Chinese companies.

Corporate publicity translation is the most direct factor in determining the effectiveness of company publicity. It is a concrete manifestation of the company’s efforts to shape overseas image, participate in international competition, and achieve brand internationalization. Corporate publicity website, as a common channel in corporate publicity, has distinctive specialty. “Transcreation” is a combination of language, culture, and emotion. However, in the form of “transcreation”, you can use subtitles, clear bullets, bold, italic, and even more to highlight the audience’s attention. In terms of content, the language of “transcreation” should be concise. In thinking, it should stand on the audience’s standpoint and focus on the benefits that the company can bring to the audience; while, in terms of style, it can use letter style, first-person view to win audience recognition emotionally.

The transcreation of corporate publicity websites in the digital era is essentially a kind of marketing behavior. It is not only translation, but also cross-cultural communication. Therefore, we should involve the marketing and cross-cultural knowledge in the process of doing transcreation so as to create the same effect and emotions in the target audiences.

References

http://www.hogarthww.com/transcreation/transcreation-language-services/.