



Case Study



“TRANS-CREATION” MAXIMISES RETURN ON INVESTMENT FOR MARKETING CONTENT

Client Current Asia

ABOUT OUR CLIENT

Current Asia is a new breed of business-to-business marketing solutions company. Unlike traditional agencies that drive revenue from the media, Current Asia starts with consulting services and focuses on helping companies get the best returns from various marketing automation technologies and platforms.

MYL'S MISSION

Using trans-creation to convey translated messages creatively and effectively.



OUR SOLUTION

Current Asia needed more than just translation; the company needed its press releases, property news, and market commentary communicated in English in a way that would suit the target audience. This meant not simply translating from Chinese to English, but trans-creating, or conveying the same information and messages using different sentence structures, patterns, and even styles.

MYL started by testing a number of translators and assessed their work in terms of style and accuracy. It was critical for the translators not only to be accurate in their work, but also to get Current Asia's writing style right. The early stages involved numerous tests and assessments to ensure that all the client's requirements were met.

RESULTS

Current Asia was happy with MYL's work, and as the translators became more familiar with the company's services and communication style, they also grew in knowledge and proficiency. MYL's trans-creation work for Current Asia was creative, concise, accurate, and represented exceptional interpretations of the source materials — elements of effective and persuasive translation.

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