The role of transcreation in marketing

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Uloga transkreacije u marketingu

Diplomski rad

Mentor: izv. prof. dr. sc. Marija Omazić

Sumentor: doc. dr. sc, Dubravka Vidaković Erdeljić

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Summary:

Due to globalization, numerous companies are crossing borders and expanding to foreign countries. This includes running campaigns in foreign languages. However, many marketers don't understand the importance of hiring a competent translator. The language of advertising is specific and is often closely linked to its culture. The slogans often include wordplays, rhyme, metaphors, etc. This is why they are so challenging to translate, because they cannot be translated literally. The translators need to transcreate. Transcreation is the practice of creating a new solution in the target language (and culture) that will have the same effect as the original. Direct translation cannot be done when translating slogans, and competent translators are aware of that.

To support this claim, a study has been conducted. A group of 10 translators with different levels of education was given slogans in the English language to translate them into Croatian. Afterwards, the slogans were given to 30 people who represented consumers. The consumers needed to rank the slogans according to how much they liked them. Experienced translators with formal education in the English language and translation were those that transcreated, while less experienced and educated translators were more prone to staying faithful to the original. However, the group of consumers preferred the transcreated slogans. This supports the claim that transcreation plays a significant role in translating marketing slogans, and that hiring an experienced and educated translator is crucial for successful campaigns in foreign countries.

Keywords: translators, translation, transcreation, slogans, consumers

Sažetak

Globalizacija je potaknula mnoge tvrtke da se prošire na strana tržišta. To podrazumijeva pokretanje marketinških kampanja na stranim jezicima. Nažalost, mnogi ne shvaćaju važnost zapošljavanja dobrog prevoditelja. Jezik marketinga je poseban i često je usko povezan s kulturom. Slogani često uključuju igre riječima, rime, metafore, itd. Slogani se ne mogu prevoditi doslovno i zbog toga mogu biti izazov za prevesti. Prevoditelji moraju transkreirati. Transkreirati znači kreirati novo rješenje koje će imati jednak učinak kao i original. Kada je riječ o sloganima, ne može se doslovno prevoditi. Kompetentni su prevoditelji toga svjesni.

Provedeno je istraživanje kako bi se poduprla ova tvrdnja i bolje razumjela uloga transkreacije u marketingu. Grupa od deset prevoditelja s različitim stupnjevima obrazovanja dobila je slogane na engleskom jeziku koje su trebali prevesti na hrvatski jezik. Sljedeći korak bio je dati te slogane grupi od 30 ljudi koja predstavlja potrošače. Zadatak potrošača bio je odrediti koji im se slogani najviše sviđaju. Iskusni prevoditelji koji imaju formalno obrazovanje iz engleskog jezika i prevođenja okrenuli su se transkreaciji, dok su manje iskusni i obrazovani prevoditelji nastojali ostati vjerni originalu. Međutim, grupa potrošača bolje je ocijenila transkreirane slogane. To podupire tvrdnju da transkreacija igra značajnu ulogu u prevođenju marketinških slogana te da je zapošljavanje obrazovanog i iskusnog prevoditelja ključ uspješnih kampanja u stranim zemljama

Ključne riječi: prevoditelji, prijevod, transkreacija, slogani, potrošači

Table of Contents

1. Introduction 1
2. Different ways of translating 3
2.1. Translation and transcreation 3
2.2. When to transcreate? 5
2.3. Translating and marketing 5
2.4. Possible challenges 6
3. Culture 9
3.1. Defining culture 9
3.2. The importance of culture in translating advertising 10
4. The language of English advertisement 11
5. Research 14
5.1. Aims of the research 14
5.2. Participants 14
5.3. Instrument 18
5.4. The procedure 19
5.5. Results 19
5.5.1. Analysis of translations 20
5.5.2. Analysis of consumers' preferences 26
6. Discussion 30
7. Conclusion 32

1. Introduction

It is safe to say that the process of translation has changed over the years. With the Internet, the process of globalization, and the television, we can access information a lot easier than it was the case two or more decades ago. The English language has become widely spoken. Christiansen (2015:132) explains that English is only the third largest language when taking into consideration how many speakers list it as their first language. However, it is by far the largest when speakers with English as their second or foreign language are taken into account. Because of it being so widespread, the number of English speakers is on the constant rise. Due to this fact, the understanding of the translation process has changed. Gambier (2016: 887) claims that "many sponsors, amateurs, self-translators (including scholars translating their own articles)" understand the translation process as being mechanical, as it is a word-by-word substitution, or a problem of dictionaries. While there certainly are cases where translation can be done by finding the exact equivalent, e.g. in some technical texts and documents, this is rarely so. There are different types of translation that require a different approach. Translating literature and marketing campaigns are among the most obvious examples. Floros (2007: 3) states that in some cases translation could be seen as a purely intuitive process that has no methodological transparency. In these cases, the emphasis is on the effect that is achieved, rather than the content itself. However, it is debatable how many marketers are actually aware of this. That is the reason why numerous marketing campaigns fell through, because of a bad translation. Munday (2014:201) explains that the translator is rarely an advertising agency's priority when compared to manufacturer, agency, producer, writer, and others. The lack of understanding of the importance of a quality translation leads to underwhelming results in foreign countries. Marketers often forget that "the phenomenon of globalization did not undermine or erase socio-cultural linguistic specificities worldwide" (Vandal-Sirosis, 2016:544). Each country has its own culture and identity. Globalization did not cause the homogenization of tastes, motives and needs of consumers around the world. To achieve a successful campaign in a different country, marketers need to recognize the importance of hiring professional translators. Many companies were involved in scandals because of poor translation. For instance, between 1963 and 1967 Pepsi tried to market their product in China. Their original slogan in the English language was "Come alive with Pepsi". When translated back into English, Chinese version of the slogan was "Pepsi brings your ancestors back from

the dead"[1]. The whole campaign quickly turned into a parody which was far from the desired result. Mistakes like these can only be made if the company believes that any press is a good press.

When a company decides to enter a foreign market, there is a whole process behind it. The product cannot feel foreign. It needs to be adapted to the target culture. Consumers are presented with slogans, and these slogans need to feel like an original. This is the reason why hiring a qualified translator is of crucial importance. However, it is hard to understand the importance of a competent translator as the whole profession is still not well comprehended. Katan (2014:10) mentions the fact that not until 2007, EU grouped translating with secretarial activities. The evidence of the translator's competence can be found in their work. A good translator uses different techniques of translation, depending on the purpose of translation. This paper will focus on the importance of using transcreation[2] in translating advertising slogans, also proving that education and experience are what makes the translator competent.

[1] (source: https://www.snopes.com/fact-check/come-alive/)
[2] Lal in Pedersen (2014:58) defines transcreation as a "readable, not strictly faithful translation"

2. Different ways of translating

The belief that translating consists of finding the exact equivalent in the target language is still very present, but this is not the case. Each language is closely knit to its culture. The bigger the differences between cultures, the likeability to find the exact equivalent is lower. Furthermore, it is important to bear in mind that two languages are not necessarily symmetrical because "a word or concept may connote different meanings in another language or may be absent altogether" (Gambier, 2016: 889). It is no surprise that different types of translations require different skills. While translating technical texts and documents is perceived as more systematic and often reminds of detective work, translating literature and advertising campaigns is a more creative task. In order to translate successfully, the translator needs to adopt the approach fit for the purpose of translation. There are numerous factors that a translator needs to bear in mind when dealing with translation. Many people still do not understand completely what it is that a translator does, which results in undermining the importance of hiring a qualified translator. To understand that, it is necessary to know more about translating itself; i.e. what the practices of a good translator are.

2.1. Translation and transcreation

Gambier (2106: 888) argues that the word translation suffers "from a bad reputation". People are divided into two groups. Those who believe that the only valid translation is a literal translation with the never-ending quest to find the exact equivalence. The other group are those who picked the word translation apart and coined numerous terms such as localisation, transcreation, adaptation, transediting, etc. Translation is an umbrella term for all these terms. It is hard to define each of these terms, as they are all overlapping. As globalization picked up, nothing is kept within the country's borders as it used to be. The need for translating is increasing every day, and the sole process is becoming more fine-grained. The days when translators were digging through the books, dictionaries and encyclopaedias are long gone. With the explosion of the Internet, information is flowing like never before. As everything is advancing, so is the process of translation. The mistakes in translations are not so forgivable anymore. Translation is becoming more detailed, and it is branching. As already mentioned, some of these branches are localisation, transcreation, adaptation, transediting, etc. All of these branches function as tools that help translator to adjust their translation to the target language and culture. This paper will focus on the importance of transcreation.

Transcreation is a fairly new term and people are still in the process of accepting the whole concept. However, although the term may be fairly new, the concept of transcreation has "existed for a number of decades" (Pedersen: 2014:58). The practice of transcreation has been around for a long time. The term itself may sound abstract, but Gaballo (2012: 99) says that every good translator is already a transcreator. Due to this fact, it is understandable that there is a division between theorists who are involved in defining and further explaining the term, and the translators themselves as they see nothing new to it. Despite the effort of trying to define the term transcreation, there is no exact definition of what transcreation *actually* is. Rather than defining it, experts would describe it. Ortiz-Sotomayor (2007:11) describes it by saying that transcreation could be understood as the practice of translator putting "their knowledge of the target culture at the service of specific commercial aims or Skopoi[3]". This means putting the purpose of translation above the original. Transcreation's main goal is to provide a target text that serves the same purpose as the original, but in a changed way. Translator's task is to make the changes in order to make the translation work as successfully as the original. Even though translators have transcreated for a very long time, the fact that the term is relatively new makes it seem abstract to people that are not professionals in the field of translation. This is the reason that some of them are still holding on to the idea of translation "in the equivalence paradigm, or the quest to convey identical meanings" (Gambier, 2016: 889). Even though this approach is acceptable in certain cases, it is rarely the practice. David Katan expresses dissatisfaction that people with above mentioned approach have more credibility than professional translators. Katan (2014:15) calls these people "journalists with a spattering of the language who use a do-it-yourself approach, phone a friend, or if necessary have 'an assistant' ". Unfortunately, these are the culprits of undermining professional translators with their mediocre translations. This is why the belief that the best solution is finding the lexical equivalent is still very much present. The phrase *Tradittore, traduttore* still lives. The translator seems to always be obligated to get the role of a traitor. A professional translator is often required to *betray* the original in order to provide a translation with satisfying quality.

In transcreation, the original is merely the base of what will once become an entire construction in the target language. Katan (2014:16) explains that the main aim of transcreation is producing a conversion, calling it a creative process. He also notices that few are those that

[3] "Skopos means the purpose of the target text, decided by the initiator of the translational action, and swayed by the translator" (Suo, 2015: 176)

could re-create the entire process, which is unique and fairly individual, which is what makes it so unique. Transcreation provides the evidence that machine translation is still unable to replace the human factor, because machines lack what humans possess – creativity. Creativity is what makes this process unique.

2.2.When to transcreate?

As transcreation is a creative process of translating, it is understandable that transcreation is not always a suitable technique. When translating legal documents, the translation needs to be exact. Technical translation does not leave any room for creativity as well. However, transcreation is often used in situations where the language is creatively used (e.g. poems, marketing slogans). Translators turn to transcreation when the most important part is to transfer a feeling from a source to target language. Transcreation is used as "the adaptation of cultural nuances" (Pedersen (2014: 60), i.e. as a bridge to successfully cross barriers between two different cultures.

Translating and marketing

Brands and companies that were once limited by the country's borders are now crossing lands, oceans, and continents. As Munday (2004: 200) acknowledges, advertising could be called an "art form" in its own way. However, not all advertisers see it this way. Running a campaign in a foreign market is very complex. To make it successful, Munday (2004:201) notes that it should involve careful cross-linguistic and cross-cultural research. When going to a foreign market, companies have three options: "(1) to translate; (2) to run new campaigns locally; and (3) to run an international campaign in English" (Munday, 2004:.200). Each approach has its pros and cons.

Translating a campaign may seem to cost less than running a new local campaign, but if the job is done poorly, it can end in major losses. As Munday (2004: 200) explains, running a new campaign implies an extensive research of the market, a lot of brainstorming and testing names, and a native speaker check. Running an international campaign can at times be the easiest solution, but only the biggest, worldwide known brands can take this approach, that is, when they are promoting *global culture*. If smaller brands tried this approach, they could be called out for "linguistic and cultural imperialism" (Munday, 2004: 201).

However, Woodward-Smith and Eynullaeva (2009: 122) argued that the best approach would be hiring a competent team of copywriters[4] and translators and running a national campaign: "…in spite of globalisation, copy adaptations rather than literal translations are more likely to succeed in different cultural contexts". This comes as no surprise, as each culture has its own values, customs, etc. This means that one brand may present different values in different countries, as it needs to adapt to the foreign market. When translating advertisements, trained translators are responsible to adapt the content to the target culture. This is no easy task because the translator needs to create something new, while still "staying loyal to the original creative intent of the campaign" (Pedersen, 2014:58).

2.3.Possible challenges

As translating is complex itself, transcreation is no exception to this rule. Numerous factors represent a challenge in translating marketing campaigns and advertisements. This is because advertising uses language in a specific way. Pedersen (2014:62) observes that when talking about texts used in marketing, they mostly have a persuasive character. However, when it comes to language itself, advertisers are fond of playing with it. This is why it is very common that marketing campaigns include some sort of "wordplay, assonance and alliteration." (Pedersen, 2014:62). That explains why translators are often found in difficult situations where they need to be creative to translate successfully. Their translations need to trigger the same reaction as the original does. Some of the difficulties are exclusively language-related, while others are more related to some of the cultural specifics. Although there are numerous difficulties and they vary from translator to translator, these are some of the most common ones.

a) WORDPLAYS (PUNS)

Wordplays are specific and difficult to translate. Some of the most obvious ones are puns. According to Merriam Webster, a pun is "the usually humorous use of a word in such a way as to suggest two or more of its meanings or the meaning of another word similar in sound". Punning is fun and witty, which is why many advertisers like to use puns in their campaigns. Munday (2004: 203) explains that the effect that puns create is catching the reader's attention with amusement, which makes it less obvious that the goal is selling the product. It

[4] Merriam-Webster's definition of copywriter is "a writer of advertising or publicity copy"

eases the consumer into the product's message. An example of a pun in a slogan is Bear Rock's Shop 'Let us rock your world'[5]. As a word play, they are very hard to translate. In some cases, there can be found corresponding equivalents. Unfortunately, that is seldom the case. This requires creating a completely new campaign in a target language that would still convey the same message.

b) NAMES WITH MEANING IN TARGET LANGUAGE

A product's name is often part of the branding. While some product names can be easily translated, that is not always the case. Garcia (2000) in Munday (2004: 201) provides examples of Italian and French perfumes and clothing brands. Their names represent "elegance, sophistication and sensuality". The problem occurs when the name has a meaning in the target language, and the meaning does not go well with the branding of the product. Munday (2004:201) gives an example of an American car manufacturer with Buick Lacrosse. The problem is that the car's name means masturbation in French Canada. With cases like this, a new name should be created. The brand's image needs to be the same as it is in the source culture. That means that a new name should be created that will still have the same effect and go well with the brand.

c) RHYTHM AND RHYME

Some advertisers focus on rhythm and prosody, which can be a fun distraction and break the semantic connections. Munday (2004:202) gives an example of W.H. Auden's poem 'The Night Mail', used as an ad by the Royal Mail, with its rhythm reminiscent of a racing train carrying the mail to its destination. Rhyming slogans are also specific because of the way they sound, rather than the content itself. Marketers use them because they are catchy and easy to remember, and this is the effect that they want to achieve. E.g. Kia's slogan 'We wanna see ya, in a Kia'[6]. It is understandable that slogans like these are a challenge to translate. A translator needs to think of a translation that will function the same way, with the same effect.

d) IDIOMS

Idioms can often be used in advertisement's texts. According to Merriam-Webster, an idiom is "an expression in the usage of a language that is peculiar to itself either grammatically

[5] Source: https://tanksalot.wordpress.com/2009/09/03/rock-your-world/
[6] Source: http://www.bestslogans.com/tag/rhyming-slogans/

or in having a meaning that cannot be derived from the conjoined meanings of its elements". They are language and culture-specific, and cannot be literally translated. Rather than translating them literally, a translator can simply replace it with its meaning or find an idiom that has the same meaning in the target language. An example where idiom is used in marketing is Toyota's slogan "Get your hands on a Toyota"[7], meaning that you should buy one for yourself.

e) PROVERBS

A modification of proverbs can also often be seen in advertisements. Merriam-Webster defines proverb as "a brief popular epigram or maxim". They cannot be literally translated as well. It is very unlikely that a person from a different culture would understand it, without prior knowledge of the source culture. For example, Sun-Rype juice used a proverb "Money doesn't grow on trees" and moulded it into their slogan "Drink as much as you want. It grows on trees"[8].

[7] Source: http://cowbird.com/story/36954/GET_YOUR_HANDS_ON_A_TOYOTA/
[8] Source: https://www.adsoftheworld.com/media/print/sunrype_trees

3. Culture

3.1. Defining culture

When talking about translating, culture is an inevitable subject. A good translator will never ignore the importance of the target culture. Ortiz-Sotomayor (2: 2007) refers to Britannica.com definition of Culture as:

> "The integrated pattern of human knowledge, belief, and behavior that is both a result of and integral to the human capacity for learning and transmitting knowledge to succeeding generations. Culture thus consists of language, ideas, beliefs, customs, taboos, codes, institutions, tools, techniques, works of art, rituals, ceremonies, and symbols."

Culture's complexity only shows that it is closely knit to the language itself, and one does not go without the other. Floros (5: 2007) goes deeper into analysing what makes each culture specific. Some of the elements could include "various festivities (Christmas celebration, Halloween etc.), economic fields (marketing, stock market, groups of companies etc), or eating habits (restaurant habits, kinds of food etc)". It does not come as a surprise that these elements vary from culture to culture. For example, the Christmas tradition in Hawaii includes decorating a palm tree[9], while Christmas in Croatia means decorating a fir tree. These are some of the obvious differences among the cultures. However, there are 'hidden culture elements' as well. Floros (2:2007) explains them as "elements in a text which presuppose the activation of relevant background knowledge in order to be recognised as cultural specifics". To better understand what he means, he offers an example of an English utterance 'Don't worry; you can take the next flight'. A German translation is "Mach Dir keine Sorgen, Du kannst den nächsten Flug nehmen". However, travelling by flying in planes is much more common in the USA than it is in Germany. This is the reason why even though the translation is exact, the message is not the same. Travelling by train is much more frequent for the Germans. "Mach Dir keine Sorgen, Du kannst den nächsten Zug nehmen" ("Don't worry; you can take the next train") would be much more appropriate to use in Germany.

[9] Source: https://greenglobaltravel.com/christmas-traditions-around-the-world/

3.2.The importance of culture in translating advertising

Dan (2015:19) states that seeing a translator as a sender of the source text message is wrong. Rather than being a sender, the translator is called a text producer in the target language. What this means is that the translation always needs to feel like an original. The priority should be a clear message in the target language. When translating advertisements, culture is twice as important. Knowledge of the target culture is always important when translating, but the task of advertisements is to convey a certain message, to make people feel a certain way or to urge them to act a certain way. Most commonly, their main goal is triggering a reaction. De Mooij (2004:181) notes that "Consumers are products of their culture and culture cannot be separated from the individual: it is not a system of abstract values that exists independently of individuals". Translators are taking up a role of a copywriter as well, because they are constructing a new message that is provoking the same reaction as the advertisement in its source language and culture.

Woodward-Smith and Eynullaeva (2009:121) explain that it is not realistic to expect that the same advertising strategies would be equally successful in different countries. They give an example of a famous car manufacturer that tried to market a car in the same way in different European countries. The whole campaign was a failure and they had to come up with different strategies. In Switzerland and UK, they promoted the car's safety, in France they promoted the status and the car's performance in Germany. The same product, but different approaches. Even Ortiz-Sotomayor (2007:4) recognises the fact that the advertiser's message in one culture or market does not have to be the same message the advertiser wants to send to another market/culture. It is up to the translator to recognise that and adjust the translation to the target culture.

4. The language of English advertisement

According to Merriam-Webster online dictionary, the word advertising means "the action of calling something to the attention of the public, especially by paid announcements". Advertisements are all around us. They lurk from the billboards, TV commercials, we can see them in newspapers, online, the apps that we use on our phones, etc. Marketers are constantly finding new ways to attract the public's attention and make their products seen as desirable and necessary. When creating a campaign, the message that they are sending is crucial. Dan (2015: 17) claims that the message is often more important than the product itself. The advertiser's main goal is persuasion of a potential customer. Persuasion is often linked to words such as "motivation, influence, values, beliefs and wants" (Michalik, 2016:46). Their task is to present the product in such a way that will affect human emotions and desires. To convey a message that strong is an art in its own way, which is why the language of advertising campaigns is specific. Most of the companies have slogans that were carefully designed. Michalik (2016:47) explains that the slogan's task is to "establish brand's identity, raise awareness of a product, stimulate interest, create the desired image and secure a position on the market". When using the language in advertisements, marketers need to get creative. After all, a language is a part of the culture and cannot be detached from it. This is why the usage of language in the advertisement is oftentimes culture specific. Xu (2008:84) lists some of the ways marketers are using language to make their product more enticing to the consumers:

a) Simile

A simile compares the common characteristics of two different things by comparing them. They can often be found in advertisements. Advertisers mostly compare their product or product's features with something that shares some similarities with their product in some way. An example of such an ad is from American orange juice with "Breakfast without orange juice is like a day without sunshine"[10].

b) Metaphor

Metaphor can be understood as a shortened simile. The metaphor puts two concepts that are similar in a way in one sentence, but rather than comparing them uses the verb *to be* and says that one thing is another thing. This is a creative way for advertisers to connect

[10] Source: https://www.youtube.com/watch?v=6ffEJJhB8qI

their product with a concept that shares similar qualities with their product. This can be seen in an ad for the Nissan car: "Life is a journey. Enjoy the ride"[11].

c) Personification

Personification means describing to non-human objects as humans. This can often be used to manipulate consumer's conception of the product, giving it human-like qualities. It feels more sympathetic and less like selling a product, as e.g. "Nothing hugs like Huggies", the slogan for Huggies Supreme Diapers[12].

d) Pun

While some may argue that using puns[13] is tacky, others enjoy them greatly. Puns are seen as a playful use of words. Their, often humorous, character makes the ad seem less like a selling pitch, as e.g.'Let us rock your world' by Bear Rock's Shop.

e) Rhetorical question

A rhetorical question is a question that is asked without expecting any answer, because the answer is already obvious. Xu (2008: 85) provides an example of the commercial for Goodiva chocolate: "Have you ever noticed what a remarkable effect Godiva Chocolate has on people?"

f) Rhyme

According to Merriam-Webster, a rhyme is "correspondence in sounds of units of composition or utterance (such as two or more words or lines of verse)". Rhyming slogans are catchy and often stay in one's mind, which is the exact effect that the company is trying to achieve. Xu (2008:85) distinguishes and exemplifies two types of rhymes. One is alliteration, which means "repetition of similar sounds, usually consonants or consonant clusters in a group of words". It usually occurs at the begging of the words, e.g. Health, humour and happiness —It's a gift we'd love to give. Another type of rhyme is the end rhyme. The end rhyme means that the rhyming of the words happens at the end of words, as e.g. in the advertisement of lady's swimming suit– Flash, dash, Classic splash.

[11] Source: https://www.goodreads.com/quotes/908671-life-is-a-journey-enjoy-the-ride
[12] Source: http://eruowood.wikia.com/wiki/Huggies/Slogans
[13] Pun definition provided on the page 6

All of these rhetorical devices are used to catch the consumer's attention and to make the product seen as desirable and necessary. To be successful, most of the slogans need to be short and memorable. To keep it as simple as possible, some advertisers even decide to go with sentences without the predicate. In this case, the rule of *less is more* applies. Because of their creative character, Dan (2015: 16) explains that slogans often rely on "the connotative meaning and ambiguity of words". This means that it is rarely about what they verbatim say, but rather about what they mean. This is what makes most of the slogans culturally specific, and which is why they cannot be translated successfully if one resorts to word for word translation. The language of slogans is creative, which is a clear indication that the translator needs to be creative when translating it into a target language.

5. Research

5.1. Aims of the research

Due to the globalization, numerous companies are launching their products on international markets. To do it successfully, hiring a competent translator is the key. The hypothesis of this research is that educated and experienced translators are more competent translators, and they are more likely to transcreate. Furthermore, we hypothesize that transcreation has a significant role in translating marketing slogans. The hypothesis' validity is tested through a small-scale study. The first aim of the study is to explore whether education and experience in translating play a significant role in the creative process of translating marketing slogans. The first question to be answered in this research is:

1) *Which approach will the translator choose?*

Furthermore, the goal is to explore how successful the translated marketing slogans are among the consumers. In the research, consumers are the parameter of the translated slogans' success. The second question to be answered is:

2) *How well received are the slogans among the consumers?*

Based on the consumers' preferences of the slogans, it can be determined which approach has turned out to be the most successful, and if education and experience in translating do actually matter.

5.2. Participants

Participants in this research are divided into two groups:

a) Translators
b) Consumers

a) <u>Translators</u>

There were 10 translators that participated in this study. The goal was to find people with different levels of education, knowledge of the English language and experience in translating. The translators from this study will further be referred to as letters, starting from A) to J).

For all 10 translators, below we list a few key pieces of information about each translator, that are considered to be important factors in the quality of the translation.

TRANSLATOR A)

Age: 24
Level of education: BA
Formal education in the English language: Yes.
Formal education in translating: Yes. The participant is in the second year of the master's programme-English translation and Interpreting Studies.
Experience in translating: 2 years of moderately frequent translating

TRANSLATOR B)
Age: 29
Level of education: MA
Formal education in the English language: Yes
Formal education in translating: No. The participant graduated with a master's degree-Teaching English as a Foreign Language programme.
Experience in translating: 5 years of occasional translating

TRANSLATOR C)

Age: 24
Level of education: MA
Formal education in the English language: Yes
Formal education in translating: Yes. The participant graduated with a master's degree-English translation and Interpreting Studies programme.
Experience in translating: 2 years of constant translating.

TRANSLATOR D)

Age: 28
Level of education: High school graduate
Formal education in the English language: No, but declares to be self-taught. Uses English every day for the work purposes, communicates with clients from the USA on a regular basis.

Formal education in translating: No
Experience in translating: No

TRANSLATOR E)

Age: 59
Level of education: BA
Formal education in the English language: Yes
Formal education in translating: At the time the participant attended college, there was no specific programme for translators. The participant finished 4-year long programme with a BA degree in English Language and Literature.
Experience in translating: Hardly any.

TRANSLATOR F)

Age: 27
Level of education: BA
Formal education in the English language: Yes
Formal education in translating: No. The participant is in the second year of the master's programme-Teaching English as a Foreign Language.
Experience in translating: Hardly any.

TRANSLATOR G)

Age: 33
Level of education: BA
Formal education in the English language: Yes
Formal education in translating: At the time the participant attended college, there was no specific programme for translators. The participant finished the 4-year long programme with a BA degree in English Language and Literature.
Experience in translating: 8 years of moderately frequent translating

TRANSLATOR H)

Age: 27
Level of education: MA
Formal education in the English language: Yes
Formal education in translating: Yes. The participant graduated with a master's degree-

English translation and Interpreting Studies programme.
Experience in translating: 4 years of constant translating.

TRANSLATOR I)

Age: 25
Level of education: MA
Formal education in the English language: No, but declares to be self-taught. Uses English every day for the work purposes.
Formal education in translating: No, but the participant just started working in translation as proof-reader and translator (translates from English to Croatian)
Experience in translating: 1 month of frequent translating

TRANSLATOR J)

Age: 26
Level of education: MA
Formal education in the English language: Yes
Formal education in translating: Yes. The participant graduated with a master's degree-English translation and Interpreting Studies programme.
Experience in translating: 3 years of constant translating.

b) Consumers

The second group consists of 30 people. The participants were asked for their age and level of education for a better preview of the group's demographics. The average age of the person in the group is 34.3. The youngest participant is 23 years old, while the oldest participant is 64 years old. When it comes to their level of education, 14 participants are high school graduates, 6 participants have a BA degree, while 10 participants have an MA degree; as shown in *Figure 1*.

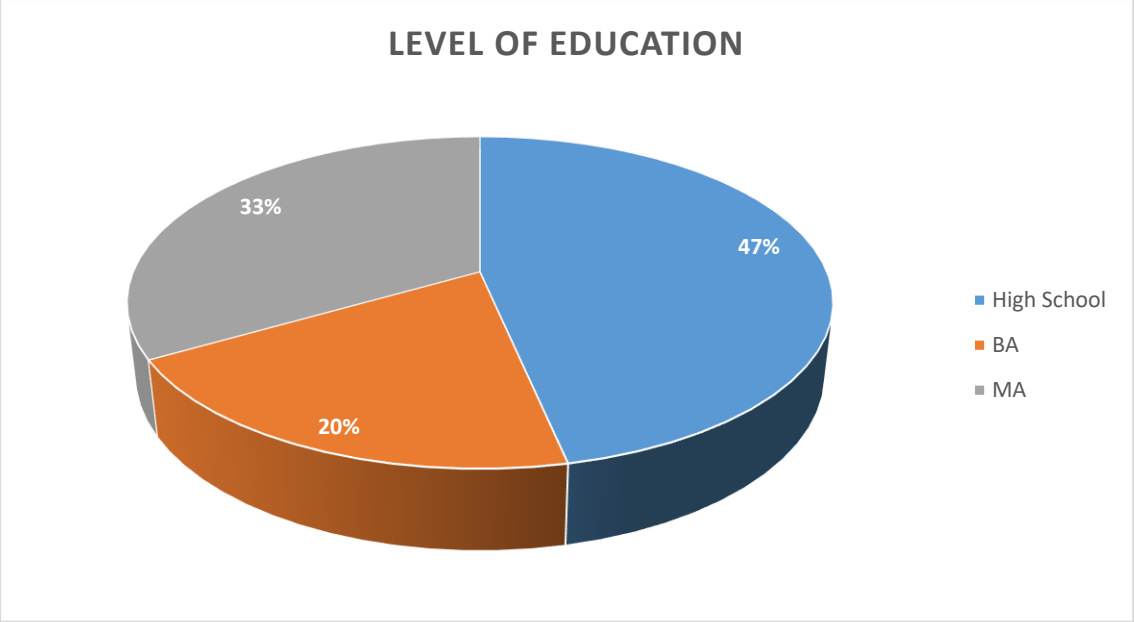

Figure 1: Level of education amongst the group of consumers

5.3. Instrument

For the purpose of this study, 10 slogans in the English language were chosen. The slogans were from 10 different companies. They were found on various online websites. The chosen slogans were picked out because they could be seen as potentially tricky to translate. For the first part of the research, the translators were presented with 10 brands, their short descriptions and corresponding slogans (*Appendix 1*). The translators were asked individually to translate slogans only into Croatian in the best way they deemed appropriate. They were not given any specific instructions on how to translate them, the decision on what approach to take was up to the translators to make.

The second part of the research consisted of translations from all 10 translators. The group of consumers was presented with 10 brands, their short descriptions in the Croatian language and 10 possible slogans for each brand. These 10 slogans were translations from 10 translators (*Appendix 2)*. The task of consumers was to single the one they preferred the best. They were not presented with the original slogans in English, only the Croatian versions produced by the translators. The reason for that was that for this research they were not asked to pick the one that was translated the best, but the one they preferred the most. The reason behind this is that when consumers see campaigns in their countries, they are almost never presented with the original slogan in the original language.

5.4. The procedure

For this study, two questionnaires were made. The first questionnaire was prepared for the group of translators. It included questions about the age, level of education and experience in translation. Those were seen as important parameters relevant for determining the level of competence of a translator. It also included 10 companies along with their short descriptions and slogans in the English language. The translators were instructed to translate the slogans. They were given 6 days to complete the task, so they had enough time to translate the slogans without the pressure. The group of translators consisted of ten people. It is important to mention that not all people selected for the group of translators were, in fact, translators. E.g. translator D) has a high school degree and has no formal education in the English language, while translator H) graduated with a master's degree in English translation and Interpreting Studies programme and has been working as a translator for 4 years. Every translator was instructed to translate the slogans as they saw fit.

Once the slogans were translated, 30 people were picked out to represent the group of consumers. They were given a questionnaire that included questions about their age and level of education, as these were seen as important parameters that could affect their preferences. The questionnaire also included the 10 companies, their short descriptions and 10 possible versions of slogans for each company, in the Croatian language. These slogans were the translations from the group of translators. The consumers were asked to pick one slogan for each company, which they liked the best. To avoid any biased answers, the consumers also did not know which slogans was translated by which translator.

After the consumers finished the questionnaire, the answers were analysed. Each translator was given a point for every answer of the consumer. In some cases, there were identical translations from different translators. The consumers were asked to pick out only one, but every translator with the identical translation was given a point as well. In the end, the points for each translator were added up. The translator who was given the largest number of points was the one who produced the best translations for the slogans. The translator with the least points is seen as the least successful in the task of translating the slogans. The translations were compared and analysed individually, to see if more successful translators were prone to using transcreation or translating literally.

5.5. Results

5.5.1. Analysis of translations

It was interesting to see what strategies each translator used in translating the slogans. Here are the results for each translator, starting from A) to J).

1) Snap into a Slim Jim[14]

Table 1: Translation of Snap into a Slim Jim to Croatian

TRANSLATOR	TRANSLATION
A)	Prelomi za Slim Jim!
B)	Napucaj se Slim Jimom.
C)	Prelomi si Slim Jim
D)	Prepolovi u Slim Jim
E)	Zagrizi Slim Jim!
F)	Uroni u Slim Jim
G)	Navali na Slim Jima
H)	Slim(stite) Jim
I)	Zagrizi u Slim Jim
J)	Prepustite se Slim Jimu.

Snap into a Slim Jim is a catchy slogan used for a brand of American jerky snacks and dried sausages. Translator D) went for a more direct approach when translating, while translator H) opted for a word play that functions as a pun in the Croatian language. The group of consumers responded much better to a pun as H) was the most preferred answer.

2) Once You Pop, You Can't Stop[15]

Table 2: Translations of *Once You Pop, You Can't Stop* to Croatian

TRANSLATOR	TRANSLATION
A)	Kada kreneš nema stajanja!
B)	Jednom kad kreneš nema stajanja.
C)	Jednom kada čuješ pop, nećeš reći stop.
D)	Jednom kad ga otvorite, ne možete stati.
E)	Nakon prvog ne staješ do dna.
F)	Jednom kad probaš, više ne staješ!
G)	Jednom otvoriš, nikad ne zatvoriš.
H)	Zagrizi i umakni brizi!
I)	Jedan gric i nećeš moći stati.
J)	Ne možeš pojesti samo jedan.

[14] Source: https://en.wikipedia.org/wiki/Slim_Jim_(snack_food)
[15] Source: http://nowiknow.com/why-once-you-pop-you-cant-stop/

The original slogan *Once You Pop, You Can't Stop* dates from the 90s from the popular chips Pringles commercial. The company decided to go with a rhyming slogan, and translator C) and H) tried to keep that rhyme in their translations. Translator C) kept the original rhyming words 'pop' and 'stop' in the translation. 'Pop' is an onomatopoeic word and people understand its meaning, and 'stop' is a word that exists in the Croatian language. However, translator H) created a new rhyme by creating a new slogan with a similar message. Other translators were focused more on conveying the same message rather than keeping the rhyme in the slogan.

3) Shave time. Shave money.[16]

Table 3: Translations of *Shave time. Shave money*. to Croatian

TRANSLATOR	TRANSLATION
A)	Izbrij vrijeme, ne i novac.
B)	Uštedi na vremenu i novcu, ne i na svom izgledu.
C)	Briješ bradu, vrijeme i trošak.
D)	Skratite vrijeme. Uštedite novac.
E)	Štedi vrijeme. Štedi novac.
F)	Vrijeme je za brijanje. Uštedi novac.
G)	Koristi vrijeme, koristi novac.
H)	Naša brija, vaša ušteda.
I)	Skrati vrijeme. Podebljaj novčanik.
J)	Srežite vrijeme. Srežite troškove.

Shave time. Shave money. is a slogan of the company Dollar Shave Club which sells shaving supplies and other cosmetic products. Words 'save' and 'shave' sound similar, but have different meanings. The company decided to play with these two words and inserted the word 'shave', when the context is clearly implying the word 'save'. The original slogan includes alliteration. The translators did not decide to go with the alliteration, but translators E) and J) used repetition of the whole words. Translators A), C) and H) decided to play with the word 'brijanje' and use it in a figurative way that is characteristic for the Croatian language.

4) EVERY KISS BEGINS WITH KAY[17]

Table 4: Translations of *EVERY KISS BEGINS WITH KAY* to Croatian

[16] Source: https://uberbuttons.com/blog/50-of-the-best-product-slogans-and-taglines-of-all-time/
[17] Source: https://uberbuttons.com/blog/50-of-the-best-product-slogans-and-taglines-of-all-time/

TRANSLATOR	TRANSLATION
A)	Razlog svakog poljupca je Kay.
B)	Prije poljupca, tu smo mi.
C)	KAY, ključ svakog početka.
D)	Svaki poljubac počinje s KAY.
E)	Svaki poljubac započinje s Kay.
F)	Svaki poljubac započinje sa Kay-om.
G)	KAY znači poljubac.
H)	Izbjegnite klišej, poklonite Kay.
I)	Svaki poljubac počinje s Kay.
J)	Iza svakog poljupca stoji Kay.

EVERY KISS BEGINS WITH KAY is a slogan for a chain of jewellery stores. In their slogan, they are referring to the fact that jewellery is often given in romantic situations, saying that every kiss begins with Kay. However, the word 'kiss' itself begins with a letter k [keI]. This cannot be translated in the same way because the Croatian word for kiss is poljubac, which starts with the letter p [pi:]. The majority of translators focused on the jewellery store being there before the kiss, keeping the concept of the kiss from the original. Two translators decided to go create something new. Translator C) opted for a translation that sends a message that the jewellery store is there before any beginning, while the translator H) created a new slogan that rhymes. The consumers found the slogan H) to be the most successful solution.

5) Think Small.[18]

Table 5: Translations of *Think Small.* to Croatian

TRANSLATOR	TRANSLATION
A)	Jednostavno s Bubom.
B)	Ne razmišljaj puno.
C)	Razmišljaj praktično.
D)	Mislite maleno.
E)	Razmišljaj u malom.
F)	Manje je više.
G)	Veličina je samo riječ.
H)	Manje je više.
I)	Manje je više.
J)	Mislite na male stvari.

Volkswagen's slogan *Think small* is a classic example of the simple, yet effective slogan. This is an idiom, which makes it challenging to translate. The slogan is short, simple, yet very

[18] Source: https://uberbuttons.com/blog/50-of-the-best-product-slogans-and-taglines-of-all-time/

effective. However, translators F), H) and I) translated it as *Manje je više (Less is more)* which is an idiom that is often used in Croatian language, yet conveys the same message. Translator G) used another expression that can be heard in the Croatian language *Veličina je samo riječ*.

6) Make quitting suck less.[19]

Table 6: Translations of *Make quitting suck less.* to Croatian

TRANSLATOR	TRANSLATION
A)	Lakše prestani s pušenjem.
B)	Olakšaj si odvikavanje uz nas.
C)	Lakše je odustati.
D)	Neka prestajanje bude bezbolnije.
E)	Da lakše prestanete pušiti.
F)	Olakšaj si odvikavanje uz nas.
G)	Doskoči ovisnosti.
H)	Da odvikavanje ne bude preživljavanje.
I)	Da odvikavanje ne bude pušiona.
J)	Učinite prestanak lakšim.

Nicorette is a brand of chewing gums that is supposed to ease a person into quitting smoking. The authors decided to go with a bold slogan *Make quitting suck less.* Some may argue that it is vulgar, but it is a matter of taste. Only the translator I) decided to go with the bold translation, thus the word *pušiona* some might interpret vulgar as well. Nevertheless, it is a witty pun, and punning can often be seen in marketing.

7) Grace, Space, Pace.[20]

Table 7: Translations of *Grace, Space, Pace.* to Croatian

TRANSLATOR	TRANSLATION
A)	Otmjenost, prostranost, neukrotivost.
B)	Graciozan, prostran, brz.
C)	Otmjenost, prostranost, dinamičnost.
D)	Gracioznost, prostranost, brzina.
E)	Milina, daljina, brzina.
F)	Elegancija, prostor i brzina.
G)	Stil ide uz prostor.
H)	Veličina, brzina, vrlina.
I)	Graciozan, prostran, dinamičan.
J)	Otmjenost, prostranost, pouzdanost.

[19] Source: https://uberbuttons.com/blog/50-of-the-best-product-slogans-and-taglines-of-all-time/
[20] Source: https://www.webuyanycar.com/car-magazine/grace-space-pace-2/

Grace, Space, Pace is Jaguar's slogan. The original slogan is simple and describes the qualities that people want to find in a car The slogan features the end rhyme, which is rather challenging to transfer into the Croatian language. Some translators opted for keeping the same qualities from the original slogan, while the translator H) concentrated more on keeping the rhyme and somewhat similar qualities.

8) Nothing runs like a Deere[21]

Table 8: Translations of *Nothing runs like a Deere* to Croatian

TRANSLATOR	TRANSLATION
A)	Nema do Deerea. John Deerea.
B)	Ništa ne prede kao Deere.
C)	Nitko ne radi kako radi Deere.
D)	Ništa ne radi kao Deere.
E)	Za najbolje obavljeni posao – John Deere.
F)	Deere je najbrži.
G)	Deere trči kao jelen.
H)	Deere, za najbolji đir.
I)	Snažan poput jelena.
J)	Ništa ne radi kao Deere.

John Deere is a brand that sells agricultural and forestry machinery. Their slogan *Nothing runs like a Deere* is a clever simile, because of their name John Deere and the fact that a deer indeed does run. The slogan is a wordplay. As the name of their brand is in the slogan, it cannot be translated the same way into Croatian. Translator A) decided to go with an association from James Bond and the very famous sentence "My name is Bond. James Bond." and use it in the context of the Deere machinery. The group of consumers preferred this answer .

9) Don't be vague. Ask for Haig.[22]

Table 9: Translations of *Don't be vague. Ask for Haig.* to Croatian

TRANSLATOR	TRANSLATION
A)	Opredijeli se za Haig.
B)	Viski nije samo viski. Haig je onaj kojeg tražiš.
C)	Nema nedoumice, samo Haig.

[21] Source: https://uberbuttons.com/blog/50-of-the-best-product-slogans-and-taglines-of-all-time/
[22] Source: https://en.wikipedia.org/wiki/Haig_(whisky)

D)	Nemoj biti nejasan. Traži Haig.
E)	Nešto te muči? Haig naruči!
F)	Nemoj misliti, naruči Haig.
G)	Haig traže znalci.
H)	Haig, nema boljeg.
I)	Budi jasan i glasan. Biraj Haig.
J)	Izjasni se. Traži Haig.

Haig is a whisky brand with a slogan *Don't be vague, ask for Haig.* The authors opted for a rhyming slogan as well. Whenever there is a rhyme that involves the very name of the product within a slogan, it is a bigger challenge to translate. The translator E) decided to keep the rhyme, but create a new slogan that would make that possible. Others put more emphasis on the product itself and the message behind it.

10) See what we mean.[23]

Table 10: Translations of *See what we mean.* to Croatian

TRANSLATOR	TRANSLATION
A)	Vidi što mislimo.
B)	Čitajte nam misli.
C)	Pogledaj svijet kroz naš objektiv.
D)	Vidite na što mislimo.
E)	Pročitajte naše misli.
F)	Progledaj s nama.
G)	Misli kroz fotografiju.
H)	Budala pamti, pametan fotografira.
I)	Gledajte svijet našim očima.
J)	Vidi što mislimo.

The company that is behind the slogan *See what we mean* is Canon. Their slogan is simple, yet very recognisable. Translators D), J) and A) translated it directly, which has not proved to be effective with slogans like these. The ranslator H) localised the slogan using the old Croatian proverb *Budala pamti, pametan piše* and modifying it into *Budala pamti, pametan fotografira*. The translator C) decided to create a new slogan inspired by the original one, but kept its simplicity.

When analysing overall styles of translators, some patterns can be spotted. The translator D) understands and speaks English with his clients on a daily basis, but does not have

[23] Source: https://uberbuttons.com/blog/50-of-the-best-product-slogans-and-taglines-of-all-time/

any formal education or any background when it comes to translating. This translator always opted for direct, literal translation rather than creating something new. The translator F) has formal education in the English language, but in the MA programme Teaching English as a Foreign Language. The translator does not have any formal education in translating and hardly any experience in it. The translator did not always translate literally, but also did not necessary create the translation that is in the spirit of the marketing language. The translator I) has no formal education in the English language, but works in a translation agency and has some experience in translating. The translations seemed more like real slogans, and not just mere translations of the original slogans. In Table 6 the translator showed the creativity factor the most. The translators C) and H) are both holders of the MA in English translation and Interpreting Studies. They both translate constantly. However, the translator C) has 2 years of experience in translating, while the translator H) has 4 years of experience in translating. The translations from the translators C) and H) differed from the original the most, in the sense of direct translating. The translators did not translate word for word , but have instead created new slogans that managed to convey the same or similar message. The pattern that can be seen with the translator H) is that the translator often used rhyming in the translation process. Overall, an educated translator with experience mostly transcreated. A lot of rhetoric devices (e.g. rhyme, puns, idioms, etc.) could be seen in their translations. Their translations were in the spirit of the target language. Translators that have no experience and formal education in translation translated more automatically, keeping the translaton as similar to the original as possible. Their translations did not have as much rhetoric devices that are specific to the language of advertising.

5.5.2. Analysis of consumers' preferences

When the group of consumers was presented with the questionnaire, they did not know the original versions of the slogans. This means that they only knew the name of the product, the short description of what the company does and ten slogans for each company. Looking at overall preferences, they were always prone to picking out slogans that in some way deviated from the original slogan. The following are the slogans with the best scores, from each table:

- Table 1: H) *Slim(stite) Jim*
- Table 2: C) *Jednom kada čuješ pop, nećeš reći stop*. and J) *Ne možeš pojesti samo jedan.*
- Table 3: B) *Uštedi na vremenu i novcu, ne i na svom izgledu.*

- Table 4: H) *Izbjegnite klišej, poklonite Kay.*
- Table 5: G) *Veličina je samo riječ.*
- Table 6: I) *Da odvikavanje ne bude pušiona.*
- Table 7: J) *Otmjenost, prostranost, pouzdanost.*
- Table 8: A) *Nema do Deerea. John Deerea.*
- Table 9: B) *Viski nije samo viski. Haig je onaj kojeg tražiš*. and E) *Nešto te muči? Haig naruči!*
- Table 10: C) *Pogledaj svijet kroz naš objektiv.*

From their answers, it is obvious that consumers tested like rhyming slogans. That can be seen from the results presented in Tables 2, 4 and 9. They also responded well to the pun from Table 1, as it was the most preferred answer. Nicorette's slogan from table 6 *Make quitting suck less* is a bold choice, but the best translation for that slogan was just as bold: *Da odvikavanje ne bude pušiona.* It is another pun that the group of consumers preferred the most.

However, the consumers found some translations to stand out from the rest. Some of them are indeed better when compared with the others. These are the following:

- C) *Pogledaj svijet kroz naš objektiv.* with 14 points (46,66 %)
- H) *Izbjegnite klišej, poklonite Kay.* with 12 points (40 %)
- A) *Nema do Deerea. John Deerea.* with 11 points (36,66 %)
- H) *Slim(stite) Jim* with 10 points (33,33 %)

The most preferred slogan is the one for the Canon campaign. The original slogan is quite simple. The translation kept the simplicity, but still managed to convey a strong message. It is telling the consumers that their world would be different with the Canon product, which is the message that the original slogan has as well. The translator took the message from the original slogan, but transcreated it in Croatian to sound just as effective in the target language. The group of consumers recognised that, which is probably why this slogan was the most preferred one.

The second most preferred slogan is yet another example of transcreation. The original slogan features a pun, and the translator decided to make a new, rhyming slogan. This slogan deviated from the original the most, yet was among the most preferred ones.

The third most preferred slogan is also an example of transcreation. It significantly differs from the original. The translator kept the name of the brand in the slogan, but changed the very slogan completely. The translation is a playon the very famous James Bond statement: “My name is Bond. James Bond.” The group of consumers responded very well to that, it was something that they found familiar and they understood the reference, which presumably makes it easier for them to identify with the company and their message.

The fourth most preferred answer is a pun. The translation severely differs from the original as well, and the translator turned to the process of transcreation as well. Consumers showed to be prone to wordplays, and opted for this slogan as one of the best slogans they were offered.

In Figure 2 we can see how individual translators were rated by the consumers.

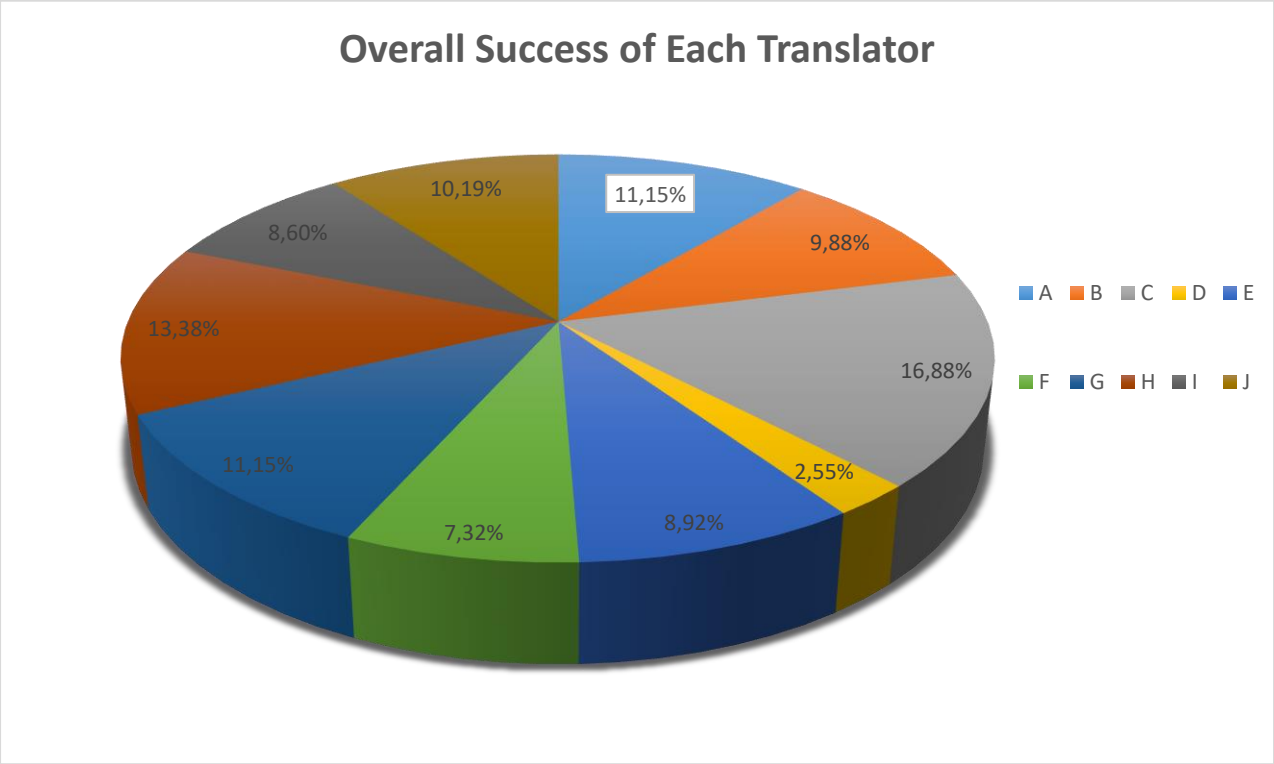

Figure 2: Overall Success of Each Translator

The translator with the highest vote score amounting to 16, 88 % is the translator C) who holds an MA in English Translation and Interpreting Studies and has been translating constantly for 2 years now. The second most successful translator is the translator H) with 13, 38% that holds an MA in English Translation and Interpreting Studies and and has been translating constantly for 4 years. The third place is a tie between the translator A) and the translator G) both scoring

11. 15%. The translator A) is in the second year of the MA in English Translation and Interpreting Studies. This translator has also been translating for 2 years in moderate frequency. The translator G) finished a 4-year long programme with a BA degree in the English Language and Literature. The translator also has 8 years of experience with moderately frequent translating. The forth is the translator J) who scored 10, 19%. The translator graduated with a master's degree in English translation and Interpreting Studies. This translator has also been translating constantly for 3 years. The fifth translator is the translator B) with 9, 88%. The translator graduated with a master's degree-Teaching English as a Foreign Language programme. During the last five years he has been translating occasionally. The sixth translator is the translator E) who finished the 4-year long programme with a BA degree in English Language and Literature. He has hardly any experience in translating. The seventh translator is the translator I) that has no formal education in the English language, but claims to be self-taught and has started translating from English to Croatian a month ago. The eight translator is the translator F) who is in the second year of the master's programme-Teaching English as a Foreign Language. He has hardly any experience in translating. The least successful translator is the translator D)who has no formal education in the English language, but claims to be self-taught. The translator does not have any experience in translating.

6. Discussion

The results of this research answer two different questions. *Which approach does the translator choose?* and *How well received are the slogans among the consumers?* It was important to see if the level of education and the experience in translating do actually play a significant role in translating slogans. Is it enough only to be creative? The results showed that the translators who have formal education in English and experience in translating were more prone to using the process of transcreation. The educated translators have taken into account the purpose of the translation and made their translations sound like a slogan, and not just a mere translation. They used the rhetoric devices (Xu: 2008), but not necessarily the same ones that were used in the original slogans. Translators that have formal education in the English language, but have neither formal education in translation nor the significant experience in translation were not so prone to using the process of transcreation. The translations of the slogans were not incorrect, but when translated into Croatian did not necessarily sound as real slogans for a marketing campaign. Their slogans did not have rhetoric devices that are characteristic for the language of advertising. The translator that has no formal education in English language and no experience translated the slogans literally, focusing only on re-creating words from the English slogans, but in Croatian.

When it comes to how the slogans were perceived among the group of consumers, they preferred the slogans from the translators with the formal education in the English language, translation, and experience in translating altogether. The highest ranked translators are the translator C) and translator H), both of whom finished the MA in English Translation and Interpreting Studies programme, and both of whom work as translators. The highest ranked translations deviated from the original slogans the most. Translators turned to the process of transcreation as a tool to produce slogans in the Croatian language that will sound authentic. The highest ranked translations in most cases used the language that is characteristic for the language of advertisements. Consumers, in general, respond to that, and consumers from this research are no exception. The lowest ranked were the translations from inexperienced translators that were mostly translated word for word.

The conducted research shows that the role of translator is changing. Rather than being just a reproducer, the translator needs to be a creator. Even though the machine translation is becoming more popular than ever, translators are not in danger. The market is constantly changing and opening new niches for translators. Those are the niches where human factor is

essential. An educated, creative translator with extensive knowledge of target culture cannot be replaced with a machine.

7. Conclusion

Marketing slogans are specific for their use of the language. Their goal is to trigger a consumer's reaction. To achieve that, slogans are carefully made and some even call it an *art form* in its own way. Slogans play a crucial role in marketing campaigns. They often include puns, idioms, rhymes, metaphors, etc. Because of these characteristics, they can be very challenging to translate. This is why marketers need to understand the importance of hiring a qualified translator when launching marketing campaigns and products in foreign countries. The results of the conducted research show that education and experience play an important role in translation. Educated and experienced translators were those that used transcreation. Their slogans had rhetoric devices characteristic for the language of advertisements. Of course, this does not come as a big surprise. The group of consumers obviously preferred the transcreated slogans. They were relevant to the target culture and language. This only shows the importance of the role that transcreation has when translating. Transcreation gives translators the opportunity to adjust the slogans to the target language and culture and make it feel as if they were the originals. Marketing campaigns are meticulously created, and their translations should be too. The conducted research points out the importance of choosing a competent translator, i. e. the results support the hypothesis. Educated and experienced translators delivered the best translations of marketing slogans, and they did it by transcreating. Even though the term *transcreation* is rather new, competent translators have been practicing it for a long time. Every good translator knows that certain types of translations require creativity, and marketing slogans are undoubtedly among them.

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Appendix 1

Godine:
Stručna sprema:
Koliko dugo se bavite prevođenjem:

Prevedite **SAMO masno otisnute** slogane na hrvatski jezik. Uz njih piše ime tvrtke/poduzeća i kratki opis djelatnosti kako bi bilo jasnije o čemu se radi.

1. Slim Jim (Slim Jim is an American brand of jerky snacks or dried sausage sold globally and manufactured by ConAgra Brands)

Snap into a Slim Jim -

2. Pringles (Pringles is an American brand of potato and wheat-based stackable snack chips owned by Kellogg's)

Once You Pop, You Can't Stop -

3. DOLLAR SHAVE CLUB (Dollar Shave Club is a Venice, California-based company that delivers razors and other personal grooming products to customers by mail)

Shave time. Shave money.-

4. KAY (Kay is a Jewelery company that opened its first store in Reading, Pennsylvania, in 1916.)

EVERY KISS BEGINS WITH KAY-

5. VOLKSWAGEN (Volkswagen, shortened to VW, is a German automaker founded on 28 May 1937 by the German Labour Front.)

Think Small.-

6. NICORETTE (Nicorette provides nicotine gum and nicotine lozenges to help you quit smoking)

Make quitting suck less.-

7. Jaguar (Jaguar is the luxury vehicle brand of Jaguar Land Rover, a British multinational car manufacturer with its headquarters in Whitley, Coventry, England and owned by the Indian company Tata Motors since 2008.)

Grace, Space, Pace-

8. John Deere (John Deere is the brand name of Deere & Company, an American corporation that manufactures agricultural, construction, and forestry machinery, diesel engines, drivetrains used in heavy equipment, and lawn care equipment)

Nothing runs like a Deere-

9. Haig Scotch Whiskey (Haig is a brand of Scotch whisky, originally manufactured by John Haig & Co Ltd.)

Don't be vague. Ask for Haig.-

10. CANON EOS (Canon Inc. is a Japanese multinational corporation specializing in the manufacture of imaging and optical products, including cameras, camcorders, photocopiers, steppers, computer printers and medical equipment)

See what we mean.-

HVALA! :)

Appendix 2

Cilj ovog istraživanja je bolje razumijevanje uloge transkreacije u marketingu. Pred vama je 10 tvrtki i brandova uz koje imate kratke opise kako biste bolje razumjeli o čemu je riječ, ukoliko niste upoznati s njihovom djelatnosti. Uz svako ime dobit ćete 10 različitih verzija slogana, a na Vama je da odaberete koji vam se najviše dopada, kao potrošaču.

GODINE:
STRUČNA SPREMA:

Odaberite po jedan slogan koji Vam se najviše sviđa, uz svaki brand:

(NAPOMENA: neki se slogani pojavljuju dva ili više puta,ukoliko se odlučite za njih, i dalje označite samo jedan)

1. Slim Jim (Američka tvrtka koja proizvodi malene kobasice i ostale mesne "grickalice".)

a) Prelomi za Slim Jim!
b) Napucaj se Slim Jimom.
c) Prelomi si Slim Jim
d) Prepolovi u Slim Jim
e) Zagrizi Slim Jim!
f) Uroni u Slim Jim
g) Navali na Slim Jima
h) Slim(stite) Jim
i) Zagrizi u Slim Jim
j) Prepustite se Slim Jimu.

2. Pringles (Američka trvtka koja proizvodi čips.)

a) Kada kreneš nema stajanja!
b) Jednom kad kreneš nema stajanja.
c) Jednom kada čuješ pop, nećeš reći stop.
d) Jednom kad ga otvorite, ne možete stati.
e) Nakon prvog ne staješ do dna.
f) Jednom kad probaš, više ne staješ!
g) Jednom otvoriš, nikad ne zatvoriš.
h) Zagrizi i umakni brizi!
i) Jedan gric i nećeš moći stati.
j) Ne možeš pojesti samo jedan.

3. DOLLAR SHAVE CLUB (Kalifornijska trvtka koja proizvodi žilete i ostale komeztičke proizvode te kategorije.)

a) Izbrij vrijeme, ne i novac.
b) Uštedi na vremenu i novcu, ne i na svom izgledu.
c) Briješ bradu, vrijeme i trošak.
d) Skratite vrijeme. Uštedite novac.
e) Štedi vrijeme. Štedi novac.

f) Vrijeme je za brijanje. Uštedi novac.
g) Koristi vrijeme, koristi novac.
h) Naša brija, vaša ušteda.
i) Skrati vrijeme. Podebljaj novčanik.
j) Srežite vrijeme. Srežite troškove.

4. KAY (Američki lanac draguljarnica.)
a) Razlog svakog poljupca je Kay.
b) Prije poljupca, tu smo mi.
c) KAY, ključ svakog početka.
d) Svaki poljubac počinje s KAY.
e) Svaki poljubac započinje s Kay.
f) Svaki poljubac započinje sa Kay-om.
g) KAY znači poljubac.
h) Izbjegnite klišej, poklonite Kay.
i) Svaki poljubac počinje s Kay.
j) Iza svakog poljupca stoji Kay.

5. Volkswagen (Njemački lanac automobila.)
a) Jednostavno s Bubom.
b) Ne razmišljaj puno.
c) Razmišljaj praktično.
d) Mislite maleno.
e) Razmišljaj u malom.
f) Manje je više.
g) Veličina je samo riječ.
h) Manje je više.
i) Manje je više.
j) Mislite na male stvari.

6. Nicorette (Nikotinske žvakaće koje pomažu pri prestanku pušenja)
a) Lakše prestani s pušenjem.
b) Olakšaj si odvikavanje uz nas.
c) Lakše je odustati.
d) Neka prestajanje bude bezbolnije.
e) Da lakše prestanete pušiti.
f) Olakšaj si odvikavanje uz nas.
g) Doskoči ovisnosti.
h) Da odvikavanje ne bude preživljavanje.
i) Da odvikavanje ne bude pušiona.
j) Učinite prestanak lakšim.

7. Jaguar (Britanski luksuzni lanac automobila)
a) Otmjenost, prostranost, neukrotivost.
b) Graciozan, prostran, brz.
c) Otmjenost, prostranost, dinamičnost.

d) Gracioznost, prostranost, brzina.
e) Milina, daljina, brzina.
f) Elegancija, prostor i brzina.
g) Stil ide uz prostor.
h) Veličina, brzina, vrlina.
i) Graciozan, prostran, dinamičan.
j) Otmjenost, prostranost, pouzdanost.

8. John Deere (Američka korporacija koja glasi kao jedan od najvećih svjetskih proizvođača traktora i ostale mašinerije koja se koristi u poljoprivredi)
a) Nema do Deerea. John Deerea.
b) Ništa ne prede kao Deere.
c) Nitko ne radi kako radi Deere.
d) Ništa ne radi kao Deere.
e) Za najbolje obavljeni posao – John Deere.
f) Deere je najbrži.
g) Deere trči kao jelen.
h) Deere, za najbolji đir.
i) Snažan poput jelena.
j) Ništa ne radi kao Deere.

9. Haig Scotch Whisky (Škotski whisky.)
a) Opredijeli se za Haig.
b) Viski nije samo viski. Haig je onaj kojeg tražiš.
c) Nema nedoumice, samo Haig.
d) Nemoj biti nejasan. Traži Haig.
e) Nešto te muči? Haig naruči!
f) Nemoj misliti, naruči Haig.
g) Haig traže znalci.
h) Haig, nema boljeg.
i) Budi jasan i glasan. Biraj Haig.
j) Izjasni se. Traži Haig.

10. CANON EOS (Canon je Japanska kompanija koja proizvodi fotoaparate, kamere, printere, i sl.)
a) Vidi što mislimo.
b) Čitajte nam misli.
c) Pogledaj svijet kroz naš objektiv.
d) Vidite na što mislimo.
e) Pročitajte naše misli.
f) Progledaj s nama.
g) Misli kroz fotografiju.
h) Budala pamti, pametan fotografira.
i) Gledajte svijet našim očima.
j) Vidi što mislimo.

HVALA! ☺