

A close-up photograph of a person's hand resting on a purple mat with white, pointed, circular protrusions. The hand is positioned in the upper right quadrant, with fingers slightly spread. The background is a repeating pattern of these white protrusions on a purple surface.

Transcreation: Effective and intimate communication of brand values to new markets

A Shakti Mats Case Study

The Case

Shakti Mats is a self-care and well-being brand based in the Asia-Pacific region. Their hand-crafted products introduce the benefits of acupressure to people's daily routine with respect to the local communities that contribute to their making, and they represent the values of ethical and conscious consumerism which are at the core of the brand.

The customer contacted us specifically for transcreation services for their website and social media posts as part of their endeavor to expand their market reach to Europe, and namely to France. Their main concern, and thus priority, came up almost instantly: they were looking for a team who could "intimately understand" their brand and effectively convey their principles and values to the French audience.

The Challenge

From the early stages of our interaction, Shakti Mats engaged with us in discovery conversations, sharing their concerns and main goals for their outreach to France which included:

- identifying a linguist team with thorough understanding of their brand and culture and with a voice that 'speaks' their brand
- achieving an accurate and consistent approach for conveying their value propositions across their web copy and social media posts in the target language
- ensuring no medical claims are associated to the brand or any of the products, given those are not intended nor registered as medical products.

The Approach

We eagerly took on these challenges and collaborated closely with the customer who was eager to be involved and hands-on along the process.

Here's how we worked:

1. We triaged resources from our linguist pool and selected two teams to be further tested for the given transcreation project using a sample piece the customer provided. Both outputs were shared with the customer for their review, including:
 - suggested French texts for the given sample piece
 - back translation into English
 - linguist comments regarding translation/transcreation choices and locale considerations.
2. The Shakti Mats team selected the linguist team that best met their expectations and requested a meet & greet video call to have a chance to speak to the linguists in person and share their vision with them in more detail prior to project start.
3. By project kick-off, we had a Project Brief ready to share with the linguist team; this combined all the information we had gathered from our discussions with the client, our joint goals for the project and a list of the reference materials we shared with the linguists, namely:
 - the customer's brand style guidelines, which we specifically asked for to ensure the right tone of voice and focal points are used
 - links to the customer's website and social media channels, for context and overall style references
 - a list of "do and don't" words and phrases in English that conform to the Advertising Standards Authority guidelines, to avoid any med claims being conveyed in the target language.
4. With the above materials in hand, our linguist team first worked on key brand messages, crafting the French equivalents and their back translations for the customer to review them and give their sign-off; this allowed us to get the customer's approval on key items early on and build their confidence as to the output they would be receiving at project completion.
5. Our Project Management team supported the linguists with clarifications, query answers and status checks during the transcreation phase, making sure the linguist team is on the right track at all times per the project goals and timeline.
6. Once the transcreation process for the entire web copy and social media posts was completed, we delivered those to the customer along with a Transcreation Report which detailed the process followed by the linguist team, their rationale for certain major deviations from the source text, as dictated by the transcreation scope agreed, and certain locale considerations, including suggestions for making the website more relatable and effective for the targeted French audience.

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The Outcome

Through the steps mentioned above, we offered Shakti Mats the appropriate French web copy and social media posts that would allow them to enter the French market in an equivalent manner as when they entered their local market using their native language.

All deliverables provided the customer with full transparency of what their target audience abroad would receive about their brand, products and values, and with full confidence that their narrative in the target language remained true to the core of their mission and vision for them as a company and for the community.

Their follow-up feedback, a few months after the project was completed, was a delight – and this is exactly how we too felt while working on the project!

Here is what Shakti Mats says:

“Outstanding service from start to finish! We really felt like your team put a lot of consideration and time into the project - our best interest was always kept in mind. Completion time frames were always as promised. The Commit team really went above and beyond.”

Simone Engels, Brand & Content Manager at Shakti Mats

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