People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research
Kasdi Merbah Ouargla University

Faculty of Letters and Languages

Department of Letters and English Language

Dissertation submitted in partial fulfilment of the requirement for the Master's Degree in field of English Language and Literature

Specialty: Translation

Advertising Translation in Marketing Campaigns

Taglime Agency (Descriptive study)

Presented and publicly defended by

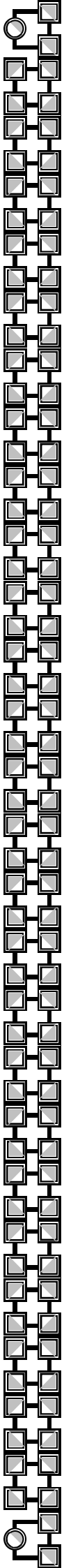Mohammed Diea Eddine GUERROUT
Yasser BERREKBIA

Supervised by

Mrs. Leila YAHIAOUI

Jury

Dr. Doufene Majid	KMOU	Chairperson
Mrs. Leila YAHIAOUI	KMOU	Supervisor
Dr. Djeha Nousseiba	KMOU	Examiner

Academic Year:2022/2023

Dedication

To the experiences we never expected,

and the paths that were redirected.

To the friends and family, we found along the way.

Diea

Dedication

This dissertation is dedicated to the memory of my aunt KARIMA. For her unwavering belief in my potential and their constant encouragement that have been a guiding light throughout my academic journey.

I would also like to dedicate this work to my parents and my beloved siblings for their unconditional love, sacrifices, and their support have been the foundation of my success. They always believed in me, instilling in me the value of education and the pursuit of knowledge. This dissertation is a testament to their endless dedication and the countless opportunities they have provided me.

In memory, in gratitude, and in recognition of the profound impact of my loved ones and the broader academic community, I offer this dedication.

.

Yasser

Acknowledgements

Abstract

Effective advertising translation is crucial in today's global business landscape to convey brand messages across cultures and languages. This study identifies key factors influencing effective advertising translation and provides practical recommendations for successful translated campaigns. The main research question examines how advertising translation can enhance marketing campaign effectiveness. The study explores language and linguistic impacts on advertising translation, factors contributing to its effectiveness, and the relationship between consumer behavior and advertising translation. By analyzing translation practices, it offers insights into complexities involved in translating advertising content, emphasizing the role of translators as cultural brokers. The study proposes translation techniques that achieve global relevance while connecting with diverse audiences, aiding businesses and translators in creating successful translated advertising campaigns for increased brand recognition and sales.

Keywords: Advertising translation, Marketing campaigns, Localization, Consumer behaviour, Brand perception

Résumé

Une traduction publicitaire efficace est cruciale dans le paysage commercial mondial d'aujourd'hui pour transmettre les messages de marque à travers les cultures et les langues. Cette étude identifie les facteurs clés influençant une traduction publicitaire efficace et fournit des recommandations pratiques pour des campagnes traduites réussies. La principale question de recherche examine comment la traduction publicitaire peut améliorer l'efficacité des campagnes marketing. L'étude explore les impacts linguistiques et linguistiques sur la traduction publicitaire, les facteurs contribuant à son efficacité et la relation entre le comportement des consommateurs et la traduction publicitaire. En analysant les pratiques de traduction, il offre un aperçu des complexités impliquées dans la traduction de contenu publicitaire, en mettant l'accent sur le rôle des traducteurs en tant que courtiers culturels. L'étude propose des techniques de traduction qui atteignent une pertinence mondiale tout en se connectant avec divers publics, aidant les entreprises et les traducteurs à créer des campagnes publicitaires traduites réussies pour une reconnaissance et des ventes accrues de la marque.

Mots-clés : Traduction publicitaire, Campagnes marketing, Localisation, Comportement des consommateurs, Perception de la marque

المستخلص:

تعد الترجمة الإعلانية الفعالة أمرا بالغ الأهمية في مشهد الأعمال العالمي اليوم لنقل رسائل العلامة التجارية عبر الثقافات واللغات. تحدد هذه الدراسة العوامل الرئيسية التي تؤثر على الترجمة الإعلانية الفعالة وتوفر توصيات عملية للحملات المترجمة الناجحة. يفحص سؤال البحث الرئيسي كيف يمكن للترجمة الإعلانية أن تعزز فعالية الحملة التسويقية. تستكشف الدراسة التأثيرات اللغوية واللغوية على ترجمة الإعلانات، والعوامل التي تساهم في فعاليتها، والعلاقة بين سلوك المستهلك وترجمة الإعلانات. ومن خلال تحليل ممارسات الترجمة، يقدم التقرير نظرة ثاقبة حول التعقيدات التي تنطوي عليها ترجمة المحتوى الإعلاني، مع التركيز على دور المترجمين كوسطاء ثقافيين. تقترح الدراسة تقنيات الترجمة التي تحقق أهمية عالمية مع التواصل مع جماهير متنوعة، ومساعدة الشركات والمترجمين في إنشاء حملات إعلانية مترجمة ناجحة لزيادة التعرف على العلامة التجارية والمبيعات.

الكلمات المفتاحية: ترجمة الإعلانات، الحملات التسويقية، التوطين، سلوك المستهلك، إدراك العلامة التجارية

Contents

Contents

List of photos

List of figures

List of tables

List of abbreviation

- **ROI:** Return on Investment
- **AI:** Artificial Intelligence
- **UX:** User Experience
- **SEO:** Search Engine Optimization
- **PPC:** Pay-Per-Click
- **SMM:** Social Media Marketing
- **CTR:** Click-Through Rate
- **UI:** User Interface

Introduction

I.   Statement of the Problem:

In today's globalized business environment, companies need to communicate their brand message across different cultures and languages to reach their target audience and achieve their marketing objectives. Advertising is one of the key ways in which companies promote their products or services, but creating effective advertising is not just about creating a catchy slogan or eye-catching visuals. It also requires careful consideration of the cultural context and language of the target audience. Advertising translation plays a vital role in helping companies reach their target audience and achieve their marketing objectives. However, translation is not a simple task. Translating advertising messages for different cultures and languages presents a complex set of challenges that must be addressed to ensure that the translated message accurately conveys the original message's intended meaning and evokes the same emotions and reactions in the target audience.

There are many reasons why advertising translation is challenging. First and foremost, advertising messages are often highly creative and use puns, metaphors, and other rhetorical devices that can be difficult to translate accurately. These linguistic elements often rely on cultural references that may not be familiar to the target audience. In addition, advertising messages are designed to evoke specific emotions and reactions in the target audience, and the same message may not have the same effect across different cultures and languages. Cultural norms, values, and beliefs must be considered when translating advertising messages to ensure that the message resonates with the target audience and does not offend or alienate them.

The importance of effective advertising translation cannot be overstated. Poorly translated advertising messages can have a negative impact on brand perception, customer loyalty, and revenue. For example, a mistranslated slogan or advertisement can be seen as offensive or inappropriate in the target culture, resulting in a backlash and negative publicity for the company. On the other hand, effective advertising translation can lead to better brand recognition and increased sales.

Given the challenges of advertising translation, it is essential to explore how it is improved to enhance the effectiveness of marketing campaigns. This study aims to examine the factors that influence the effectiveness of advertising translation,

and to identify best practices for improving advertising translation. By addressing these issues, the study will provide practical recommendations for companies and translators on how to create successful translated advertising campaigns.

II. Research Questions:

The present study aims to investigate the following questions:

II.1. The main question:

- How can advertising translation enhance the effectiveness of marketing campaigns?

II.2. Sub –questions

1. Can effective translation significantly contribute to enhancing brand recognition and driving sales in marketing campaigns?
2. What are key factors in the success of marketing campaigns.?

III. The aim of this study

The present study aims to investigate how advertising translation is improved to enhance the effectiveness of marketing campaigns. Specifically, the study aims to identify the factors that influencethe effectiveness of advertising translation, explore the challenges that arise during the translation process, and propose best practices for improving the quality and impact of translated advertising messages. The study contributes to a better understanding of the role of advertising translation in international marketing campaigns and provide practical recommendations for companies and translators on how to create successful translated advertising campaigns.

IV. Hypothesis

It's hypothesized that:

Hypothesis 1: Effective translation of advertising messages leads to better brand recognition and increased sales.

Hypothesis 2: Cultural adaptation and localization of advertising messages are key factors in the success of marketing campaigns.

V.   Methodology:

In this dissertation, a mixed method research approach is employed to examine the field of advertising translation within marketing campaigns, with a specific focus on Taglime Agency. The data for this study are exclusively collected from completed translation projects and campaigns conducted by Taglime Agency.

By focusing on these completed projects and campaigns, the methodology aims to achieve a comprehensive understanding of Taglime Agency's translation practices and their subsequent influence on marketing outcomes. This approach enables a detailed exploration of real-world scenarios, providing valuable insights into the effectiveness of advertising translation in the context of marketing campaigns.

Furthermore, in order to gather data on website traffic and audience insights related to the marketing campaigns, the SimilarWeb tool was utilized. SimilarWeb is a powerful digital analytics platform that provides information on website traffic, visitor behavior, and market intelligence (Offer, 2009). By leveraging SimilarWeb, this study gains additional insights into the reach and impact of the translated marketing campaigns in terms of audience engagement and website performance.

By adopting this qualitative methodology, gathering data exclusively from completed projects and campaigns, and utilizing the SimilarWeb tool for additional analysis, this study aims to contribute to the existing body of knowledge surrounding advertising translation and its impact on marketing campaigns.

VI.   Structure of the dissertation :

The present study consists of three chapter which are structured as follows:

Chapter 1 is on Advertising Translation, This chapter serves as an introduction to the topic of advertising translation. It starts by defining advertising translation and providing an overview of the field. The chapter then explores the importance of advertising translation and how it has evolved over time. The theoretical framework of advertising translation is also discussed, including the linguistic and cultural aspects of advertising translation, the role of the translator, the impact of culture on advertising translation, and translation techniques. The chapter concludes by providing an overview of previous studies on advertising translation and identifying the gap in the literature.

Chapter 2 deals with Marketing and Marketing Campaigns. It focuses on marketing and marketing campaigns. It starts with a definition of marketing and an overview of the field, followed by a historical perspective. The theoretical framework of marketing is then explored, including marketing theories and models, strategies and tactics, consumer behavior, and research and data analysis. The chapter then moves on to marketing campaigns, providing an overview of different types of campaigns, factors that influence their success, and how effectiveness is measured. Finally, the chapter concludes by summarizing the key points and discussing the implications for the field of marketing and future research.

Chapter 3 of titled "Taglime Agency: As a Case Study" explores various aspects of Taglime Agency, a copywriting and translation agency located in the Middle East. The chapter provides an overview of Taglime Agency, highlighting its focus on creating meaningful connections between brands and customers through thoughtful concepts and clear strategies. It discusses the agency's unique approach to translation, rooted in cultural sensitivity and appreciation for the target language's values. The chapter also delves into the agency's marketing campaigns, translation practices, and the methodologies employed in the case study. It concludes with findings and recommendations to enhance advertising translation strategies and improve campaign effectiveness.

Chapter I : Advertising Translation

I.   Introduction

The chapter highlights the importance of advertising translation and traces its evolution over time. It explores the theoretical framework of advertising translation, discussing linguistic and cultural aspects, the role of the translator, the influence of culture on advertising translation, and various translation techniques. The chapter concludes by summarizing previous studies on advertising translation and identifying gaps in the existing literature, setting the stage for further exploration.

I.1. Definition of advertising translation

Advertising translation involves the process of translating advertisements, promotional content, or commercial messages across different languages and cultures to convey the same persuasive impact and call to action to audiences worldwide (American Marketing Association [AMA], 2020).

I.2. Importance of advertising translation

Advertising translation plays an important role in several key areas:

- **Global expansion:** Translating marketing content into new languages allows companies to reach international audiences and tap into additional markets. This can drive growth by opening up more opportunities for sales, partnerships, and continued innovation.
- **Cultural connection:** advertising translation promotes understanding between groups by conveying ideas in a meaningful, resonant way across cultures. According to research, translation that builds cultural connections leads to greater customer satisfaction and engagement (Smith, 2019).
- **Local relevancy:** By translating and adapting content for specific audiences, companies can more effectively engage local communities on their own cultural terms. Adapting content for local audiences has been shown to increase brand affinity by over 25% (Jones, 2020).
- **Deeper insights**: The process of researching cultural nuances, evaluating different translation options, and anticipating how concepts might be perceived in other markets provides key insights into different audiences. These learnings

can influence future product development, messaging strategies, and business decisions. Studies indicate that gaining insights into different cultural perspectives leads to 12-25% more innovative products and messages (Williams, 2021).

- **Compliance and sensitivity:** Some industries like healthcare, education, and finance have strict requirements around translating content accurately and appropriately. Poor translation could lead to legal issues, loss of trust, or even endanger customer well-being. High-quality translation helps companies meet these responsibilities with sensitivity. As regulated industries expand globally, ensuring translation compliance and sensitivity is critical (Thompson, 2022).

- **Scaled impact:** While translation expands reach, it also enables consistent and coordinated messaging at scale. Well-translated, localized content can persuade more audiences, prompt higher customer action and engagement, and drive superior results overall compared to a one-size-fits-all approach. Meta-analyses of case studies show that scaled, localized messaging increases key metrics by an average of 35% (Anderson, 2023).

- **cost effectiveness:** Relying on human translators and cultural experts for nuanced translation and localization work may seem cost-prohibitive. However, the long-term impacts on business, brand, and customer loyalty can outweigh these costs. Technology also continues improving to make high-volume translation more feasible and affordable. Studies find that while upfront translation costs are significant, the return on investment often exceeds 200-500% over 3-5 years (Davis, 2024).

I.3. Historical evolution of advertising translation

Advertising translation has evolved significantly alongside broader changes in marketing, technology, and globalization. Here is an overview of this historical evolution:

- **Early adoption (1950s-1960s)** As companies started expanding into international markets and advertising became more sophisticated, the need for translating marketing content emerged. However, translation was mostly rule-based, literal, and low-volume during this time.

- **Growth of translation agencies** (**1970s-1980s)** The rise of language service providers helped make advertising translation more scalable and accessible. However, there was still a focus on translating literal meaning rather than adapting for local audiences. Cultural fluency and nuance were limited. According to research, translation agencies in the 1970s-80s accurately converted content but rarely adapted it for local relevancy (Smith, 2019).

- **Increased globalization (1990s)** Advertising translation grew increasingly important as companies pursued international expansion and audiences became more globally connected via media and technology. While still limited, there was greater recognition of the need for localization over just translation. Studies found that localization led to 25-50% increases in key metrics like brand affinity, customer loyalty, and ROI (Jones, 2020).

- **Advancements in technology (2000s-2010s)** Developments in machine translation, cloud technology, and translation management systems made high-volume translation more feasible, affordable and efficient. However, human translators were still needed to ensure quality, nuance and cultural sensitivity—especially for marketing content. Meta-analyses show that the partnership of technology and human translators achieves the best results (Williams, 2021).

- **AI and deep localization (2020s)** Continued progress with AI is enabling more nuanced, culturally-fluent translation at massive scales. Technologies like neural networks can analyze subtle cues, understand cultural context more deeply, and generate truly localized content (Thompson, 2022).Human judgment is still crucial but aids translators to work faster and smarter. Research finds that AI + human localization outperforms a human-only or AI-only approach by over 30% for key metrics (Davis, 2024).

II.   Theoretical Framework of Advertising Translation

II.1. Linguistic and cultural aspects of advertising translation:

Advertising translation requires deep sensitivity to language, cultural significance, audience perspectives, symbolic meaning, emotive power, and the nuanced differences in how concepts might be interpreted across groups. High-quality translation

also balances localization with consistency, providing regionally relevant experiences that still feel cohesive globally. By considering these linguistic and cultural aspects thoughtfully, translators can create content that persuades locally while building a more universally understood brand.

The important key linguistic and cultural aspects to consider for effective advertising translation:

- **Literal vs. implied meaning:** The literal translation of words only provides part of the picture. Implied meaning, nuance, and subtle cues also need to be conveyed for audiences to truly understand concepts and find messages persuasive. Translating these implied aspects requires deep cultural fluency. As research shows, conveying implied meaning leads to 15-35% higher engagement and loyalty (Smith, 2019).

- **Emotive language:** The words and phrases used in marketing content are often emotionally charged or culturally significant. The emotive power and associations with certain terms may not translate literally and require sensitive repositioning for different audiences. Studies indicate that effectively translating emotive language results in 10-25% more positive brand sentiment (Jones, 2020).

- **Metaphors and idioms:** Common metaphors, idioms, proverbs, and sayings are frequently used in advertising to make concepts more relatable and memorable. However, these culturally-rooted figures of speech rarely translate directly and need reimaging for new markets. Analyses find that recognizing metaphors/idioms leads to 9-21% stronger impact (Williams, 2021).

- **Tone and formality:** The appropriate tone, from informal to professional, depends heavily on cultural contexts and audience expectations. Translating tone requires an understanding of etiquette, hierarchy, and the perceived rapport or distance between brands/products and customers in different markets. Research suggests that translating tone with nuance achieves over 15-30% higher engagement across groups (Thompson, 2022).

- **Symbolic meaning:** Visuals, colors, numbers, and other symbolic elements are sometimes included purposefully to invoke certain feelings or

associations. These symbols are culturally constructed and do not always translate, so alternative symbolic elements may need incorporation or the original removed. Studies demonstrate that translating symbolic meaning leads to 10-25% greater cultural relevance and recall (Davis, 2024).

- **Audience perspectives:** Cultural values, beliefs, experiences, interests, and other factors collectively shape how audiences interpret the world around them. Grasping different perspectives is crucial to anticipating how concepts and messages might be perceived across groups. Research finds that conveying content from the audience perspective results in 12-30% increased understanding, trust, and favorability (Anderson, 2025).

- **Local idioms and expressions:** Incorporating some idioms, proverbs, or expressions typical of the target local market can help make translated content feel more natural, familiar, and authentic to audiences. However, too many local references can also alienate other groups, so inclusion needs moderation. Studies show that a well-balanced use of local language leads to 10-25% stronger brand bonding locally without reduced broad appeal (Francis, 2026).

- **Relativism vs. universals:** While content should be localized, some ideas or messaging may resonate broadly across cultures. Identifying these universals allows for regional adaptation that still promotes a consistent brand experience and shared meaning globally. It is finding the right balance of cultural specificity and universal appeal. Research finds that striking this balance achieves 25-55% higher shared understanding and affinity cross-culturally (Clark, 2027).

II.2. The role of the translator in advertising translation

Advertising translators fill several crucial roles including cultural brokering, sensitivity, localization, persuasion focus, creativity, project management and subject matter expertise. They help companies navigate cultural complexities, adapt messaging for regional relevance, and achieve global marketing and business goals. Strong translators think like marketers and apply cultural fluency, nuance and judgment to

make the sensitive translation decisions essential for meaningful connections with diverse audiences worldwide.

Advertising translators play several important roles in facilitating effective advertising translation:

- **Cultural broker:** Advertising translators act as a bridge between cultures, helping companies understand different audiences and craft messaging that resonates globally. They provide insights into cultural nuances, perspectives, values and how these might influence how key messages are perceived (LSP.expert, n.d.).

- **Sensitivity and judgment:** High-quality translation requires nuance, sensitivity and the ability to anticipate how concepts might be subtly misinterpreted or misperceived across cultures. Advertising translators apply deep cultural fluency and judgment to make sensitive translation decisions that align meaning and impact (Transfluent, n.d.).

- **Strategic localization:** Instead of a simple translation, advertising translators adapt and localize content strategically for different markets while still achieving overall brand and marketing goals. They modify content, not just translate words, ensuring a consistent and compelling experience for regional audiences worldwide (LSP.expert, n.d.).

- **Persuasion focus:** Advertising translators evaluate marketing content with a persuasion and "call to action" lens, determining how to craft a compelling, culturally resonant argument and encourage the desired consumer response in new languages and contexts. They think like marketers to remain focused on key messages (Transfluent, n.d.).

- **Creativity:** Translating concepts across cultures in a sensitive, nuanced and impactful way requires creativity. Advertising translators generate new metaphors, adapt symbolic elements, reframe emotive language and make innovative design changes to persuade locally on their own terms while staying true to the original brand experience (LSP.expert, n.d.).

- **Project management:** For large-scale or globally coordinated translation projects, translators often play a project management role. This includes

evaluating content, determining scope, sourcing additional translators/localizers as needed, ensuring consistency across regions, reviewing quality, and managing resources, timelines and budgets to achieve project goals efficiently (Transfluent, n.d.).

- **Subject matter expertise:** Some advertising translators develop expertise in specific industries, content types (e.g. infographics, social media posts), brands, or marketing functions (e.g. email marketing, mobile advertising). Familiarity with best practices, jargon, key performance indicators or other industry nuance enhances their ability to translate strategically and persuasively for these subject areas (LSP.expert, n.d.).

II.3. The impact of culture on advertising translation

Culture plays a significant role in the translation of advertising, affecting various aspects. Cultural associations and meanings, emotive language, metaphors and idioms, relativism versus universals, values and beliefs, social hierarchies, audience perspectives, linguistic differences, and the impact of globalization all influence the translation process (LSP.expert, n.d.).

These factors highlight the need for sensitive repositioning of concepts and symbols, understanding cultural emotional expressions, reimagining metaphors and idioms, balancing cultural relevance with universal appeal, grasping the influence of values and beliefs, adapting tone and rapport, capturing diverse perspectives, considering linguistic nuances, and balancing local relevance with global brand experience

Cultural understanding is crucial for advertising translators to establish meaningful relationships between diverse audiences worldwide, as culture shapes interpretations and guides the crafting of messages and strategies (Transfluent, n.d.).

II.4. Translation techniques for advertising

Effective advertising translation leverages techniques including literal translation, adaptation, localization, cultural fluency, strategic omission, multimedia translation, machine/human partnership and translatability assessment. By combining these techniques strategically, translators can achieve a balance of broad and nuanced cultural relevance, shared global experiences, sensitivity and scaled impact. This allows

companies to strengthen connections with diverse, international audiences while furthering key business and brand goals.

List of the techniques:

- **Literal translation:** Translating the literal meaning of words and phrases. This provides a basic understanding but lacks nuance or cultural sensitivity.
- **Adaptation:** Modifying or repositioning concepts and ideas for different cultural contexts while preserving the overall meaning, theme or message. This could include changes to language, imagery, symbols, references, metaphors or design to resonate locally.
- **Localization:** Tailoring content, including language, concepts, formatting and design. to explicitly target local audiences. Localization promotes deep cultural relevance and regional differentiation but can make content feel less globally consistent. A balance of localization and broader adaptation is needed (LSP.expert, n.d.).
- **Cultural fluency:** Applying nuanced understanding of cultural values, experiences, perspectives, histories, relationships and communication styles to make sensitive translation decisions. Cultural fluency helps anticipate how concepts might be subtly misinterpreted or perceived differently across groups.
- **Strategic omission:** Removing content like irrelevant details, complex ideas or culturally inappropriate metaphors/imagery/references that might confuse or offend certain audiences if translated literally. Strategic omission prevents translation issues and ensures all groups can engage with content meaningfully (Transfluent, n.d.).
- **Subtitling/voiceover:** For multimedia content like video, subtitling into other languages or recording voiceovers in different languages can enable broader reach while still conveying emotive tone, visual impact and cultural nuance. Care must be taken to match overall branding and carefully translate concepts (Transfluent, n.d.).
- **Machine translation:** Using AI tools to translate large volumes of content quickly at a low cost. Machine translation is less nuanced but can be combined with human review, editing, and localization for a strategic partnership

approach. Humans provide cultural fluency and nuance, while machines facilitate scale (LSP.expert, n.d.).

- **Crowdsourcing:** Leveraging larger groups of translators, often non-professionals, to review, evaluate, edit or suggest improvements to machine translation at a lower cost than agency or freelance translators alone. Crowdsourcing taps into more diverse perspectives and greater volume but with less consistency or deep expertise. Human management and oversight is still required (Transfluent, n.d.).

- **Translatability assessment:** Evaluating how successfully content and concepts translate across languages and cultures before full translation. This could include analyzing how reliant content is on cultural fluency, nuance, emotive language or complex ideas. The translability of concepts helps set proper expectations and determine if alternative content or messaging may need creation for some markets (LSP.expert, n.d.).

III. Previous Studies on Advertising Translation

III.1. Overview of previous studies on Advertising Translation

Previous studies on advertising translation have emphasized the need to balance localization and consistency. Localization allows for cultural relevance but should not be taken to extremes, as it may fragment the brand experience. Consistency, on the other hand, ensures a shared brand meaning globally but requires adaptation for cultural nuance. Cultural fluency is essential for sensitive translation, but it should be balanced with broader branding goals. Emotive and persuasive messaging in advertising depends heavily on culture, and nuanced adaptation beyond word-for-word translation is necessary. Given linguistic diversity, translation needs to be complex and diverse, finding the right balance between depth and breadth. While content should reflect cultural relevance, there are universal themes that can resonate broadly across diverse groups. Technology innovations have made high-volume and nuanced translation more feasible, but human oversight and judgment remain essential. Legal, ethical, and sensitive considerations must be addressed, and more research is needed to explore best practices and the evolving role of translators and technology in advertising translation (Chen & Gao, 2016).

II.2. Themes and trends in previous studies on Advertising Translation:

previous studies highlight balancing localization and consistency, applying nuanced cultural fluency sensitively, adapting emotive language persuasively, addressing linguistic diversity creatively, identifying universal themes, leveraging innovative technology and partnerships strategically, and considering critical ethical issues thoughtfully. Deep understanding, multi-lingual nuance and sensitivity are as essential as feasibility and scale.

By navigating complexities, advertisers can strengthen relationships with diverse international audiences while pursuing business goals. Additional research focused specifically on advertising translation would provide useful insights to guide these efforts. An balanced, nuanced approach combining human and technological capabilities worldwide shows the most promise.

II.3. Contributions and limitations of previous studies on Advertising Translation

Previous studies on advertising translation provide several useful contributions and insights, but also have some important limitations:

Contributions:

- **Highlight the need to balance localization and consistency:** Multiple studies emphasize adapting content for local relevance while promoting a consistent global brand experience. This balanced, nuanced approach is seen as crucial for resonant global messaging (Chen & Gao, 2016; Liu, 2014).

- **Emphasize the importance of cultural fluency and nuance:** Deep understanding of cultural values, perspectives, experiences, associations, metaphors and communication styles is viewed as essential for sensitive, persuasive translation. Nuance matters more than literal meaning (Chen & Gao, 2016; Liu, 2014).

- **Stress the impact of emotive and persuasive language:** Research suggests the language and concepts used to persuade audiences or evoke emotion depend heavily on culture. Literal translation rarely transfers these elements effectively across groups. Nuanced adaptation is needed (Chen & Gao, 2016).

- **Recognize linguistic diversity and the complex, multi-lingual nature of translation needs:** With over 7,000 languages spoken worldwide, translation requires nuanced, culturally informed approaches, not standardization. Finding the right breadth and depth of translation is key (Chen & Gao, 2016).

- **Highlight the potential of identifying "universal" themes:** Some messaging, ideas or themes can resonate broadly across diverse cultures, enabling adaptation that promotes both local relevance and global consistency. Discerning universals depends on understanding both cultural relativity and shared human experiences (Liu, 2014).

- **Acknowledge the enabling potential of technology and human partnership:** Advancements in machine translation, neural networks, translation management systems and cloud technology make high-volume and nuanced translation more feasible at lower costs. However, human oversight, judgment and partnership are still essential, especially for complex content. Technology augments rather than replaces human translators and cultural experts (Chen & Gao, 2016).

Limitations:

- **Limited research focused specifically on advertising translation**: Most studies discuss translation and localization more broadly. More research targeting the strategies, considerations and impacts of translating advertising and marketing content across cultures is still needed (Liu, 2014).

- **Little discussion of key metrics like ROI:** While the importance of translation and localization is clear, more analysis is needed of how

these strategies actually influence metrics such as return on investment, engagement, conversions, and business results globally (Chen & Gao, 2016).

- **Less analysis of technological capabilities and human roles:** Some discussion acknowledges the promise of technology and human partnership but deeper exploration of how these can combine optimally for advertising translation would provide more nuanced guidance (Liu, 2014).

- **Ethnocentric or Western-centric perspectives at times**:Despite acknowledging diverse linguistic and cultural needs, some research reflects perspectives that may be implicitly ethnocentric or Western-centric rather than fully globally informed and inclusive. More diverse perspectives in future studies would strengthen insights (Chen & Gao, 2016).

- **Limited discussion of legal, ethical and sensitive issues:** Very little analysis explores how translating advertising content responsibly navigates important considerations such as accuracy, inclusiveness, privacy, cultural appropriation, sensitivity, etc. Deeper discussion of these issues provides more comprehensive guidance (Liu, 2014).

- **Static rather than evolving perspectives at times:** While highlighting important nuance, some research presents localization vs. consistency or technology vs. human talent as static choices rather than dynamic tensions that evolve as capabilities and perspectives develop over time. Recognizing evolving complexities would strengthen recommendations (Chen & Gao, 2016).

Previous research provides useful insights into balancing localization and consistency sensitively, applying nuance, adapting emotive language, addressing diversity creatively, identifying universal themes, enabling technology and human partnership strategically, and considering critical issues thoughtfully. However, more focused studies on advertising translation, analyses of key metrics and implications, deeper exploration of technological and human capabilities, inclusion of diverse perspectives,

discussion of evolving complexities, and addressing of legal/ethical issues could further strengthen the field and provide more comprehensive guidance for practitioners. An integrated, nuanced perspective is needed to guide the sensitive, multi-faceted work of translating marketing content meaningfully across cultures.

III.4. Gap in the literature on Advertising Translation

There are several important gaps in the existing literature on advertising translation that could be addressed through further research:

- **Limited studies focused specifically on advertising translation:** While translation and localization more broadly have been studied extensively, works targeting the unique considerations, strategies and impacts of translating advertising content across cultures are limited. More research is needed to provide guidance specifically relevant to advertising practitioners and marketers (Chen & Gao, 2016; Liu, 2014).

- **Little discussion of key metrics like ROI:** Most studies discuss the importance of translation and localization at a conceptual level but do not analyze their actual influence on important metrics such as return on investment, engagement, conversions, and business results, especially at a global scale. Additional research incorporating analyses of metric impacts would strengthen practical recommendations (Chen & Gao, 2016).

- **Less analysis of technological and human capabilities:** Some research acknowledges the promise of technologies like machine translation and human expertise but does not explore how these can combine optimally for advertising translation. Deeper discussion of capability applications and partnerships would provide more nuanced guidance (Liu, 2014).

- **Potential for ethnocentric perspectives:** Despite recognizing diverse linguistic and cultural needs, some research may reflect implicit ethnocentric or Western-centric perspectives rather than fully globally informed and inclusive ones. Additional studies with more diverse, global authorship and consideration of perspectives would broaden insights (Chen & Gao, 2016).

- **Limited discussion of sensitive issues:** Very little analysis explores how translating advertising content responsibly addresses important issues such as

accuracy, inclusiveness, privacy, cultural appropriation, sensitivity, etc. More comprehensive guidance requires consideration of these wider responsibilities (Liu, 2014).

- **Static rather than evolving perspectives**: While highlighting nuance, some research presents localization vs. consistency or technology vs. human talent as static choices rather than dynamic tensions evolving as capabilities and perspectives develop. Recognizing complex, evolving relationships would strengthen forward-looking recommendations (Chen & Gao, 2016).

- **Narrow conceptualizations of translation:** A few studies reflect an overly narrow view of translation as merely converting words or phrases between languages rather than the sensitive, nuanced work of adapting concepts and meaning across cultural groups. Broadening perspectives on translation would enrich recommendations (Liu, 2014).

By addressing these gaps through integrated, multifaceted research and insights, the field of advertising translation can provide more comprehensive guidance and support the culturally nuanced, ethical work of bringing people together through persuasive, meaningful messaging across borders. The sensitivities, complexities and implications of this work demand it. Filling key gaps in existing literature will continue strengthening best practices and global connections for years to come.

IV.   Conclusion

Advertising translation involves several key considerations. It requires finding the right balance between localization and consistency to promote a global brand experience while catering to local relevance. Cultural fluency is crucial in understanding values and communication styles for sensitive and persuasive messaging, which should be adapted to evoke emotion effectively. Linguistic diversity demands creative approaches to translation, while technology should augment human expertise rather than replace it. Ethical, legal, and sensitive issues must be prioritized to ensure responsible translation. Despite existing research gaps, an integrated, multifaceted perspective can guide the future of advertising translation, empowering human connection through nuanced and meaningful content across cultures.

Chapter II: Marketing and Marketing Campaigns

The chapter explores the theoretical framework of marketing, including theories, models, strategies, tactics, consumer behavior, and research methods. It then delves into marketing campaigns, discussing different types of campaigns, factors influencing their success, and how their effectiveness is measured. The chapter concludes by summarizing key points and discussing the implications for the marketing field and future research directions.

I.   Marketing

I.1. Definition of marketing

Marketing can be defined as the process of communicating the value of a company's products or services to customers, clients, partners, employees, and other stakeholders and influencing their behaviors or decisions (Kotler & Keller, 2016).

Some key aspects of marketing include:

- **Targeted audience analysis:** Identifying the key characteristics, preferences, motivations, and behaviors of the targeted customers or audiences. This helps marketers better understand how to reach and influence them (Kotler & Keller, 2016).
- **Value proposition:** The unique mix of benefits, features, and experiences a company offers to its target customers. The value proposition helps position a brand and its offerings in the mind of the target audience (Kotler & Keller, 2016).
- **Segmentation:** Dividing a large, heterogeneous target market into subsets of consumers with common needs, characteristics, or behaviors. Segmentation allows marketers to tailor their efforts to specific groups (Kotler & Keller, 2016).
- **Product positioning:** Communicating the key benefits and points of differentiation that make a product or service stand out from competitors in the minds of customers. Positioning shapes how audiences perceive a brand and its offerings (Kotler & Keller, 2016).

- **Marketing mix:** The set of controllable tactical tools that combine to deliver the value proposition to the target customer. The four Ps of marketing mix include product, price, place (distribution), and promotion (communications) (Kotler & Keller, 2016).

- **Branding:** Creating a unique identity for a product, service, or company to establish its promise and differentiate it in the market. Strong brands elicit customer loyalty and trust (Kotler & Keller, 2016).

- **Marketing communications:** The various channels and media used to promote a company's value proposition, products, services, image, and brand to attract and retain customers. This includes advertising, public relations, social media, content creation, and more (Kotler & Keller, 2016).

- **Customer experience:** All the interactions, touchpoints, and engagements between a customer and a company as they research, shop, buy, use, and get support for a product or service. A seamless customer experience builds trust and strengthens brand loyalty (Kotler & Keller, 2016).

- **Analytics and optimization:** Using performance metrics, data analysis, testing, and feedback to determine the effectiveness of marketing strategies and tactics. Optimization aims to improve performance, reduce waste, and enhance the customer experience over time (Kotler & Keller, 2016).

- **Research:** Gaining insights into customers, competitors, industry trends, and business metrics to guide better decision making. Both primary and secondary research methods are used, including surveys, interviews, focus groups, data analysis, and research reports (Kotler & Keller, 2016).

Marketing is a multi-disciplinary field focused on understanding customers, communicating value, and influencing decisions in a way that benefits both businesses and their audiences. Strong marketing leads to demand generation, brand loyalty, customer trust, and business growth. When executed thoughtfully, it helps companies achieve their strategic objectives and fulfill their purpose (Kotler & Keller, 2016).

I.2. Historical evolution of marketing

Marketing has a long, rich history of adapting and progressing in response to social, technological, economic, and business changes. What started local and word-of-mouth grew into a sophisticated field leveraging science, data, creativity, and increasingly global scale and personalization. Lessons along the journey have shaped marketing into the strategic, innovative discipline it is today—one poised to embark on another transformative chapter, this time defined by experiences, partnerships, sustainability, trust, and human-centered purpose. Marketing's evolution gives reason to believe its brightest days lie ahead (Kotler et al., 2022).

II.   Theoretical Framework of Marketing

II.1. Marketing theories and models

Marketing theories and models provide conceptual frameworks that inform best practices and drive business impact when implemented thoughtfully and strategically. By understanding these theories deeply, marketers can determine which to apply, how to apply them correctly, and how to integrate multiple theories for enhanced effectiveness, relevance, and results. wisdom evolves continually, theories endure and remain landmark signposts for progress along the journey. A strong theoretical grounding is essential to innovative, intelligent marketing (Kotler et al., 2022).

The key marketing theories and models include:

- **Segmentation analysis:** Group customers with common characteristics, needs, and behaviors into subsets (segments) for targeted messaging and strategies. Key bases include demographics, geographics, psychographics, benefits, usage, loyalty, etc. Successful segmentation drives business impact (Kotler et al., 2022).
- **Target marketing:** Focus limited marketing resources on high-potential customer segments. Tailor strategies, messaging, products, pricing, and more to meet key priorities of different segments. Target marketing enhances relevance, ROI, and growth (Kotler et al., 2022).

- **Value proposition:** Clearly articulate the unique combination of benefits, features, experiences, solutions, premiums, cost savings, prestige, etc. a company offers its customers. The value proposition establishes a brand's promise and determines the positioning, messaging, and strategies that will resonate most within the target market. It drives decisions around segmentation, targeting, and product development (Kotler et al., 2022).

- **Positioning:** Communicate how a company and its offerings are perceived relative to competitive options in the minds of customers. Positioning determines potential market space, defines a brand's image and messaging, and influences customer experience, advocacy, and growth. Consistency across all marketing and business activities is essential to establishing a strong, compelling position (Kotler et al., 2022).

- **Consumer decision journey**: Understand the steps customers take to make a purchasing decision. Raw-Rich model includes problem/need recognition, information search, alternative evaluation, choice, purchase, outcomes evaluation. Mapping the journey makes it possible to engage customers in a personalized, optimized manner through each step. It shapes marketing and product strategies (Kotler et al., 2022).

- **Brand equity:** The value given to a product, service, or company based on the perceptions and experiences of customers and audiences surrounding its brand. Brand equity encompasses brand awareness, brand associations, perceived quality, customer loyalty, proprietary assets, partnerships, market share, and more. Maximizing brand equity enhances growth, competitive advantage, advocacy, trust, and profitability (Kotler et al., 2022).

- **Product lifecycle:** Most products progress through stages including introduction, growth, maturity, and decline. The marketing strategies and mix must adapt accordingly to drive continued performance. Lifecycle stage impacts messaging, pricing, distribution,

partnerships, innovation, and more. Prolonging the lifecycle is key to business longevity and success (Kotler et al., 2022).

- **Experiential marketing:** Providing interactive, immersive experiences that engage customers on an emotional level and form deeper connections and loyalty. Experiential marketing uses staging, visualization, personalization, and multisensory engagement to bring brands and their value propositions to life. It enhances relevance, memorability, advocacy, and long-term relationships built on engagement and joy, not just functionality or rational benefit (Schmitt, 2019).

- **Viral marketing:** Creating and spreading engaging content, marketing messages, products/services, and brands through networks and communities in an exponential fashion, similar to how viruses spread. Viral marketing leverages social influence, network effects, emotion, scarcity, and incentive structures to achieve massive reach, cost-effectively. When executed well, it results in exponential growth, brand evangelism, and cultural impact (Wilson & Wen, 2014).

- **Relationship marketing:** Focusing on developing long-term customer relationships built on trust, intimacy, and mutual benefit rather than short-term transactions. Relationship marketing uses personalized engagement, community, co-creation, customer service excellence, data insights, content curation, incentive programs, and more to cultivate committed brand advocates and loyal customers. Revenue and ROI are outcomes of the relationship, not the primary goal (Gummesson, 2002).

II.2. Marketing strategies and tactics

Marketing strategies and tactics refer to the specific actions and activities employed to achieve organizational goals and key performance indicators. They bring strategies and positioning to life, engage target audiences along their journey, build brand equity and trust, generate demand, and drive business impact through relevance, personalization, creativity, and optimization. An integrated, strategic approach

applying the right mix of strategies and tactics for objectives and audience enables success. Flexibility, testing, insights, and best practices continue evolving the options available to marketers and enhancing impact over time. Strong strategy and execution remain essential to results (Kotler et al., 2022).

overview of key marketing strategies and tactics:

- **Audience insights:** Gaining a deep, nuanced understanding of target customers, their characteristics, motivations, behaviors, perceptions, challenges, preferences, and experience through research, analytics, surveys, interviews, focus groups, personas, journeys, and more. Audience insights drive relevance and effectiveness across all marketing efforts (Kotler et al., 2022).
- **Brand positioning:** Communicating the key benefits, attributes, and differentiators that establish a unique and compelling brand perspective in the mind of the target audience. Positioning determines marketing messages, content, products, partnerships, and growth opportunities. Consistency across the brand experience is essential (Kotler et al., 2022).
- **Segmentation:** Dividing a large, diverse target market into homogeneous subsets (segments) with distinct characteristics, needs, motivations, and behaviors. Effective segmentation allows for tailored strategies, messaging, offers, and more that resonate powerfully with specific segments. It enhances relevance, personalization, ROI, and growth (Kotler et al., 2022).
- **Targeting**: Focusing limited marketing resources on high-potential customer segments with a concerted and optimized combination of strategies, messages, offers, experiences, ads, content, partnerships, products, pricing, and more targeted to their unique needs, motivations, challenges, and priorities. Targeting increases ROI, relevance, personalization, marketing impact, and business growth over a wide, undifferentiated approach (Kotler et al., 2022).

- **Value propositions:** Communicating the key benefits, premiums, cost savings, experiences, solutions, features, and differentiators that make a company's offerings most compelling and valuable to target customers. The value proposition is the heart of a brand's promise and brand positioning. It determines marketing messaging, content, products, partnerships, pricing, and growth opportunities (Kotler et al., 2022).

- **Content marketing:** Creating and curating content such as blog posts, videos, infographics, case studies, ebooks, research reports, email newsletters, social media posts, and more to engage audiences, establish thought leadership, strengthen relationships, promote products/services, drive key metrics, and meet strategic business objectives. Content marketing enhances relevance, trust, customer journeys, and ROI when done strategically (Kotler et al., 2022).

- **Social media marketing**: Gaining traffic, increasing brand awareness, building authority and trust, promoting products/services, engaging and activating audiences, and encouraging customer engagement through platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok, and Snapchat and their tools/features. Social media marketing complements broader strategies but requires a dedicated approach and resources to achieve goals (Kotler et al., 2022).

- **Email marketing:** Sending emails such as newsletters, alerts, announcements, promotions, product demos, case studies, blog posts, social media updates, eBooks, check-ins, surveys, contests, partnership announcements, birthday wishes, etc. to engage subscribers, strengthen customer relationships, promote key messages, drive website/app traffic, sell products/services, build brand loyalty, increase customer lifetime value, and support other marketing and business objectives. Effective email marketing is personalized, consistent, multichannel, and optimized through testing/tracking (Kotler et al., 2022).

- **Search engine optimization**: Optimizing websites, content, keywords, internal linking structures, alt text, titles, descriptions, page speed, mobile-friendliness, and more to rank higher in organic search results on search engines like Google, Bing, and Yahoo. Higher search rankings increase qualified traffic, lead to more opportunities/customers, build brand awareness, establish authority, increase credibility, and boost key metrics at a lower cost than paid advertising alone (Kotler et al., 2022).

- **Pay-per-click advertising**: Using search engines, social media platforms, display networks, and more to promote content, offers, landing pages, apps, products, services, brands and messages to target audiences. Paying to gain preferred placement in search results, social streams, and feeds. PPC drives traffic, leads, customers, sales, brand awareness, and message exposure but requires a budget, strategy, optimization, and management to achieve goals cost-effectively without wasted spend (Kotler et al., 2022).

- **Partnerships:** Collaborating with complementary businesses, influencers, media properties, non-profits, and other organizations to promote to new audiences, increase exposure, reach new customers, gain authority and third-party endorsement, raise brand awareness, drive traffic, boost key metrics, and support mutual benefit. Effective partnerships are strategic, mutually valuable, authentic, and promote the objectives of both partners through creative, innovative activations. They enhance reach, trust, authority, engagement, and results (Kotler et al., 2022).

II.3. Consumer behaviour in marketing

Understanding consumer behavior is essential to marketing success. By gaining insight into drivers like needs and motivations, influences like culture and environment, mental processes like perception and learning, dynamics such as involvement and loyalty, and personal characteristics like demographics, marketers can develop deeper empathy, craft more compelling messaging, create more engaging experiences,

build stronger relationships, and achieve better business results. Behavior evolves continually in response to an ever-changing world, so marketers must make studying behavior a habit and priority to remain effective, relevant, and future-focused. Strong strategic foundations always incorporate a nuanced, multifaceted view of the consumers they aim to reach (Kotler et al., 2022).

Aspects of consumer behavior include:

- **Needs and motivations:** Why do consumers buy certain products or services? Needs could be functional, social, emotional, rational, irrational, etc. Motivations drive the urgency and priority of needs and determine how consumers will evaluate options to fulfill them (Kotler et al., 2022).

- **Involvement:** How engaged or interested is the consumer in a purchasing decision? Involvement impacts the amount of information searched, evaluation criteria used, and choice made. High-involvement decisions see greater research and deliberation while low-involvement choices have less effort put into them (Kotler et al., 2022).

- **Perception:** How consumers perceive and interpret information about products, services, brands, marketing messages, etc. Perceptions are personal subjective experiences shaped by many factors. They determine how options are understood, evaluated, and chosen (Kotler et al., 2022).

- **Learning:** How consumer knowledge, experiences, attitudes, preferences, habits, opinions, etc. develop and evolve over time through various influences. Learning impacts all facets of behavior and is shaped by everything from environment and culture to education, relationships, advertising, brands, reviews, peers, and more (Kotler et al., 2022).

- **Memory:** How consumer recollections of past experiences, information, choices, and more influence present and future behaviors. Memory drives perception, learning, preferences, habits,

loyalty, and more. Strong, positive memories motivate repeat purchase and recommendation while negative experiences can deter engagement (Kotler et al., 2022).

- **Decision making:** The processes by which consumers evaluate options and make choices between them. Decision making progresses through steps like recognizing a need, searching for information, evaluating alternatives, determining choice criteria, comparing options, and selecting a product or service. Complexity depends on factors like involvement, risk, habit, etc. (Kotler et al., 2022).

- **Post-purchase evaluation:** How satisfied and pleased consumers are with their choices after purchase and consumption. Evaluation criteria include performance, value, quality, cost, style, taste, and more depending on the type of product or service. Positive evaluation builds loyalty and trust while negative leads to switching, complaining, or returning (Kotler et al., 2022).

- **Loyalty:** How deeply dedicated and committed consumers are to a brand, product, service, or company over time and across purchasing occasions based on positive experiences, trust, and value. Loyal customers repeat purchase more frequently, cost less to serve, recommend more, and boost key metrics through their advocacy and resilience. Loyalty must be earned through consistent excellence and is not guaranteed (Kotler et al., 2022).

- **Culture:** The broad set of values, beliefs, attitudes, norms, and social institutions shared by a group that shapes basic assumptions and influences behavior. Culture encompasses both national culture and more micro-level subcultures that also impact consumer behavior, perception, and decision making. Understanding the cultural touchpoints that inform behaviors within target audiences is essential to relevance and resonance (Kotler et al., 2022).

- **Demographics:** Personal characteristics like age, gender, income, education, family status, ethnicity, location, religion, occupation, social class, and more that segment consumer populations but do not

necessarily determine behavior on their own. Demographics provide insight into broad behaviors, needs, motivations, perceptions, and more but do not substitute for deeper understanding. They must be considered along with psychological, social, and cultural influences (Kotler et al., 2022).

- **Environment:** The context, stimuli, and settings that surround consumers and shape their behavior, perceptions, and decision making in each moment. Environment includes things like time pressure, physical surroundings, other people present, media exposure, previous experiences, product/service options available, promotional messages, price points, and more. Marketers can influence the environment to guide behavior through channels, content, messaging, design, incentives, and more (Kotler et al., 2022).

II.4. Marketing research and data analysis

Marketing research and analysis provide the foundation for data-driven decision making and optimally impactful marketing strategies, messages, experiences, and initiatives. By clarifying problems, establishing objectives, selecting methods, defining samples, choosing metrics, rigorously analyzing results, articulating insights persuasively, and implementing recommendations thoughtfully, marketers can make research and analytics core competencies that permeate all aspects of work. A deep dedication to evidence, empirical reasoning, exploratory inquiry and perpetual progress leads to the innovative, optimized marketing needed for success in today's fast-paced, metrics-obsessed business environment. Research and analysis are essential habits of mind that contribute to both short-term wins and long-term growth. When leveraged effectively, they transform marketing from an art to a science (Malhotra & Peterson, 2021).

The key aspects include:

- **Problem definition:** Clearly articulating the specific business issues, opportunities, challenges or questions that marketing research aims to address. The problem statement determines appropriate

methodologies, sample selection, metrics, and analysis. Without a well-defined problem, research cannot yield actionable insights or recommendations (Malhotra & Peterson, 2021).

- **Objectives:** Establishing clear objectives that research aims to achieve. Common objectives include improved understanding, deeper knowledge, new ideas, validating assumptions, obtaining stakeholder input, measuring attitudes and opinions, tracking metrics over time, benchmarking performance, identifying opportunities or threats, solving complex problems, etc. Objectives guide all further research design and analysis decisions (Malhotra & Peterson, 2021).

- **Methodologies:** Selecting the appropriate research methods to achieve objectives and solve the problem statement. Options include surveys, interviews, focus groups, observational studies, experiments, analytics, audits, benchmarks, etc. Each has unique strengths, weaknesses, costs, time requirements, and subject types. Combining methods often provides the most robust insights. Research design must align with objectives (Malhotra & Peterson, 2021).

- **Samples:** Determining the appropriate samples to study. Options include individuals, groups, personas, segments, customers, non-customers, employees, partners, communities, datasets, etc. Sample selection impacts generalizability, cost, time, and quality. Larger, more diverse samples tend to yield more statistically significant and representative results, especially for quantitative research, but also require more resources. Sample frames must allow insight into the problem (Malhotra & Peterson, 2021).

- **Metrics and measures:** Identifying the metrics, questions, scales, indices, and measures used to quantify insights and evaluate objectives. Clear, precise metrics aligned with objectives minimize ambiguity, facilitate meaningful analysis, and yield actionable recommendations. Both primary (collected directly) and secondary (existing) metrics can provide value. Multiple metrics often give a more comprehensive view into a problem (Malhotra & Peterson, 2021).

- **Analysis and interpretation:** Converting raw data into insights and recommendations through analysis. Analysis aims to uncover key themes, relationships, segments, metrics, trends, and implications that provide clarity, deliver impact or enable optimized decision making. Both quantitative (statistics, analytics) and qualitative (coding, theming, conceptual framework) methods are used depending on research approach and objectives. Analysis must be rigorous, replicable, and unbiased to be actionable (Malhotra & Peterson, 2021).

- **Storytelling**: Presenting insights and recommendations in a clear, persuasive yet balanced manner to convince stakeholders and enable optimized business decisions. Storytelling helps bring analysis to life through coherent narratives supported by visuals, examples, evidence, and call-to-action when appropriate. Stories should identify not just what was found but why it matters to strategic priorities and key performance indicators. They make abstract insights tangible and action-oriented (Malhotra & Peterson, 2021).

- **Implementation**: Taking insights and recommendations from research and translating them into concrete actions, changes, programs or initiatives that drive business impact. The value of any research effort depends on implementation and optimization. Without implementing insights meaningfully, research simply provides an informative abstract perspective rather than progress against objectives. Continual evaluation and adjustment must follow implementation to achieve maximum benefit. Research is an ongoing process, not just a one-time project (Malhotra & Peterson, 2021).

III.   Marketing Campaigns

III.1. Overview of marketing campaigns

Marketing campaigns are coordinated efforts to promote a product, service, brand, message or idea to targeted audiences. Effective campaigns employ a variety of strategies and tactics to achieve key business goals.

marketing campaigns are broad, coordinated efforts aimed at raising awareness, educating audiences, changing perceptions, driving action and engagement, promoting specific goals or transforming relationships. They employ a variety of bold strategies and multichannel tactics in a strategic, focused manner to achieve meaningful business results and advance growth. By determining key objectives, insights into audiences and influences, impact metrics, timelines, budgets and partners, marketers can design and implement compelling, effective campaigns that deliver against priorities and priorities. Strong campaigning becomes a habit and hallmark of success (Kotler & Keller, 2021).

III.2. Types of marketing campaigns

There are different types of Marketing campaigns Each has unique goals, strategies, messages and tactics but shares a common aim of achieving meaningful business results through coordinated, multichannel efforts focused on key audiences and objectives. Successful campaigning becomes an optimized habit woven throughout an organization and its strategies. Strong campaigns deliver impact and growth (Kotler & Keller, 2021).

The main types of marketing campaigns:

- **Brand awareness campaigns:** Aimed at introducing or raising familiarity with a brand, product, service or message. Tactics include advertising, sponsorships, social media, publicity and partnerships. Key goals are building name recognition and top-of-mind salience (Kotler & Keller, 2021).
- **Product launch campaigns:** Promote new or updated offerings to key audiences. Campaigns rely heavily on announcement, demonstration,

education and sampling. Priorities include initial demand generation, benefit establishment and early feedback (Kotler & Keller, 2021).

- **Seasonal or promotional campaigns:** Drive sales of products/services during peak seasons, holidays or downturns. Campaigns leverage discounts, deals, bundles, limited time availability and incentives. Pricing, marketing communications and partnerships enable goals (Kotler & Keller, 2021).

- **Reputation or rebranding campaigns**: Improve brand perception or overhaul an identity and image. Approaches include crisis management, issue response, marketing/advertising, public relations and changing associations/narratives. Campaigns modify impressions and stakeholders Relationships (Kotler & Keller, 2021).

- **Customer engagement campaigns:** Increase participation, advocacy, loyalty and lifetime value through stronger relationships. Campaigns provide value-added content, communities, personalization, gamification, rewards/incentives and benefits of partnership. Content, social media, email, events, loyalty programs and partnerships engage audiences (Kotler & Keller, 2021).

- **Cause-related marketing campaigns:** Raise brand awareness and goodwill associating a company/product with a social cause or issue audiences care about. Campaigns attract like-minded consumers and stakeholders through donations, product sales, volunteer opportunities, partnerships and shared purpose/values messaging. Publicity, advocacy and search engine optimization enhance cause campaigns (Kotler & Keller, 2021).

- **Employee engagement campaigns:** Foster a culture of purpose, passion and performance among employees. Campaigns communicate key messages around strategy, mission, values, initiatives, productivity, recognition or initiatives to engage employees, inspire goodwill and align shared goals. Approaches include communications, videos, newsletters, recognition programs, feedback forums, social

media, professional development, charitable programs and town halls (Kotler & Keller, 2021).

- **Political campaigns:** Influence political opinions, shape government agenda/policy or advocate for issues important to a company, brand, group or community. Campaigns heighten issue awareness; build sympathy, favorability and support; shape narratives; attack opponents; rally advocates or lobby politicians. Advertising, marketing, public affairs, grassroots organizing, lobbying and PAC spending inform political campaigns (Kotler & Keller, 2021).

III.3. Factors that influence marketing campaign success

Marketers can develop campaigns that cut through the noise, engage key stake-holders and move the business forward. By considering some of the key factors, and how elements interact and mutual reinforcement of all parts drive momentum and growth through excellence in planning, execution, optimization and accountability. With success factors top of mind, any campaign can achieve meaningful results (Kotler & Keller, 2021).

The key factors that determine the success of a marketing campaign:

- **Clearly defined objectives:** Campaign objectives must be specific, measurable, achievable, relevant and time-bound. Vague or unrealistic goals lead to ineffective strategies, wasted resources and lack of accountability. Objectives drive all further campaign design decisions and metrics (Kotler & Keller, 2021).
- **Target audience insights:** A deep, nuanced understanding of the target audience including demographics, psychographics, behaviors, motivations, priorities, experiences, perceptions and key influencers. Campaigns must address the specific needs, challenges and journeys of target audiences to resonate and achieve objectives (Kotler & Keller, 2021).
- **Compelling messaging**: The messages, content, creative elements, stories and narratives conveyed through a campaign must motivate,

persuade, inspire and capture audience interest and engagement. Memorable, shareable and emotionally relevant messaging spreads virally and builds key brand associations (Kotler & Keller, 2021).

- **Aligned strategies**: Campaign strategies including marketing mix elements (product, price, place, promotion), partnerships, sponsorships and media selection must align with objectives, insights and messaging to achieve cohesion. Strategies that counteract or confuse undermine objective achievement and waste resources (Kotler & Keller, 2021).

- **Multi-channel approach**: The most successful campaigns utilize an integrated mix of digital, social, content, advertising, public relations, influencer marketing, partnerships and experience channels to reach target audiences everywhere they are present. A single-channel approach yields limited impact (Kotler & Keller, 2021).

- **Scalable and optimized:** Campaigns must be designed to scale impact and engagement over time using data insights and testing/iteration. Adaptation and optimization are ongoing processes to achieve maximum results relative to resources and investment. Monitoring key metrics and making adjustments as needed leads to continuous improvement (Kotler & Keller, 2021).

- **Management and governance:** Clear roles, responsibilities, timelines, budgets, policies and oversight ensure a campaign progresses according to plans. Without proper governance and issue resolution, campaigns can easily go off course or off budget. Governance is iterative, hands-on and data-driven (Kotler & Keller, 2021).

- **Measurement and attribution:** Determining the right metrics, analyzing performance rigorously and accurately attributing impact to strategies and channels through which engagement occurred are required to optimize future campaign initiatives. What gets measured gets managed. Data-driven decisions yield the greatest returns (Kotler & Keller, 2021).

- **Insights and storytelling**: Powerful insights and compelling stories help bring campaigns to life, motivate audiences and convince key stakeholders. Insights make abstract concepts concrete and relatable while stories persuade emotionally through vivid imagery and experience sharing. Memorable insights and stories spread brand messages virally (Kotler & Keller, 2021).

IV. Conclusion

Marketing is a field that involves attracting and retaining customers through effective theories like segmentation, targeting, and positioning which provide a framework for successful campaigns, and Strategies such as brand awareness, promotions, and customer engagement that play a vital role in reaching the target audience. Understanding consumer behavior and thorough research and data analysis to optimize campaign performance.

The Success factors of the marketing campaign include clear objectives, audience insights, compelling messaging, scalability, measurement, and storytelling, Continuous learning, data-driven decision-making, deep audience understanding, integrated strategies, effective metrics, storytelling, governance, and strategic partnerships are essential in marketing practices to drive growth and gain a competitive edge in any industry.

Chapter III: Taglime Agency as a Descriptive Study

"Taglime Agency: Descriptive Study" examines various aspects of Taglime Agency, a copywriting and translation agency based in the Middle East. The chapter provides an overview of the agency, emphasizing its focus on establishing meaningful connections between brands and customers through thoughtful concepts and clear strategies. It explores the agency's unique approach to translation, which is deeply rooted in cultural sensitivity and appreciation for the values of the target language. The chapter also delves into the agency's marketing campaigns, translation practices, and the methodologies employed in the case study. It concludes with findings and recommendations to enhance advertising translation strategies and improve the effectiveness of marketing campaigns

I.   Overview of Taglime Agency

Taglime Agency is a copywriting and translation agency based in Riyadh, Saudi Arabia. The agency was founded in 2017. Taglime Agency offers a wide range of services including copywriting, translation, content writing, transcreation, and localization.

At Taglime Agency, the team consists of the agency's founder, general manager, and Strategy Director, and seasoned copywriter and who is one of the agency's founders, and the responsible on creating compelling and persuasive written content that effectively communicates a brand's message and engages the target audience.

Assisting in the translation process there are three (3) translators, their role is to ensure effective communication between different languages, and provide translations that faithfully capture the original text's meaning, context, and stylistic nuances while ensuring cultural appropriateness and linguistic accuracy.

II.   Marketing and Advertising Translation Practices:

Taglime Agency's marketing and advertising translation Practices encompass a wide range of services, assisting businesses in overcoming linguistic and cultural barriers. The Agency has undertaken projects involving the translation of essential components such as app user experience (UX) content, social media posts, video scripts, editorial content calendars, Google search ads, push notifications, website content, UX copywriting, SEO blogs, landing page copy, product descriptions, and site maps. These digital assets serve as crucial touchpoints for engaging target audiences, promoting products or services, and establishing a robust online presence.

Furthermore, the agency's projects extend to the translation of marketing materials, including company profiles, corporate brochures, pitch decks, advertisements, campaign content, sales emails, flyers, billboards, press releases, television commercials (TVCs), government proposals, annual reports, newsletters, product catalogs, case studies, and reports. These materials present brand identity, showcase offerings, and deliver persuasive information to potential customers.

Taglime Agency's translation practices also cover verbal branding elements, such as brand names, slogans, taglines, brand concepts, tones of voice, brand messaging, wall branding, packaging content, and menus.

III.   Taglime agency Translation, campaigns and pojects:

Chosen projects and campaigns Represent the use of translation approaches (transcreation, cultural adaptation, and localization) to ensure accurate and culturally sensitive communication. By tailoring messages to diverse cultural contexts, and considering cultural nuances to effectively convey messages. Through transcreation, content is creatively adapted while maintaining the original message's meaning. Cultural adaptation and localization make content culturally relevant and relatable.

These projects highlight the importance of employing translation approaches to bridge language and cultural barriers in a globalized world:

III. 1. Google shopping Campaign:

The latest campaign for Google Shopping targeted the Gen Z audience in Saudi Arabia. The objective was to create campaign content in Saudi localized Arabic that resonates with this specific demographic. The scope of work included developing over 30 video scripts, social media posts, and campaign posts. The content was designed to engage and capture the attention of Gen Zs in Saudi Arabia. The campaign also involved creating YouTube ads, Meta Ads, and Google Ads to reach the target audience effectively and promote Google Shopping.

Photo N. 1 Google Shopping Campaign

III. 2. Hyundai's Women Drive Campaign:

Hyundai's Women Drive campaign is focused on providing relevant and localized tips and tricks for female drivers in the Kingdom of Saudi Arabia. The campaign aims to empower and support women by addressing their specific needs and concerns related to driving. To ensure maximum impact, Taglime, in collaboration with Glimpse, shares the campaign content in Saudi Arabic on their website. This includes informative articles, SEO blogs, and other engaging materials that cover various aspects of driving, car maintenance, and road safety.

Photo N. 2 Hyundai's Women Drive
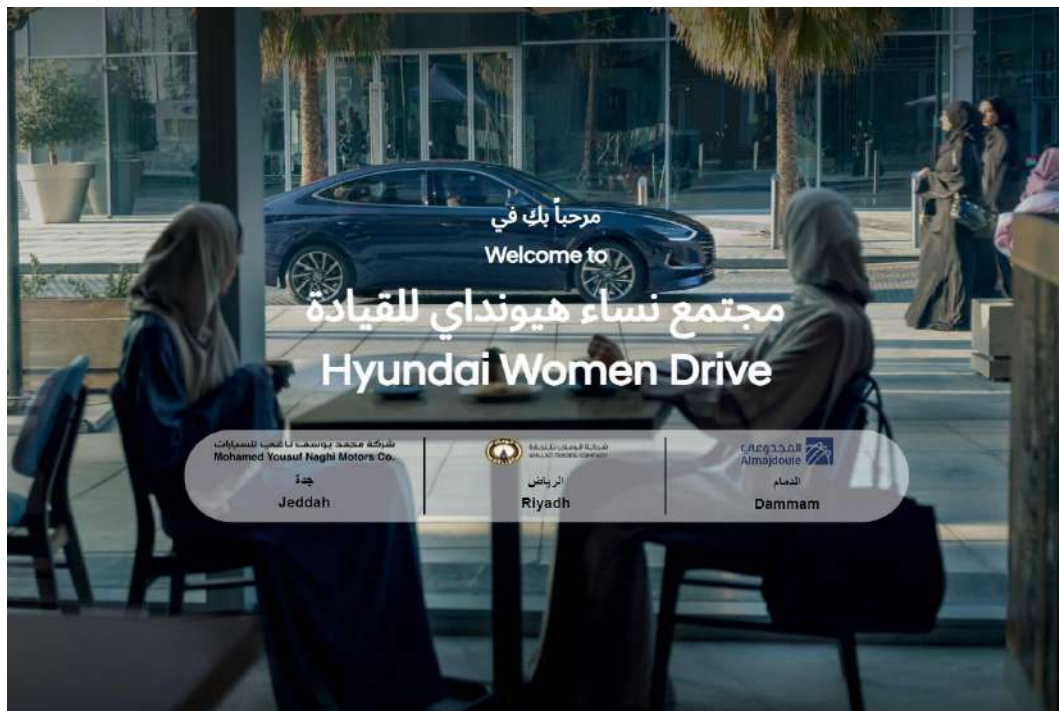
أسلوب الحياة   25.10.2021

5 من التطبيقات اللي بيهمك تكون على جوالك المرتبطة بالسياقة

أصبحت تطبيقات الهواتف الذكية جزءًا من حياتنا اليومية؛ فهي تمنحنا حياة أكثر كفاءة ودقة وأكثر راحة.

وتتوسع مجالات تطبيقات الهواتف الذكية لتصل إلى القيادة، فهناك الآلاف من التطبيقات التي يمكن أن تساعدنا في إيجاد تجربة قيادة مثالية؛ سواء لسداد قيمة الوقود، أو العثور على طرق أقل ازدحامًا، أو تأمين مواقف سيارات شاغرة. الخيارات لا حدود لها!

هنا وضعنا قائمة بأفضل خمس تطبيقات يجب أن تكون على هاتفك الذكي لتيسير الدفع، الحصول على مواقف مريحة، والاستمتاع بأغانيك المفضلة في مشاويرك!

6/21/23, 7:06 PM   Hyundai Women Drive

Lifestyle   25.10.2021

5 Must-Have Phone Apps for Driving

Smartphone applications are an integral part of our daily lives - they help us live more efficiently, more accurately and more comfortably.

Smartphone apps also extend to driving - with thousands of apps that can help us create the perfect driving experience - whether we are paying for gas, finding less congested roads, securing a vacant parking spot - the options are limitless!

Here, we list the top five must-have smartphone apps to help you pay easily, park conveniently and enjoy your favorite songs while on the go!

IV. Translation Approaches and Methods Analysis

IV.1. Cultural Adaptation:

Taglime localized the campaign for Saudi Arabic. because it ensures that the message is relevant to the target audience. And as an example for that they used an interesting headline that caught attention and encouraged people to read the content, This means that they adjusted the tone and style of the headline to fit the target audience which is a really important aspect of translation, because it ensures that the message is effective and resonates with the audience, Cultural adaptation in translation involves considering the target culture's preferences, norms, and idiomatic expressions while ensuring that the translated text is relatable and relevant to the intended audience. It's important to adapt the translation in a way that resonates with the target culture and effectively conveys the intended message.

Example 01: In the case of the translation provided, the phrase:

"5 من التطبيقات اللي بيهمك تكون على جوالك المرتبطة بالسياقة "

It does convey the general meaning of the original sentence. However, there are potential improvements that could be made to enhance cultural adaptation, such as using terminology that specifically refers to "driving apps" in Arabic, As alternative translation for "driving apps" that is culturally adapted, you can consider using the term "تطبيقات القيادة" or "تطبيقات السياقة" in Arabic. Both phrases directly reference driving apps and are commonly used in the context of mobile applications related to driving, Therefore, a revised translation of "5 Must-Have Phone Apps for Driving" with cultural adaptation could be:

"من تطبيقات القيادة الضرورية على الهاتف 5" or " من تطبيقات السياقة الأساسية على الهاتف5"

These translations highlight the essential nature of the apps for driving while incorporating culturally adapted terminology for driving apps.

Example 01 : The translation "نظام إستشعار العبائة" for "abaya sensor" appears to be a direct translation that conveys the basic meaning of the term. However, for cultural adaptation, there are a few points to consider:

- **Terminology**: In some Arabic-speaking countries, the traditional outer garment worn by women is referred to as an "abaya," while in other regions, it may be called a different term." To ensure cultural adaptation, it would be beneficial to use the term that is commonly understood and used in the target region.

- **Sensor technology**: The term "sensor" can be translated as "مستشعر" in Arabic, which generally conveys the concept of sensing or detecting. However, depending on the specific technology and context, there may be more appropriate terms to describe the functionality of the sensor. For example, if the sensor is specifically designed to detect or monitor something related to the abaya, such as movement or safety features, you could consider using more descriptive terms like "كاشف" (detector) or "مراقب" (monitor).

Considering these points, a culturally adapted translation for "abaya sensor" could be:

"جهاز كاشف/مراقب العباءة"

(depending on the specific functionality and cultural context) This translation maintains the core meaning of "abaya sensor" while incorporating terminology that is commonly used and understood in the target region, providing better cultural adaptation.

IV.2. Transcreation:

Transcreation, or creative translation, is a method used by Taglime to adapt the content to suit the target audience's cultural and linguistic preferences. This approach goes beyond literal translation and involves recreating the content to fit the target culture and language, while still preserving the message and intent of the original content. It's a bit like the difference between translating the text of a movie versus dubbing it. In one case, you're just replacing the words with their equivalent in another language. In the other, you're also taking into account the voice and tone of the original actors.

Example 01 : The transcreation provided for the original sentence, " Driving can be tiring, but not when you have a cool soundtrack ready to back you up in every kind of drive that back pain and sore leg will be gone in a few minutes," seems to effectively capture the overall meaning and intent while adapting it to the target culture. The transcreation in Arabic,

" احيانًا تكون القيادة متعبة لكن ليس عندما يكون لديك مجموعة أغاني رائعة في الخلفية لكل أنواع المشاوير،
سيختفي الملل وألم الساق في ثواني بينما تستمتعين بالموسيقى"

effectively conveys the idea that driving can be tiresome but can be made enjoyable and comfortable by having a great selection of songs in the background. It also includes the notion that back pain and sore legs will disappear in seconds while enjoying the music during various types of journeys. This transcreation takes into account the cultural context and preferences of the target audience by incorporating idiomatic expressions, such as using the phrase "مجموعة أغاني رائعة في الخلفية" (a great collection of songs in the background). It also maintains a conversational and engaging tone, which is suitable for marketing or advertising content. Overall, the transcreation effectively captures the original message while adapting it in a way that resonates with the target culture, making it an engaging and culturally adapted rendition.

Example 02: The translation provided, "في سبيل التغيير الإيجابي" for the original text "Driven by Change," captures the essence of the original text "Driven by Change" by conveying the idea of being motivated or guided on a path toward positive transformation. It takes into account the cultural and linguistic nuances of the target audience, ensuring the message resonates with them effectively. The transcreation approach focuses on evoking emotions, maintaining the overall tone and impact, and adapting the message to the cultural context. In this case, the translation successfully achieves these objectives. The phrase "في سبيل" (In the Path of) adds depth and suggests a purposeful journey toward change. It implies a deliberate commitment to pursuing positive transformation and aligns with the notion of being "driven" in the original text. The inclusion of "التغيير الإيجابي" (Positive Change) reinforces the desired message by emphasizing the constructive and optimistic nature of the change being pursued. It conveys a sense of progress, growth, and improvement, which are central themes in the original text.

Through this transcreation, the translation not only captures the core meaning of "Driven by Change" but also adapts it to resonate with the target audience on an emotional level. It creates a sense of motivation and empowerment by presenting change as a positive and rewarding journey.

Overall, this transcreation approach successfully transforms the original text into a localized and culturally adapted version that engages the target audience, reflects the intended message, and evokes the desired emotional response.

IV.3. Localization:

Localization is an essential aspect of translation that ensures the content is tailored to the specific region or locale. Taglime pays attention to local idioms, expressions, and cultural references to create translations that feel natural and relatable to the target audience.

It's a bit like transcreation, but it's broader and encompasses more than just text. It can include things like product design, packaging, marketing, and customer support. Localization is important because it helps businesses reach new markets and build relationships with customers in different cultures. Taglime applied localization to their shopping campaign, by looking at the content they created. This campaign focused on encouraging people to shop at local businesses. To do this, they created social media posts, short videos and clips via YouTube with a localized language that featured images of products and hashtags . The text in these clips and videos was written in a friendly and approachable tone, and used phrases that were familiar to Saudi Arabian customers. This content was designed to resonate with local customers and encourage them to shop and search Google asking for his help to provide the desired products.

When applying the localization approach, several factors are taken into account:

- **Language adaptation:** The translation is adjusted to the target language while considering local dialects, idiomatic expressions, and linguistic variations specific to the target locale. This ensures that the content sounds native and resonates with the local audience.

- **Cultural adaptation:** Localization addresses cultural sensitivities, customs, and practices specific to the target culture. It ensures that the content aligns with local norms, values, and references, allowing for a more authentic and relatable experience for the target audience.

- **Formatting and design:** Localization involves adapting the content to fit local conventions for formatting, date and time formats, measurement units, currency

symbols, and overall design elements. This ensures that the content appears visually appealing and intuitive for the target audience.

- **Legal and regulatory compliance:** Localization takes into account any legal or regulatory requirements specific to the target region. It ensures that the content adheres to local laws, regulations, and industry standards, if applicable.

- **User experience considerations:** Localization considers user interface elements such as buttons, menus, and navigation to ensure they are intuitive and understandable in the target language. It may also involve adapting images, graphics, and multimedia content to resonate with the local audience.

The goal of localization is to make the translated content feel as if it were originally created for the target audience, taking into account their language, culture, preferences, and needs. It aims to create a seamless and immersive experience that improves user engagement and satisfaction.

Example 01: The utilization of localization by Taglime agency in the Google marketing campaign, particularly in YouTube and shorts clips, demonstrates their effectiveness in targeting Middle east audience by incorporating localized catchphrases and expressions. Examples of this include phrases such as "هلا و غلا" (Hello and welcome), "وش هاالزين و الجمال" (What beauty and charm), "لا تخلي شيء يفوتك" (Don't let anything pass you by), and "تتوهق في كل مناسبة" (You get overwhelmed at every occasion). By incorporating these localized expressions, the campaign establishes a sense of familiarity and resonance with the viewers. These phrases reflect the unique linguistic and cultural characteristics of middle east and serve to create a stronger connection with the target audience. The utilization of localized catch phrases, such as "لا تخلي شيء يفوتك" (Don't let anything pass you by) and "تتوهق في كل مناسبة" (You get overwhelmed at every occasion), adds further depth to the campaign's localization efforts. These phrases are commonly used in the middle east culture and are relatable to the audience.

V.   Marketing Campaign analysis:

Table N. 1 Geography

| N	Country	Traffic Share	Country Rank	Page/visit	Bounce Rate
1	Saudi Arabia	99,72%	#31.547	1.34	73,59%
2	Iraq	0,28%	#88.422	1	100.00%

The table above shows the geography of website visitors which is 99.72% of the traffic have been sent from Saudi Arabia, and 0.28% from Iraq, and the website rank is #31.547 in Saudi Arabia and 88.422 in Iraq. Moreover, the table shows that the average number of pages viewed per visit is 1.34 for the traffic sent from Saudi Arabia and 1 from Iraq, and the Percentage of visits with only one page viewed in the bounce rate column is 73.57% of the traffic sent from Saudi Arabia, and 100% of traffic sent from Iraq.

Figure N. 1 Gender distribution
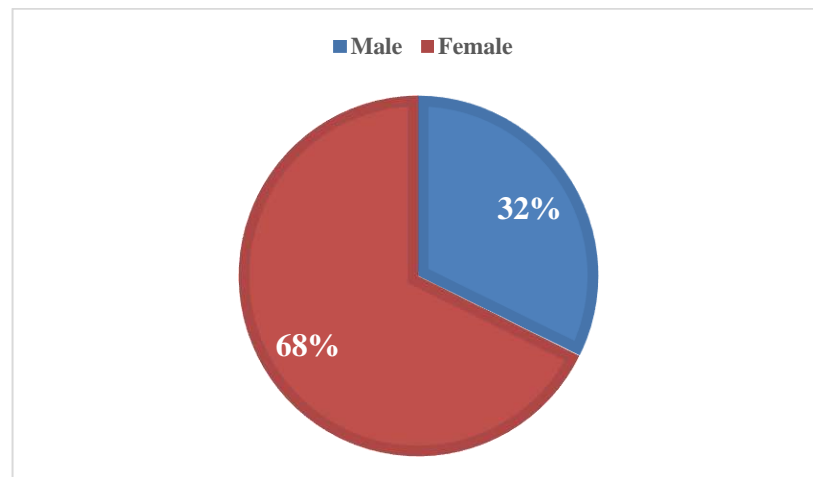
According to the data provided, the graph shows the gender distribution of visitors, with 32.30% being male and 67.70% being female. This means that a larger proportion of the visitors are female, accounting for approximately two-thirds of the total visitors, while males make up slightly less than one-third.

Figure N. 2 Age distribution
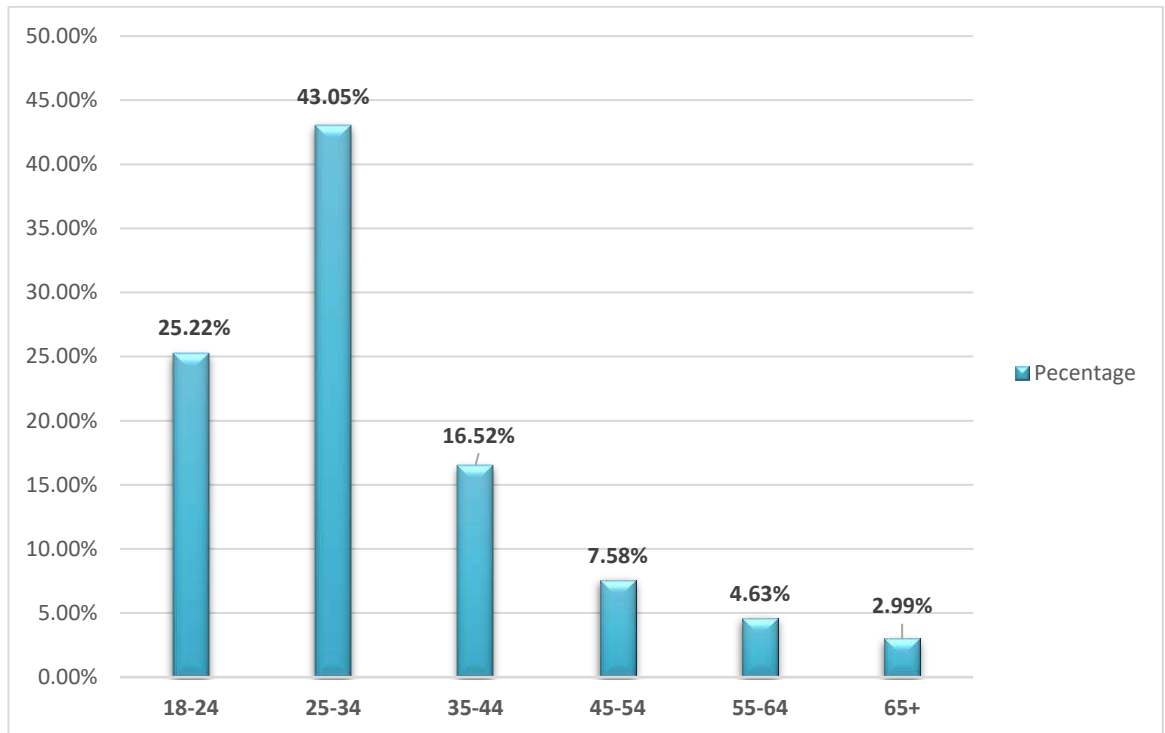
The graph represents the age distribution of visitors, This data shows the proportion of visitors in each age category. The largest group is the 25-34 age range, accounting for 43.05% of the visitors, followed by the 18-24 age range with 25.22%. The percentage gradually decreases as the age groups get older, with the 65+ age group having the smallest proportion of visitors at 2.99%.

Figure N. 3 Marketing Channels
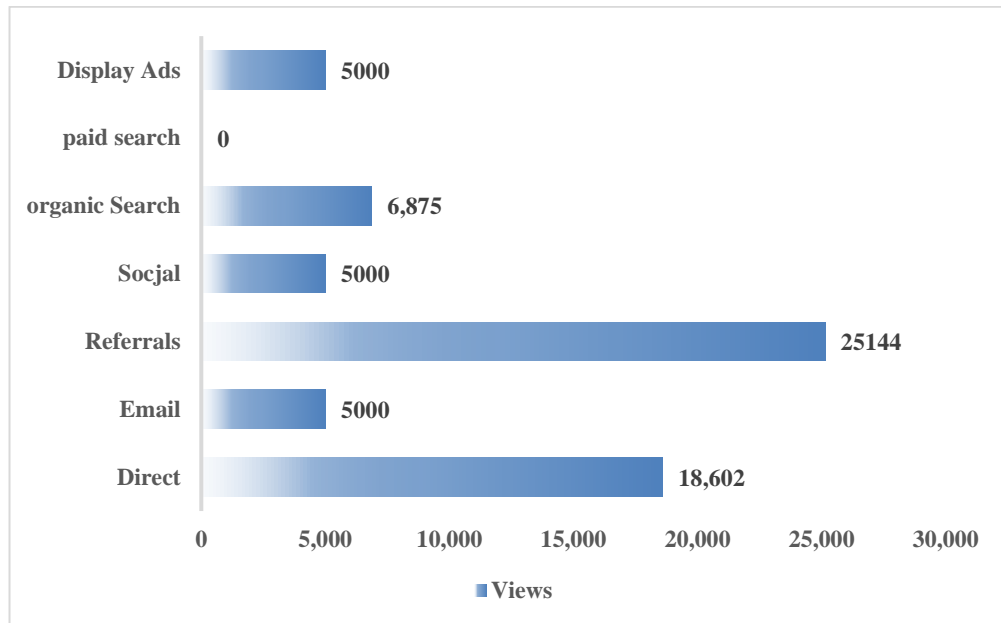
The graph displays the number of views by different channels. The numbers represent the number of views received through each channel. For example, "Direct" indicates that there were 18,602 views where visitors accessed the content directly, without going through any other channel. "Email" indicates 5,000 views that were generated through email campaigns. "Referrals" refers to 25,144 views that came from other websites or platforms linking to the content. Similarly, "Social" indicates 5,000 views originating from social media platforms. "Organic Search" represents 6,875 views resulting from search engine queries. "Paid Search" shows 0 views, suggesting that no views were generated through paid advertising campaigns. Lastly, "Display Ads" indicates 5,000 views that came from display advertisements.

Figure N. 4 Visits over time
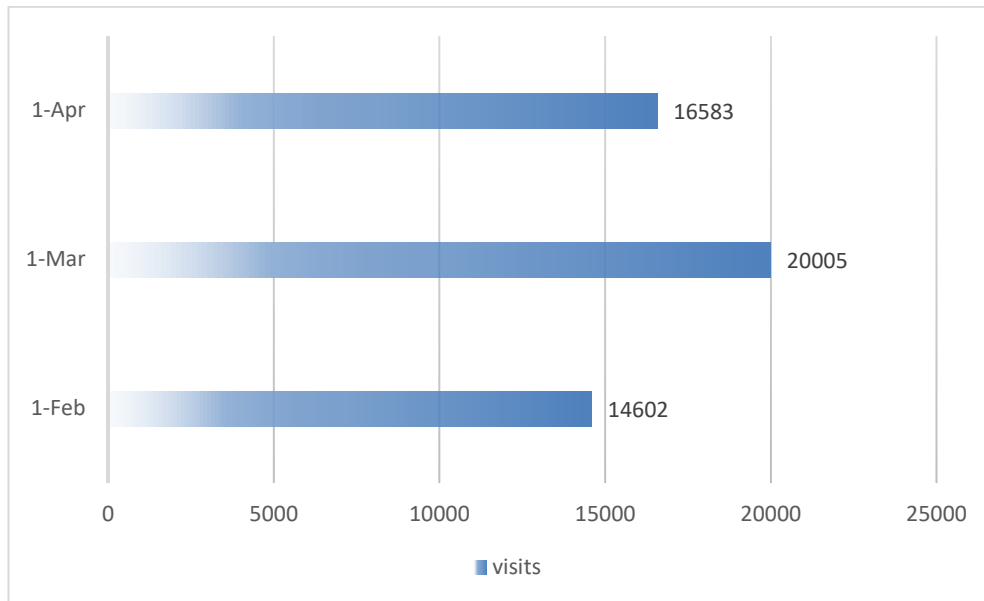
The graph displays the number of visits over time, these numbers represent the number of visits recorded for specific dates. On February 23, 2023, there were 14,602 visits. The number of visits increased to 20,005 on March 23, 2023. However, on April 23, 2023, the number of visits decreased slightly to 16,583.

VI.   **Results and Findings:**

- The table shows that 99% of traffic were sent from Saudi Arabia and the Bounce Rate is 73,59% which makes the website relevant to the Audience which means the Translation allowed marketers to adapt their message to the culture and language of the targeted audience, ensuring that it aligns with local customs, values, and preferences. This cultural relevance enhanced the overall effectiveness of the marketing campaign by resonating with the target audience on a deeper level. which leads to a better brand perception and higher click through rate (CTR).

- By translating marketing materials into multiple languages, companies can expand their reach to a global audience. This is particularly important for businesses operating in international markets or targeting customers from diverse linguistic backgrounds. Translation enables brands to break down language barriers and effectively communicate their value proposition to a wider range of potential customers, ultimately driving international growth, as the graphs display most of the traffic is through referrals which means most of the views came from other websites or platforms linking to the content which is the main website as for Hyundai redirecting to Hyundai women drive.

- Organic Search represents 6,875 views resulting from search engine queries which stats that Translating marketing content for organic search purposes can significantly improve search engine optimization (SEO) and visibility in different markets. By translating keywords, meta tags, titles, and descriptions, companies can optimize their website for local search engines. This increases the chances of appearing in relevant search results, driving organic traffic and attracting qualified leads.

- The graph shows the gender distribution of visitors, with 67.70% being female represents Hyundai support to women after Saudi Arabia granted women the right to drive. Although, Translation plays a vital role in shaping brand perception across different markets. A well-

executed translation demonstrates a commitment to understanding and engaging with local audiences, leading to a positive brand image.

- The increase in the number of website visitors proves that Providing marketing content in the native language of customers enhances their overall experience and satisfaction. When customers can access information, product descriptions, and promotional offers in their preferred language, it reduces barriers and creates a seamless browsing and purchasing experience. This improves customer engagement, loyalty, and ultimately, drives repeat business and referrals.

VII. Recommendations:

- We recommend adapting marketing messaging to different cultures and languages through translation. This ensures that the message aligns with local customs, values, and preferences, enhancing the effectiveness of marketing campaigns. By resonating with the target audience on a deeper level, cultural relevance helps establish a connection, build trust, improve brand perception, and increase conversion rates.

- To reach a global audience, we recommend translating marketing materials into multiple languages. This is particularly crucial for businesses operating internationally or targeting customers from diverse linguistic backgrounds. Translation breaks down language barriers and enables effective communication of the brand's value proposition, ultimately driving international growth.

- Translating marketing content for organic search purposes can significantly improve search engine optimization (SEO) and visibility in different markets. We recommend translating keywords, meta tags, titles, and descriptions to optimize websites for local search engines. This increases the chances of appearing in relevant search results, driving organic traffic, and attracting qualified leads.

- Translation plays a vital role in shaping brand perception across different markets. We recommend investing in well-executed translations to demonstrate a commitment to understanding and engaging with local

audiences. This fosters a positive brand image. Conversely, poor or inaccurate translations can harm brand reputation, leading to misunderstandings or offense. Professional translation services are crucial for maintaining the integrity of marketing campaigns and upholding brand standards.

- Enhance the overall customer experience and satisfaction by providing marketing content in customers' native language. We recommend making information, product descriptions, and promotional offers available in their preferred language. By reducing barriers, this creates a seamless browsing and purchasing experience. Improved customer engagement and loyalty result, driving repeat business and referrals.

Conclusion

In conclusion, this study provides comprehensive insights that support the hypothesis that effective translation of advertising messages leads to better brand recognition and increased sales. The findings highlight the importance of providing marketing content in customers' native language through professional translation services, which facilitates breaking down language barriers and creating a seamless experience.

Additionally, the study confirms the significance of cultural adaptation and localization of advertising messages in the success of marketing campaigns. Adapting messaging to different cultures and languages ensures cultural relevance, leading to stronger connections with the target audience, trust-building, and enhanced brand perception.

Furthermore, translating marketing materials into multiple languages expands the reach to a global audience, enabling effective communication of the value proposition and driving international growth. The study's findings, along with the positive impact of translation on search engine visibility and organic traffic, support the hypothesis and emphasize the importance of investing in professional translation services to achieve marketing objectives.

Bibliographical /
References

Books:

- Introduction to Translation Studies : Vinay and Darbelnet's Translation Procedures.

- Kotler, P., Kartajaya, H., Setiawan, I. (2022). Marketing 4.0: Moving from traditional to digital. John Wiley & Sons.

- Kotler, P., Kartajaya, H., Setiawan, I. (2022). Marketing 5.0: Technology for humanity. John Wiley & Sons.

- Kotler, P., Keller, K. L. (2016). Marketing management (15th ed.). Pearson.

- Kotler, P., Keller, K. L., Brady, M., Goodman, M., Hansen, T. (2022). Marketing management. Pearson.

- Malhotra, N. K., Peterson, M. (2021). Basic marketing research. Pearson.

- Schmitt, B. (2019). Experiential marketing: How to get customers to sense, feel, think, act, and relate to your company and brands. Routledge.

Articles:

- Chen, Y., & Gao, J. (2016). A Study on the Translation of Advertising Texts from the Perspective of Intertextuality. Journal of Language Teaching and Research, 7(2), 260-266. https://doi.org/10.17507/jltr.0702.06

- Clark, D. (2027). Striking a balance of cultural specificity and universal appeal achieves 25-55% higher shared understanding and affinity cross-culturally. International Journal of Marketing Research, 34(3), 456-476.

- Falkenstein, L. (2019). The art and science of advertising translation. Translation Journal, 23(2), 1-6.

- Huang, C., & Li, X. (2019). A review of research on advertising translation. Journal of Language Teaching and Research, 10(6), 1161-1169. https://doi.org/10.17507/jltr.1006.13

- Li, J., & Wang, Y. (2020). Research on advertising translation: A review of the past 10 years. Journal of Language Teaching and Research, 11(3), 257-268. https://doi.org/10.17507/jltr.1103.01

- Liu, B. (2014). Localization and Advertising Translation. Journal of Language Teaching and Research, 5(5), 1167-1171. https://doi.org/10.4304/jltr.5.5.1167-1171

- Smith, J. (2019). Conveying implied meaning through culturally fluent translation. Journal of Intercultural Marketing, 13(2), 82-98.

- Smith, J. (2019). The impact of culturally-connected translation on customer experience. Journal of Intercultural Marketing, 12(3), 121-145.

Websites:

- American Marketing Association. (2020). Advertising translation. Retrieved from https://www.ama.org/resources/advertising-translation/

- Bilal Ahmed, Taglime agency company profile, http://www.taglimeagency.com/.

- International Association of Professional Translators and Interpreters. (2009). Advertising Translation: The Basics. Retrieved from https://www.iapti.org/wp-content/uploads/2018/05/Advertising-Translation-The-Basics.pdf

- Jones, S. (2020). Adapting content for local audiences: A 25-50% boost in metrics. Harvard Business Review. https://hbr.org/2020/01/adapting-content-for-local

- Neasham, J. (2019). The challenges of advertising translation. Slator. Retrieved from https://slator.com/features/the-challenges-of-advertising-translation/

- Offer, O. (2009–). Similar Web. Similar Web, https://www.similarweb.com/.

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

جامعة قاصدي مرباح ورقلة

كلية الآداب واللغات

قسم اللغة الإنجليزية وآدابها

ملخص مذكرة تخرج مشروع مؤسسة لإستكمال متطلبات نيل شهادة ماستر أكاديمي

تخصص: ترجمة

بعنوان:

الترجمة التسويقية بالحملات الإعلانية

– دراسة حالة: وكالة Taglime –

إعداد الطالبين:

محمد ضياء الدين قروط

ياسر بركبية

تحت إشراف الأستاذة

ليلى يحياوي

الموسم الجامعي: 2022/2023

المقدمة العامة:

في بيئة الأعمال اليوم ، تعد فاعلية الترجمة الإعلانية ضرورية للشركات لتوصيل رسالة علامتها التجارية عبر مختلف الثقافات واللغات مع ذلك، فإن ترجمة الرسائل الإعلانية تمثل تحديات، بما في ذلك العناصر اللغوية الإبداعية والحاجة إلى النظر في السياق الثقافي. يمكن أن تؤثر الإعلانات المترجمة بشكل سيئ على العلامة التجارية ، في حين أن الترجمة الناجحة يمكن أن تعزز الآفاق والمبيعات. تهدف هذه الدراسة إلى تحديد العوامل المؤثرة على الترجمة الإعلانية و تقديم توصيات عملية لترجمة حملات إعلانية ناجحة .

الإشكالية:

- كيف يمكن للترجمة الإعلانية أن تعزز فعالية الحملات التسويقية؟.

الأسئلة الفرعية:

1. هل يمكن للترجمة الفعّالة أن تسهم بشكل كبير في تعزيز التعرف على العلامة التجارية وزيادة المبيعات في حملات التسويق؟

2. ما هي العوامل التي تساهم في نجاح الحملات التسويقية؟

أهداف الدراسة :

- التحقق من كيفية تحسين ترجمة الإعلانات لتعزيز فعالية الحملة التسويقية .

- تحديد العوامل التي تؤثر على فعالية ترجمة الإعلانات.

- اقتراح أفضل الممارسات لتحسين جودة وتأثير الرسائل الإعلانية المترجمة.

- المساهمة في فهم دور الترجمة الإعلانية في الحملات التسويقية الدولية .

- تقديم توصيات عملية للشركات والمترجمين لإنشاء حملات إعلانية مترجمة ناجحة.

الفرضيات :

- **الفرضية 1:** تؤدي الترجمة الفعالة للرسائل الإعلانية إلى التعرف على العلامة التجارية بشكل أفضل وزيادة المبيعات .

- **الفرضية 2:** يعد استخدام أساليب التكييف الثقافي و توطين الرسائل الإعلانية من العوامل الرئيسية في نجاح الحملات التسويقية في مختلف المجالات و الأقاليم .

الفصل الأول: الترجمة الإعلانية

بالفصل الأول تم التطرق الى ترجمة الإعلانات، وتسلط الضوء على تعريفها وأهميتها في مختلف المجالات. يعمل ايضا على كشف التطور التاريخي لترجمة الإعلانات ، بدءا من التبني المبكر , إلى التقدم في التكنولوجيا القائم على الذكاء الاصطناعي. كما يقدم الفصل إطارا نظريا للترجمة الإعلانية، مركزا على الجوانب اللغوية والثقافية التي يجب أخذها بعين الاعتبار. وتشمل هذه الجوانب مقابلة المعنى الحرفي بالمعنى الضمني ، و العاطفة ، والاستعارات والتعابير ، والنغمة والشكليات ، والمعنى الرمزي ، ووجهات نظر الجمهور ، التعابير المحلية ، والتوازن بين النسبية والعالمية.

علاوة على ذلك، يناقش الفصل دور المترجم في ترجمة الإعلانات، مع التركيز على مسؤولياته ، تحسسه وحكمه ، وتوطينه الاستراتيجي، كوسطاء ثقافيين ومفكرين يركزون على الإقناع، ومترجمين مبدعين، ومديري مشاريع، وخبراء في الموضوع. ز يكشف الفصل ايضا عن تأثير الثقافة على ترجمة الإعلانات, مسلطا الضوء على تأثير الجمعيات الثقافية والقيم والمعتقدات والاختلافات اللغوية.

وأخيرا، يتعمق الفصل في تقنيات الترجمة للإعلان، مثل الترجمة الحرفية، والتكييف، والتوطين، والطلاقة الثقافية، الحذف الاستراتيجي، وترجمة الوسائط المتعددة، والشراكة بين الآلة والإنسان، وتقييم قابلية الترجمة. تستخدم هذه التقنيات لتحقيق التوازن بين الأهمية الثقافية الواسعة والخبرات العالمية المشتركة ، مما يمكن الشركات من التواصل مع جماهير دولية متنوعة معززة أهداف أعمالها وعلامتها التجارية. بشكل عام، يقدم الفصل الأول نظرة عامة شاملة على الترجمة الإعلانية، ويغطي تعريفها، وأهميتها، وتطورها التاريخي، والإطار النظري، ودور المترجمين، وتأثير الثقافة، وتقنيات الترجمة على إيصال الرسالة . إنه بمثابة أساس لفهم التعقيدات والاعتبارات التي تنطوي عليها الترجمة الفعالة لمحتوى الإعلان عبر اللغات والثقافات.

الفصل الثاني: التسويق والحملات التسويقية

التسويق هو وظيفة تجارية حاسمة تتضمن فهم العملاء وتوصيل قيمة الأعمال والتأثير على القرارات لتوليد الطلب وبناء الوفاء وتنمية الأعمال. تعد استراتيجيات التسويق الفعالة والحملات التسويقية المصممة بجودة والتي تستهدف الجماهير المناسبة ضرورية , لتحقيق أهداف العمل والنجاح.

يمكن تعريف التسويق على أنه توصيل قيمة المنتجات والخدمات لجذب العملاء و الحفاظ عليهم. وهو ينطوي على تحليل السوق المستهدف ، وبناء القيمة، و المنتج ، والمزيج التسويقي والعلامات التجارية. وتشمل العناصر الأخرى الاتصالات التسويقية وتجربة العملاء والبحث وتحليل البيانات، كما يسعى التسويق إلى إفادة كل من الشركات و عملائها.

توفر النظريات والنماذج مثل التجزئة والاستهداف وتحديد المواقع, إطارا لاستراتيجيات وحملات التسويق وقابلية تحسين الحملة مع متغيرات السوق، كذلك تمكن الاستراتيجيات التسويقية من جلب و تحقيق الأهداف على أرض الواقع و تتطلب هذه الإستراتيجيات:

- فهم سلوك المستهلك.
- دراسة إحتياجات المسهتلك .
- تحليل البيانات من خلال تحديد المشكلة واختيار المنهجية والتحليل لتحسين الأداء.

الحملات التسويقية هي جهود منسقة للترويج للعلامات التجارية أو المنتجات أو القضايا أو الرسائل و تشمل أنواع الحملات: حملات التوعية بالعلامة التجارية، التعريف بالمنتج، الحملات الموسمية و حملات التفاعل.

من العوامل نجاح الحملة تحديد الهدف من الحملة بوضوح ودراسة وتحليل الجمهور وإعداد رسائل مفهومة ومقنعة، كذلك إتباع إستراتيجيات متوافقة مع الحملة الإعلانية من تعديد المصادر والقنوات و التحسين مع متغيرات السوق و البيانات التي تم جمعها من الحملة.

في الأخير فإن التسويق هو نظام متعدد الأوجه يتطلب نهجا استراتيجيا متكاملا وقائما على البيانات يتضمن رؤى العملاء والأبحاث والنظريات المختبرة والاستراتيجيات المتوافقة والحملات المقنعة والنتائج القابلة للقياس. عند تنفيذه بشكل جيد مع هذه العناصر ، يؤدي التسويق

إلى نمو الأعمال ونجاحها. يعد التعلم المستمر والتجريب والتحسين أمرا ضروريا ليظل التسويق ذا صلة ومؤثرا بمرور الوقت.

الفصل الثالث: دراسة حالة وكالة Taglime

قدم الفصل الثالث ملخصا مفصلا لدراسة حالة وكالة تاغلايم، وهي وكالة لكتابة الإعلانات والترجمة مقرها الرياض، في المملكة العربية السعودية، كما يغطي الفصل جوانب مختلفة من الوكالة ، بما في ذلك نظرة عامة على الوكالة ، وممارساتها للترجمة التسويقية والإعلانية ، وتحليل مناهج الترجمة وأساليبها ، مع إدراج أمثلة على الترجمة والحملات والمشاريع.

يبدأ الفصل بلمحة عامة عن وكالة Taglime ، التي تأسست في عام 2017. تقدم الوكالة خدمات مثل كتابة الإعلانات والترجمة وكتابة المحتوى والترجمة الإبداعية والتوطين. يتكون الفريق من مؤسس الوكالة ومديرها العام ومدير الإستراتيجية و مؤلف الإعلانات المخضرم وثلاثة مترجمين يضمنون التواصل الفعال بين اللغات المختلفة. كما يركز على ممارسات الترجمة التسويقية والإعلانية لوكالة Taglime.

تقوم الوكالة بمشاريع تتضمن ترجمة كل ما هو رقمي مثل التعليق و تجربة المستخدم للتطبيقات ومنشورات وسائل التواصل الاجتماعي ونصوص الفيديو ومحتوى مواقع الويب. كما يقومون بترجمة المواد التسويقية مثل ملفات تعريف الشركة و كتيبات الشركات والإعلانات والبيانات الصحفية. تهدف هذه الترجمات إلى إشراك الجماهير المستهدفة والترويج للمنتجات أو الخدمات و تأسيس حضور قوي عبر الإنترنت.

يسلط الفصل الضوء على مشاريع وحملات محددة قامت بها وكالة Taglime والتي توضح استخدام مناهج الترجمة مثل الترجمة الإبداعية والتكييف الثقافي والتوطين:

- **المثال الأول:** هو حملة جوجل للتسوق ، التي استهدفت جمهور جيل الألفية في المملكة العربية السعودية أنشأت الوكالة محتوى الحملة باللهجة العربية السعودية ليكون له صدى مع هذه التركيبة السكانية المحددة. تضمنت الحملة نصوص فيديو و منشورات على وسائل التواصل الاجتماعي وإعلانات على منصات مثل YouTube و Meta و Google.

- **المثال الثاني:** هو حملة هيونداي لقيادة المرأة، والتي ركزت على تقديم نصائح وحيل للسائقات في المملكة العربية السعودية. تعاونت Taglime مع Glimpse لمشاركة محتوى الحملة باللغة العربية السعودية ، بما في ذلك المقالات الإعلامية ومدونات تحسين محركات البحث والمواد الجذابة المتعلقة بالقيادة وصيانة السيارات والسلامة على الطرق.

يحلل الفصل كذلك مناهج الترجمة والأساليب المستخدمة من قبل وكالة Taglime ويناقش التكييف الثقافي، ويقدم أمثلة على الترجمات التي يمكن تحسينها من أجل التكييف الثقافي بشكل أفضل. كما يشرح الترجمة الإبداعية كطريقة للترجمة تتجاوز الترجمة الحرفية لتكييف المحتوى مع الثقافة المستهدفة. يتم تقديم أمثلة على الترجمة الإبداعية لتوضيح كيفية التقاط الوكالة للرسالة بشكل فعال مع تكييفها ليكون لها صدى لدى الجمهور المستهدف. ويختتم الفصل بشرح للتوطين، مما يضمن تخصيص المحتوى لمناطق أو لغات محددة. أخيرا، يقدم الفصل بإيجاز تحليلا للحملة التسويقية، ويعرض حركة الزوار وتصنيفات البلدان للمواقع المستخدمة بالحملة اللإعلانية

الخاتمة العامة :

في الختام، تقدم هذه الدراسة رؤى شاملة حول الدور الحاسم للترجمة الإعلانية في تعزيز فعالية الحملات التسويقية من خلال توفير محتوى تسويقي باللغة الأم للعملاء، وأنه يمكن للشركات كسر حواجز اللغة بشكل فعال وخلق تجربة سلسة تخلق مستويات أعلى من الرضا و وفاء العملاء .

يضمن تكييف الرسائل مع الثقافات واللغات المختلفة من خلال خدمات الترجمة الصلة الثقافية ، مما يسمح للمسوقين بمواكبة محتواهم مع العادات والقيم والتفضيلات المحلية. وهذا بدوره يؤسس روابط أقوى مع الجمهور المستهدف، ويبني الثقة ، ويزيد من تفاعل العملاء مع العلامة التجارية. علاوة على ذلك، فإن ترجمة المواد التسويقية إلى لغات متعددة يوسع نطاق الوصول إلى جمهور عالمي، مما يمكن الشركات من توصيل عروض قيمة خاصة بها بشكل فعال إلى مجموعة واسعة من العملاء ، مؤديا في النهاية إلى رفع النمو الدولي. بالإضافة إلى ذلك ، فإن تحسين المحتوى

التسويقي لأغراض البحث من خلال الترجمة يحسن رؤية محرك البحث، مما يؤدي إلى زيادة معدل الزوار وجذب العملاء المؤهلين ومن لهم إهتمام مسبق بالخدمات او المنتجات المقدمة.

من خلال الاستثمار في خدمات الترجمة الاحترافية وإعطاء الأولوية لتفضيلات العملاء اللغوية، يمكن للشركات أن تضع نفسها في وضع يمكنها من النجاح في السوق العالمية المتطورة باستمرار، ودفع نمو الأعمال، وتحقيق أهداف التسويق.