

Cultural Assessment

A close-up photograph of a golden Chinese lion dog sculpture. The sculpture is highly detailed, showing the lion's face, mane, and mouth. The lion's mouth is open, revealing its teeth and tongue. The mane is composed of many small, rounded, golden pieces that create a textured, flowing effect. The background is dark, with a hint of red on the right side.

In the Eye of
the Beholder

One chance only.



In our highly competitive global market
you do not get a second chance
to make a good first impression.

When dealing with foreign clients,
language and cultural barriers
are very often the only obstacles
between success or failure.

A young child with blonde, wavy hair is shown from the chest up, sitting on a green lawn. The child is looking down and to the left, with their right hand covering their mouth. They are wearing a white sleeveless top with a green and pink floral pattern. The background is a blurred green lawn.

What's in a name?

A name or graphic that conveys quality and leadership in one culture can be a source of humor, or worse, in another. Making these kinds of blunders is embarrassing and costly, yet it happens every day.



Take aim on success.

International markets are as diverse in culture as they are in language. Even the most meticulously translated communication can lose impact, or even miss the mark completely, if key cultural factors are not considered. This is an oversight no company can afford to make.

But how does this happen?

It happens because marketing departments, legal counsel, communications firms and even trade name specialists do not possess the appropriate cultural expertise, or resources, to properly evaluate these markets. This is where we come in.

One Planet's Cultural Assessment Programs are aimed at giving you the best opportunity to be on target with all your translated communications.

One Planet delivers.

Beyond customizing your company name, product names and graphic assets, we evaluate criteria for all your translations:

Pronounce-ability

Will your English name be easy to pronounce in your target markets? Sound values vary widely—even among languages as closely related as French, Italian and Spanish.

Similar meaning

Are there similar sounding words, or graphics, with similar meanings? This can be a plus or a minus. Only an experienced evaluator can tell you for sure.

Different meaning

Are there similar sounding words, or graphics, with different meanings? This can potentially create a serious identity problem for your product.

Connotation

If similar words, or graphics, exist in the target language are their connotations positive or negative? Are the similarities consistent with the message of the proposed name or graphic? Are there slang, or jargon, uses of the terms that affect the name's suitability?

Appropriateness

In many cultures an English-sounding name adds a cachet to a product (think of Häagen Dazs in the U.S.). Will using the English name for your product enhance its acceptance? Are there legal restrictions to consider? Is a graphic, or icon, culturally appropriate? Will it be offensive or lose meaning in the target culture?

Familiarity

Will your target market be familiar with the English term or graphic? Will this enhance, or dilute, your message?

Spelling

Are any spelling changes required to ease pronunciation?

Translation

Will the name be more effective if translated into the target language?

Transliteration

Should the English name be left in the Roman alphabet or “spelled” using a local character set? This is especially important to consider for cultures that do not use alphabetic writing systems (Japan and China).



A world apart.

No other translation company has as much experience working with business and popular cultures the world over as we do. Our U.S. and in-country linguists and evaluators provide you with a wealth of cultural knowledge making all your global communications as effective in international markets as they are in the U.S.

One person – your project manager – guides your project from inception through to successful completion. Your goals become our goals. And your success becomes the only true measure of our success. That's what sets One Planet a world apart.



Contact us today and make a change toward better returns on your translation investment: contact@one-planet.net , +1-412-323-1050, or toll free 888-677-1010.

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Cross-cultural consulting targeted for specific business needs



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