

Client brief: To creatively translate an Italian concept into English.

Translator's pitch concept: Transcreation is a translation technique used to adapt a message from one language to another. In the below transcreation, I have localised the Italian concept provided by the agency into English, while maintaining its original intent, style, tone, and context.

This 'transcreated' message evokes the same emotions and carries the same implications in English as it does in Italian. To achieve this, some words have been comprehensively adapted, others have been added to establish an emotional connection between the target audience and the message thus maximising cultural relevance, reaching hearts as well as minds. The most relevant examples are given below:

➤ **Headline Title:** Start somew**here**. Any**where**.

- Amplifon is a global leader in hearing healthcare so to evoke affinity with the word '*Ear*' and the verb *to 'hear'* I have decided to put the last four letters '**Here**' in bold. Both words are homophones (i.e. pronounced alike but different in meaning or derivation or spelling) so this is a play on words with similar sounds but different meaning thus making the headline title more memorable which is great for marketing content.

➤ **Main body:**

- To emotionally connect with the target reader, I have added a full sentence '*From little things, big things grow*' and I have paraphrased the last sentence by using imaginative and descriptive language such as '*redesign the future*' '*ignite the light*' and '*let it shine*', etc. These techniques complete the narrative and shape how the reader interacts with content.
- To communicate the theme, I have put the word '**listening**' in bold which evokes affinity with Amplifon hearing healthcare sector.

Translator's transcreation:

Start somewhere.

Anywhere.

Not all **great stories** are written the same way. Not all stories are born equal: some have different beginnings; others start with short chapters.

There are stories that are great even when they seem ordinary and mundane.

Stories **start somewhere**... in a basement, based on heritage and traditions, in a bar through a conversation with friends. Stories **start anywhere**... whilst **listening** to ambitions, expertise, wishes and dreams.

From little things, big things grow.

This is what we do, all day, every day: we learn from our past to **redesign our future**; we **ignite the light** to empower change, we **let it shine**; we **become that change** that we all want to see in the world.