

# 12 Differences between **Transcreation** and Translation

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## ATTRIBUTE

## TRANSCREATION

## TRANSLATION

<b>GOAL</b>	Preserve intent, tone, and emotional impact	Convey information accurately
<b>FOCUS</b>	Cultural relevance & engagement	Accuracy to the source text
<b>PROCESS</b>	Flexible and interpretative (involves extensive cultural adaptation and creative rewriting)	Structured and systematic (linguistic conversion)
<b>CREATIVITY</b>	Books, legal documents, manuals	Websites, software, marketing materials, video games
<b>LEVEL OF ADAPTATION</b>	High; includes cultural nuances, idiomatic expressions, and emotional tone	Low to moderate; mainly focused on language
<b>AUDIENCE</b>	Tailored to a specific cultural and emotional context of the target audience	General or specific, but within the same context as the original audience
<b>OUTPUT</b>	Text that may differ significantly from the original but achieves the same impact and intent	Text that is close to the original in terms of content and structure
<b>USE CASE</b>	Marketing, advertising, brand messaging	Financial, legal, medical, and academic texts
<b>SKILLS REQUIRED</b>	Strong linguistic skills, cultural awareness, and creative writing abilities	Strong linguistic and grammatical skills in both source and target languages
<b>TIME &amp; COST</b>	Billed by the hour/project, more time consuming due to the application	Normally billed per word, less time consuming
<b>EXAMPLES</b>	Adapting a catchy marketing slogan for different countries	Translating a novel from English to Spanish
<b>CHALLENGES</b>	Balancing creativity with the original message	Maintaining accuracy & consistency