

12 Differences between **Transcreation** and Translation



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ATTRIBUTE

TRANSCREATION

TRANSLATION

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