



AXA XL and Creative Culture Transcreation Webinar for WFA

14 May 2020



Hello!
A warm welcome



Melanie Chevalier
Founder and CEO,
Creative Culture

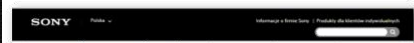
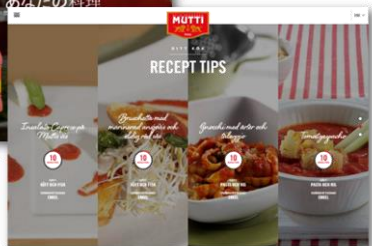
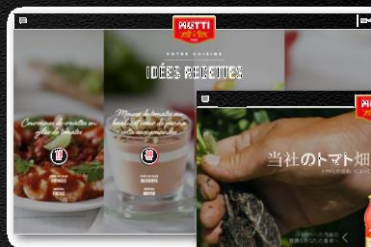
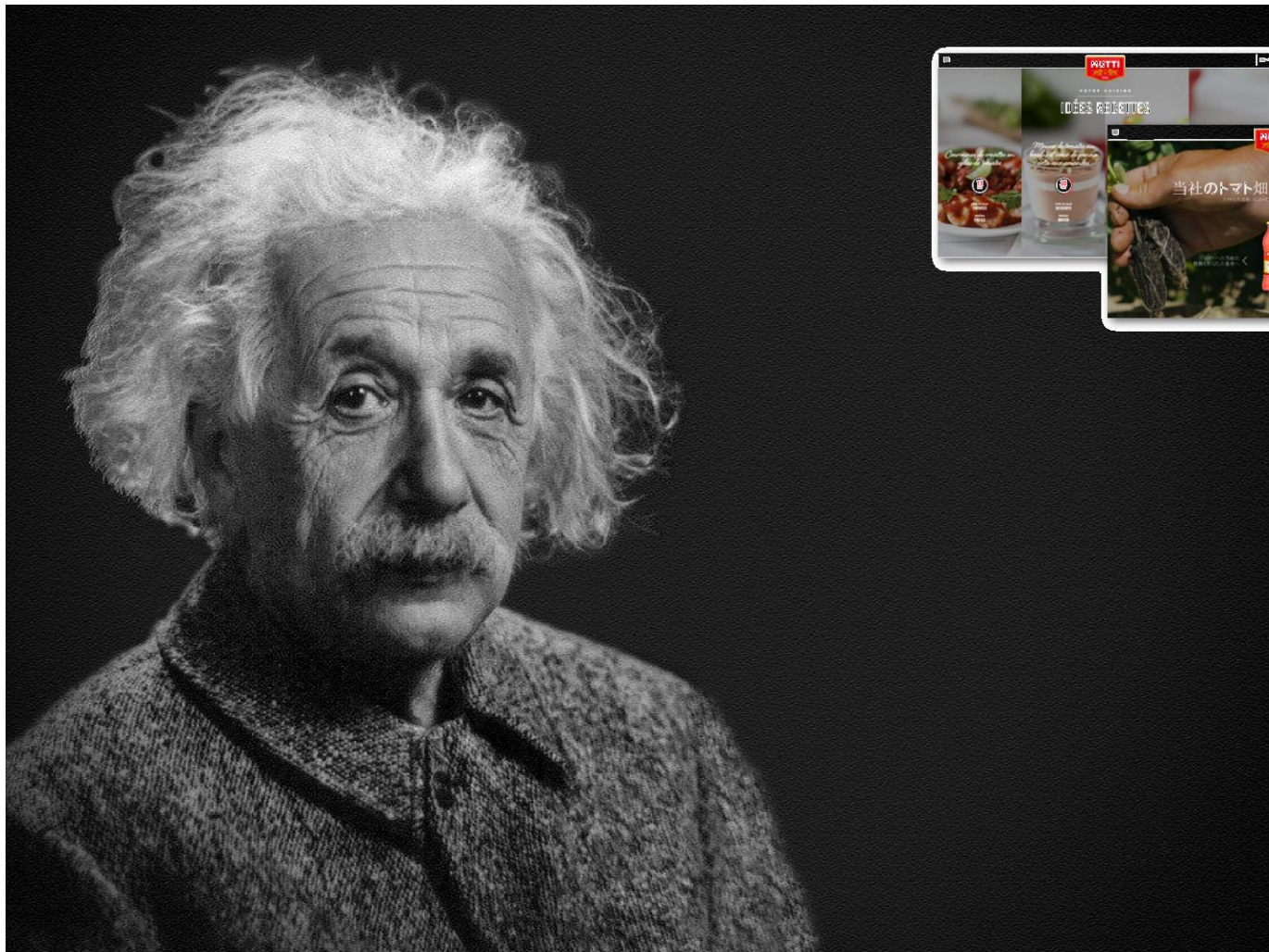


Stephen McMahon
Marketing Director, Communications and Marketing,
AXA XL





[illegible]





Did you know that **95%** of **senior executives** from 100 top global corporations feel that the **cultures** of their local markets can **make or break their success**?

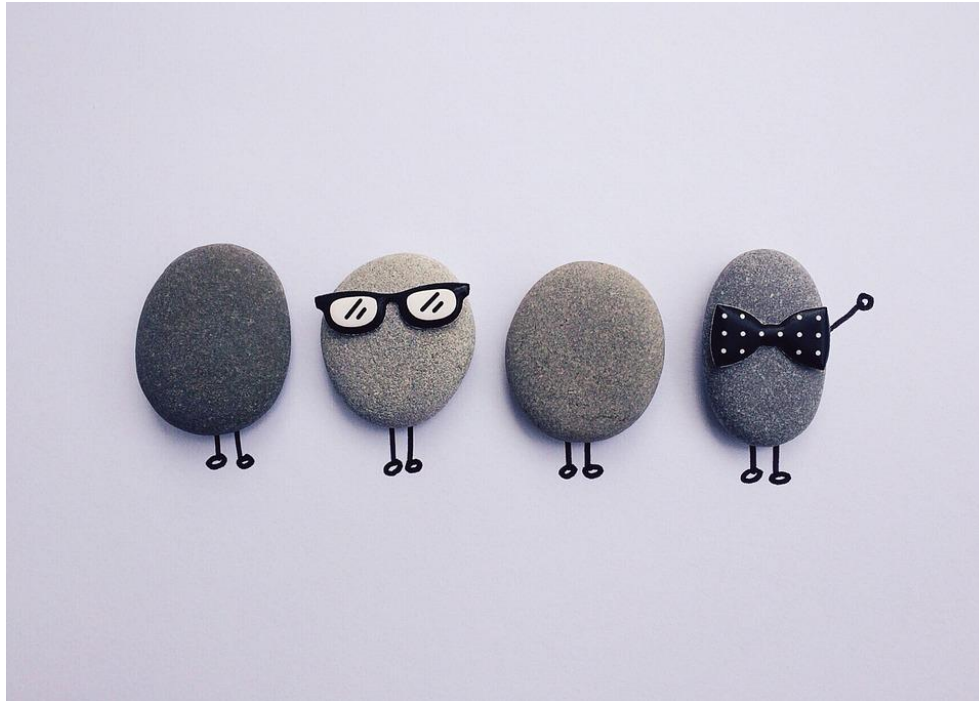
Why take a chance?



What is transcreation?



Same same, but slightly different

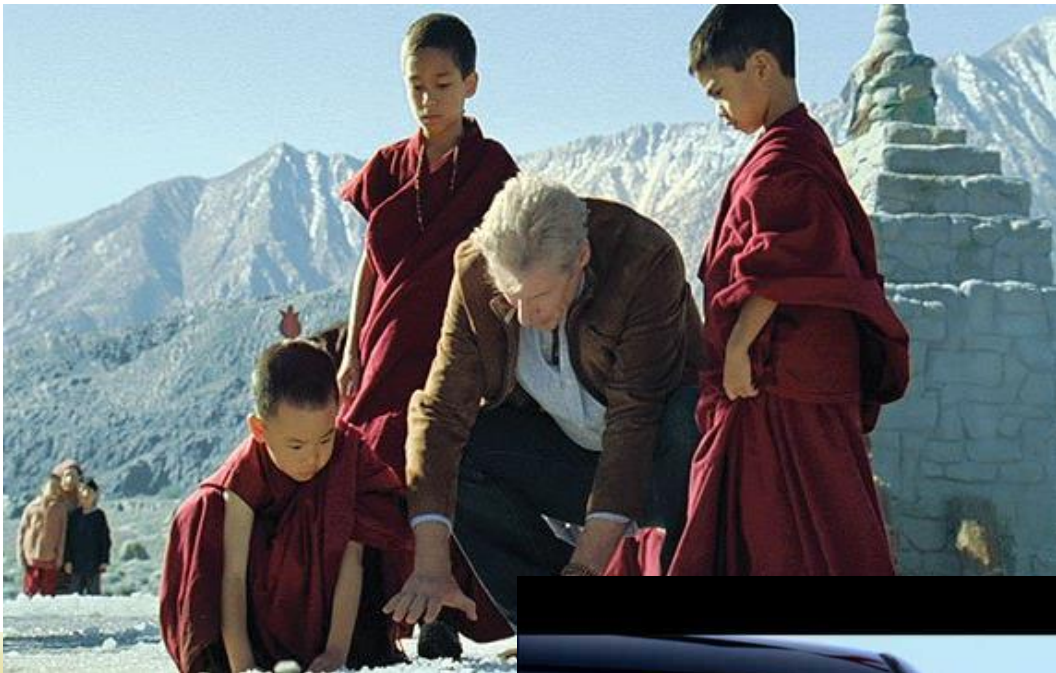


The fundamentals

- Intent
- Tone-of-voice
- Culture
- Language
- Personalisation



It's not just about words

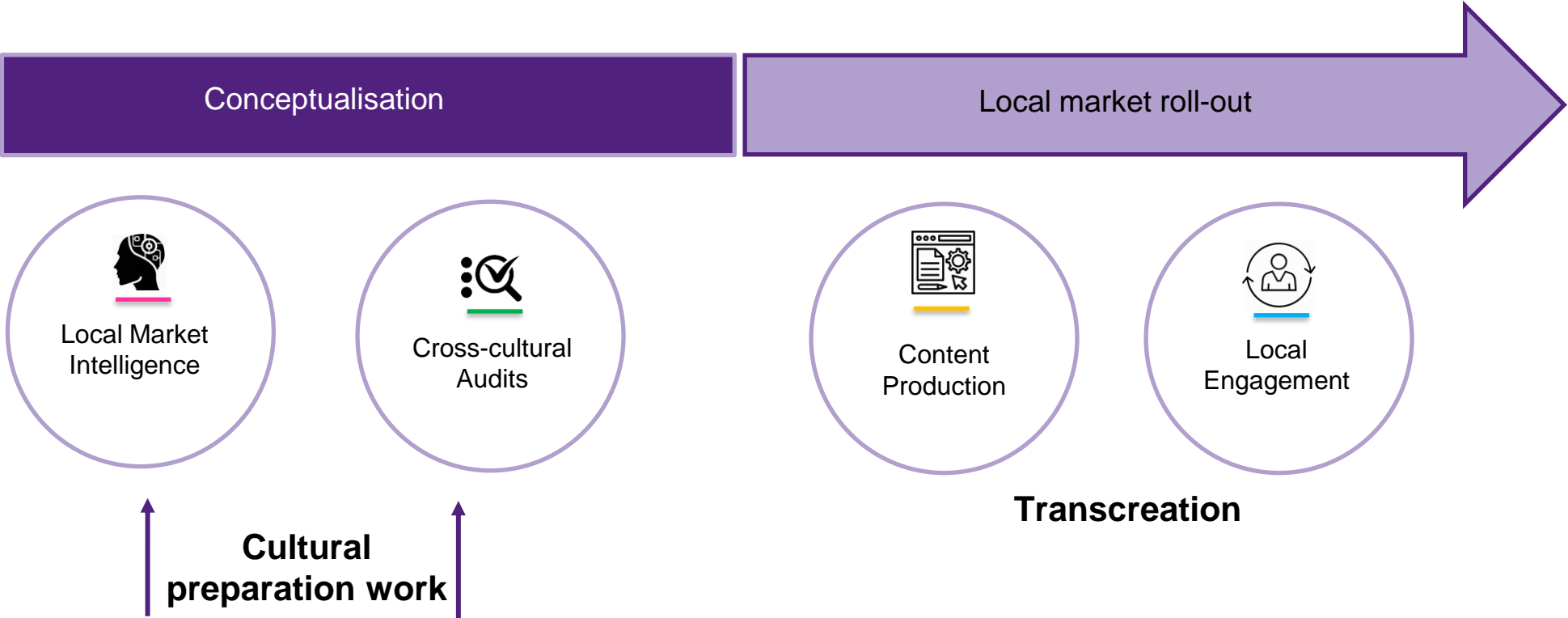


It's about being relevant,
proactive, sensible...

... Remember to test run your
materials with your local points
of contact in-market/ local
experts first.



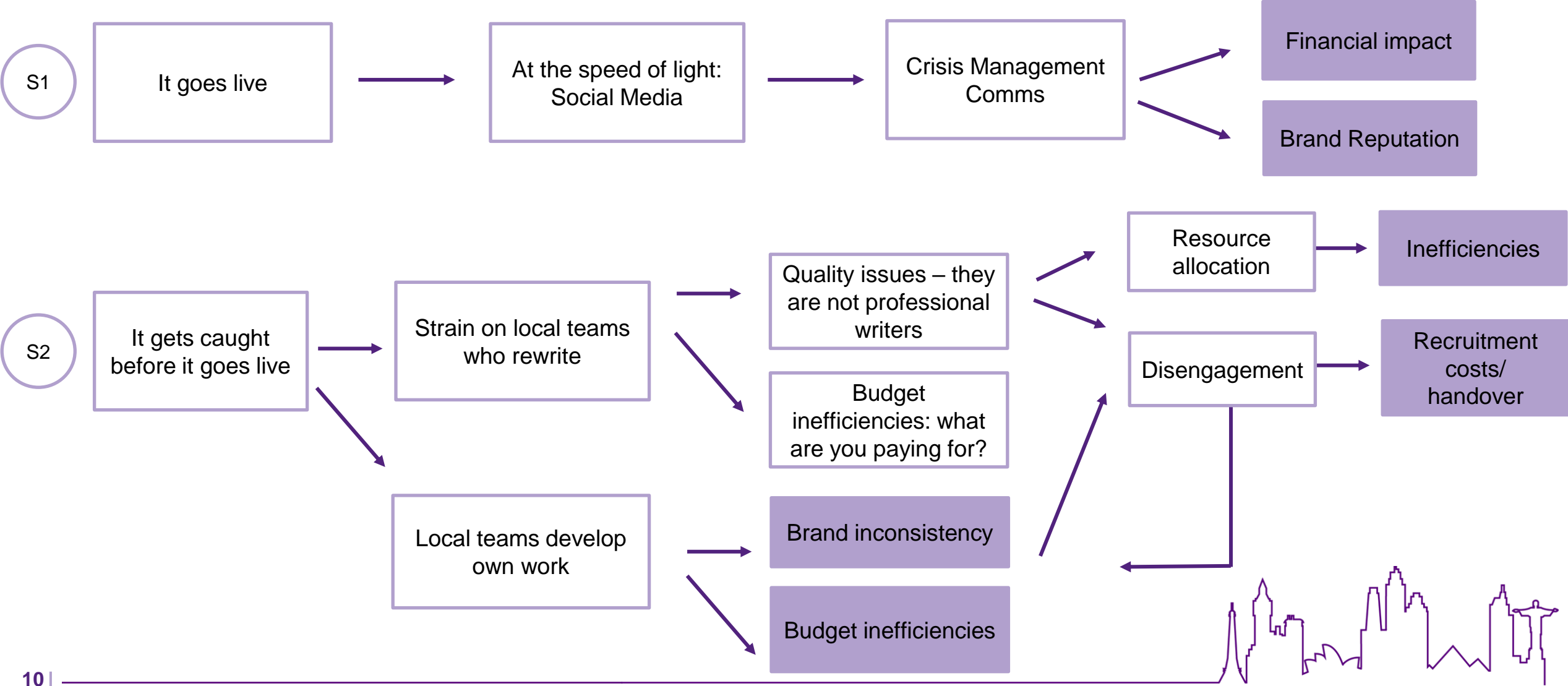
How can it be really effective?
The earlier you prepare, the better



Transcreation vs. translation

The hidden costs of translation

What happens when translations go wrong



One that went live



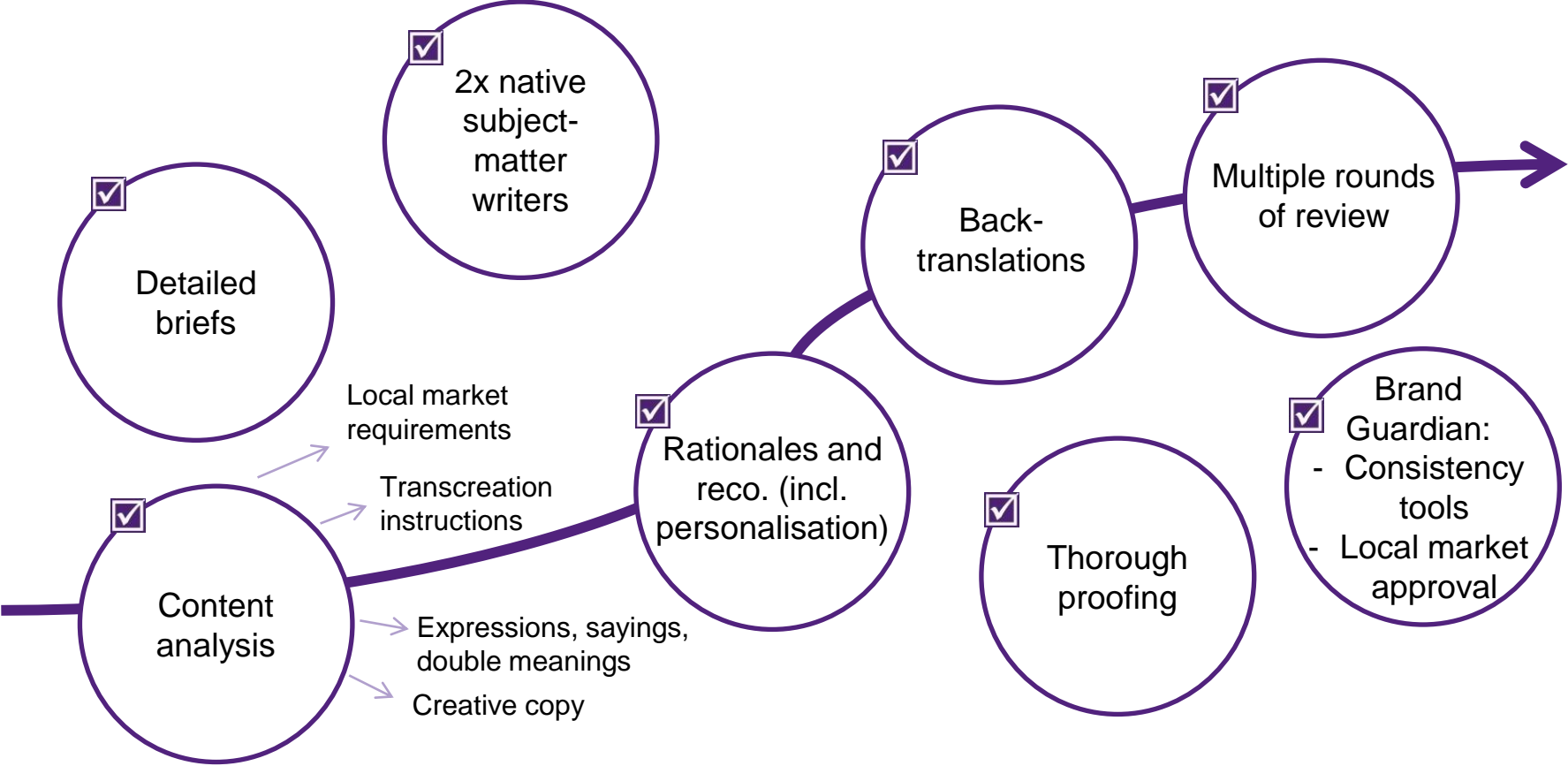
Assume Nothing
Question Everything

2009
Well-renowned international bank
“Assume nothing” > “Do nothing”

Actuals costs and damage to the brand:

- Cancel the 5-year strategy/ plan
- Reposition its entire private banking segment
- >> Estimated at \$10m
- >> Crisis management and brand reputation challenges





It's all about personalisation



- Translation is just not good enough
- Need to understand your local audiences
- More than country cultures, it's about sub-cultures
- Your local markets are not trained planners, researchers or copywriters. Give them the expert help they need to succeed!



Search Engine Optimisation (SEO)

Translation simply won't do



Did you know?



Search Engine Optimisation (SEO)

Translation simply won't do

Why local matters – contrasting trends and search behaviour



Keyword Overview: desodorante +

Database: Brazil | Device: Desktop | Date: May 7, 2020 | Currency: USD

Overview Bulk Analysis

Volume

33.1K

Keyword Difficulty

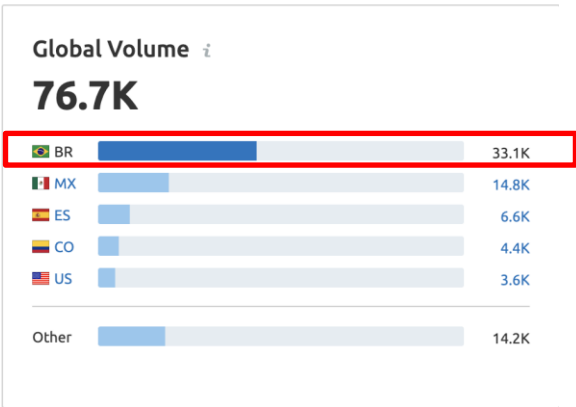
90% Very hard

CPC

\$0.36

Com.

1.00



All keywords	159,058
> natural	10,514
> aerosol	9,537
> masculino	6,689
> rexona	6,585
> spray	6,223
> roll	6,081
> dove	5,586
> feminino	5,534
> corporal	5,491
> mancha	5,344
Show more	

Máxima proteção pra quem vive o futebol #TorcedorFanático

TODA PROTEÇÃO É BEM-VINDA.

12 mil 450 comentários 188 compartilhamentos

Compartilhar

<input type="checkbox"/>	futebol ao vivo	+	1,000,000
<input type="checkbox"/>	futebol	+	450,000
<input type="checkbox"/>	assistir futebol ao vivo	+	246,000
<input type="checkbox"/>	futebol agora	+	201,000

Search Engine Optimisation (SEO)

Translation simply won't do

Why local matters – contrasting trends and search behaviour



<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	dirk kuyt	4,400



<input type="checkbox"/>	Keyword	Volume
<input type="checkbox"/>	martin garrix	33,100



SERP overview Just now Analyze SERP										
	URL	DA	PA	CF	TF	Links	FB	LPS	EV	
1	etos.nl/lichaamsverzorging...	53	34	0	0	1	77	22	899	...
2	kruidvat.nl/lichaamsverzor...	61	43	28	21	76	632 k	49	342	...
3	bol.com/nl/l/deodorants/N...	90	49	25	24	32	0	57	186	...
4	voordeeldrogisterij.nl/mooi...	32	30	21	9	10	0	30	122	...
5	encyclo.nl/begrip/Deo	54	29	0	0	1	N/A	20	86	...
6	da.nl/deodorant	40	26	0	0	1	N/A	16	63	...

<input type="checkbox"/>	Keyword	Related %	Volume
<input type="checkbox"/>	zwitsal deo	5	5,400
<input type="checkbox"/>	deo	40	2,400
<input type="checkbox"/>	dove deo	15	1,600
<input type="checkbox"/>	dove deodorant	5	1,600
<input type="checkbox"/>	axe aanbieding	10	1,300
<input type="checkbox"/>	dove aanbieding	5	1,300
<input type="checkbox"/>	nuud deo	5	1,300
<input type="checkbox"/>	anti transpirant	5	1,000
<input type="checkbox"/>	nivea deodorant	5	1,000

Search Engine Optimisation (SEO)

Translation simply won't do

Why local matters – contrasting trends and search behaviour



	URL	DA	PA	CF	TF	Links	FB	LPS	EV	
1	ecocosas.com/eco-ideas/d...	63	35	29	15	5	365	45	193	...
2	cosascaseras.com/desodo...	28	29	22	4	5	513	27	85	...
3	ecoblognonoa.com/project...	34	18	22	4	1	N/A	25	50	...
4	nortembio.nortem.info/ela...	21	12	0	0	1	N/A	8	34	...
5	pinterest.es/pin/55042438...	88	36	0	0	1	N/A	29	24	...
6	pinterest.es/carmensevilla...	88	36	0	0	1	N/A	29	18	...
7	eluniversal.com.mx/de-ulti...	91	40	14	9	1	20	42	13	...

★ desodorante		6,400	\$0.54	85	26
★ piedra de alumbre		5,600	\$0.22	99	36
★ desodorante natural		3,200	\$0.50	100	31
★ desodorante sin aluminio		2,800	\$0.57	100	15
★ desodorante dove		1,300	\$0.21	100	Q
★ desodorante piedra de alumbre		1,300	\$0.27	100	14
★ desodorante alumbre		720	\$0.31	99	19



Roadmap: how to get started with transcreation?

A collaborative journey



- Transcreation is a **long-term pay off and effects can be seen quickly** provided the set up is right
- Organise an **internal survey** about existing translation across departments
- **Identify pain points:** speed, quality, level of service, consistency, tone-of-voice, strains on the existing teams -> **These are your KPIs**
- With language, messages, brand reputation it's all about **measuring value** – not face price tag – see it as **an investment**.
- Get **content champions/ ambassadors internally:** those who are the most unhappy will be the best advocates to make things right in the long run.
- **Test** one or several suppliers **across markets and materials** (challenges vary across materials: creativity, TOV, technical terminology, space limitation, etc.)
- Ask them what **processes, quality assurance and tools** they will use to support the long-term ambition of the brand and its projects.
- A **mix of tools** is required:
 - CAT Tools, Glossaries: consistency and cost efficiencies (can even take over some of the content integration/ versioning)
 - QA framework
 - Expert profiles/ local teams: rotating with the same teams is critical, but experts per comms channels will also make sense
- Ask them to **showcase the profiles of experts** they work with in-market, involve your local markets approving them
- **It's all about dialogue** and making sure the set-up works for all your stakeholders internally
- Finally, ask them their **experience in internal stakeholder management:** a big part of good transcreation is down to making central and local teams come to an agreement. Compromise doesn't mean the lowest denominator though!



Remember: quality is value

- Team satisfaction – central and local teams: medium term and ongoing (pulses). Ask more than one person.
- Resource allocation and efficiencies – how much less time is spent validating (proof of quality).
- Consistency across channels – effect on brand reputation and voice.
- Team collaboration and engagement: has transcreation helped internal stakeholders align?
(if people with varying priorities converge, you are doing something right)



**> Translation/ transcreation
should not be a headache.**

If it is, identify what the problem is
and make resolutions.





AXA XL

Background and how the relationship started

From XL Group to AXA XL

- 10 years ago: Any advertising predominantly print, 99% in English only
- In 2012, gradual transition to include digital **and** to incorporate foreign language ads/banners into media plan (with initial focus on German and French)
- Introduction of more conversational/idiomatic style and overall tone of voice to reflect our approachability
- Process:
 - Product campaigns (including foreign language copy) created inhouse
 - Approved by local leaders and legal
- XL Group acquisition of Catlin Underwriting in 2015 was an opportunity to better address local market needs in local languages (and to address occasional reluctance to use English to engage with audiences)
- Focus on five key languages in line with strategy
 - German
 - French
 - Spanish
 - Italian
 - Portuguese (for Brazil)
- Inhouse capabilities/resources for foreign language copy limited
- Decision to work with creative language partner





Why transcreation?

- Aspirational creative and messaging that couldn't be translated in the traditional sense (use of illustration style, idiomatic copy and thought-provoking headlines)
- Language skills, creativity and awareness of local mindset play equally important roles in overall ad development process
 - Address potential shortcomings of conventional translation
 - Mindful that personal tastes of readers can influence acceptance
 - Delivery of options that can be combined to meet local preferences
 - Explanation of thinking behind specific linguistic choices
- Results retain conversational style and ToV that, at the same time, is credible within our industry ("Experts are humans, too")
- Awareness that digital platforms mean less space, particularly for more wordy languages like German
 - > Transcreation provides necessary flexibility and skills



AXA XL product campaign – Transition from XL Catlin to AXA XL





LOOKING FOR THE RIGHT COMBINATION OF COVER FOR YOUR BUSINESS RISK? LET'S TALK.

We listen closely to understand your company's risk and all its complexities. Then we can create the right combination of risk management services and cover to help you save time and energy and unlock your company's potential. We call it Mission: You.

MAKE YOUR WORLD GO >>>

xlcattlin.com

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XL Insurance



Crack the right combination of cover for your business risk

We listen closely to understand your company's risk and all its complexities. Then we can create the right combination of risk management services and cover to help you save time and energy and unlock your company's potential.

Find out more on axaxl.com

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AXA XL product campaign – Adaptation of style and messaging



AXA Insurance



Crack the right combination of cover for your business risk

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AXA Insurance



Die richtige Kombination von Versicherungslösungen für Ihre Unternehmensrisiken

Wir hören genau zu, um die Risiken Ihres Unternehmens in ihrer gesamten Komplexität zu verstehen. Mit der richtigen Kombination aus Versicherungs- und Risikomanagementlösungen helfen wir Ihnen, Zeit und Energie zu sparen und das Potenzial Ihres Unternehmens auszuschöpfen.

Erfahren Sie mehr unter axa.de



AXA Insurance



Encuentra la combinación de coberturas ideal para tu negocio

Escuchamos atentamente para entender los riesgos y las complejidades de tu negocio, y de esta forma crear la combinación de servicios para la gestión de riesgos y cobertura más eficiente para ti. Te ayudamos a encontrar la clave para desarrollar todo el potencial de tu negocio.

Para más información, visita axa.es



AXA Insurance



Trouvez la bonne combinaison pour assurer les risques de votre entreprise

Nous vous écoutons avec attention pour comprendre les risques de votre entreprise dans toute leur complexité. Nous concevons ensuite une combinaison parfaite de solutions de gestion du risque et d'assurance pour vous faire gagner du temps et de l'énergie, et vous aider à réaliser le potentiel de votre entreprise.

Pour en savoir plus, rendez-vous sur axa.fr



AXA Insurance



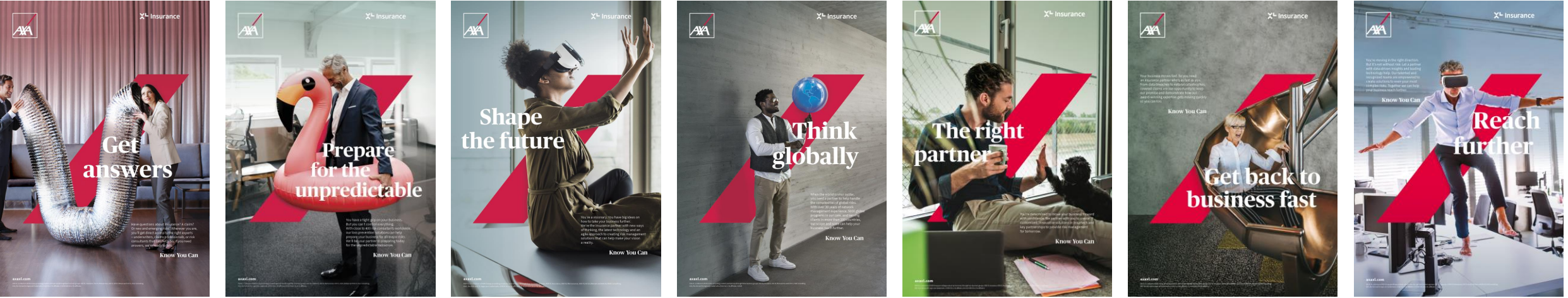
Rischi d'impresa? Sblocca la combinazione di copertura più adatta a te.

Ti ascoltiamo con attenzione per capire i rischi della tua impresa in tutte le sue sfaccettature. Lavoriamo insieme a trovare la giusta combinazione di servizi di risk management e di copertura assicurativa per aiutarti a gestire al meglio tempi ed energie, realizzando il potenziale della tua attività.

Per saperne di più, visita axa.it



Know You Can campaign



- AXA XL adaptation of AXA's Know You Can global campaign
- Messaging that invites audience to take action and demonstrates our strengths and capabilities
- Use of photography in AXA style
- Local roll-out in line with roll-out of AXA campaign



Know You Can campaign



Know You Can campaign



AXA Insurance



Think globally

When the world is your oyster, you need a partner to help handle the complexities of global risks. With over 30 years of network management experience, 5000 global programs in our care, and serving clients in more than 200 countries, our scope and scale can help your business reach further.

Know You Can

axa.com



AXA Insurance



Denken Sie global

Wenn Sie weltweit tätig sind, brauchen Sie einen Partner, der Ihnen bei der Bewältigung der Komplexität globaler Risiken hilft. Mit über 30 Jahren Erfahrung im Netzwerkmanagement, 5000 globalen Programmen in unserer Obhut und der Betreuung von Kunden in mehr als 200 Ländern, können unser Umfang und unsere Reichweite Ihr Unternehmen weiterbringen.

Know You Can

axa.de



AXA Insurance



Pensa in grande

Quando il mondo è la tua ostra, hai bisogno di un partner che ti aiuti a gestire la complessità dei rischi globali. Con oltre 30 anni di esperienza nella gestione di reti, 5000 programmi globali sotto la nostra cura e la nostra capacità di servire i clienti in più di 200 paesi, la nostra portata e scala possono aiutare la tua azienda a raggiungere i suoi obiettivi.

Know You Can

axa.it



AXA Insurance



Pense globalmente

Quando o mundo é a tua ostra, precisas de um parceiro que te ajude a lidar com a complexidade dos riscos globais. Com mais de 30 anos de experiência na gestão de redes, 5000 programas globais sob o nosso cuidado e a nossa capacidade de servir os clientes em mais de 200 países, o nosso âmbito e escala podem ajudar a tua empresa a alcançar os seus objetivos.

Know You Can

axa.com.br



AXA Insurance



Le monde est à vous

Quand le monde est votre coquille, vous avez besoin d'un partenaire pour vous aider à gérer la complexité des risques globaux. Avec plus de 30 ans d'expérience dans la gestion de réseaux, 5000 programmes globaux sous notre responsabilité et la capacité de servir nos clients dans plus de 200 pays, notre portée et notre échelle peuvent vous aider à atteindre vos objectifs.

Know You Can

axa.fr



AXA Insurance



Pensamiento global

Cuando el mundo es tu concha, necesitas un socio que te ayude a manejar la complejidad de los riesgos globales. Con más de 30 años de experiencia en la gestión de redes, 5000 programas globales bajo nuestra supervisión y la capacidad de servir a los clientes en más de 200 países, nuestro alcance y escala pueden ayudarte a alcanzar tus objetivos.

Know You Can

axa.es



Crisis Management response campaign



Is remote working exposing your business to cyber threats?

Many businesses are now either planning for or actively implementing a business model that involves an increasing level of remote working. In the rush to keep businesses working there is a risk that good cyber security practices may not be properly applied.

For advice from our cyber experts to help protect your organisation visit axaxl.com/fast-fast-forward

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Difendi lo smart working dalla minaccia di un cyber-attacco.

Scopri qui l'opinione dei nostri cyber-esperti per proteggere la tua organizzazione.



Teletrabajo seguro: protege tu empresa de amenazas virtuales

Consulta con nuestros expertos cómo proteger tu negocio aquí.



Le télétravail menace-t-il la cybersécurité de votre entreprise ?

Découvrez les conseils de nos experts pour protéger votre organisation en cliquant ici.

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Ist Ihr Unternehmen durch Home-Office erhöhten Cyber-Risiken ausgesetzt?

Tipps unserer Cyber-Experten, wie Sie Ihre Organisation besser schützen können, finden Sie hier.

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AXA XL

More than just advertising

Transcreation serves other areas of marcomms

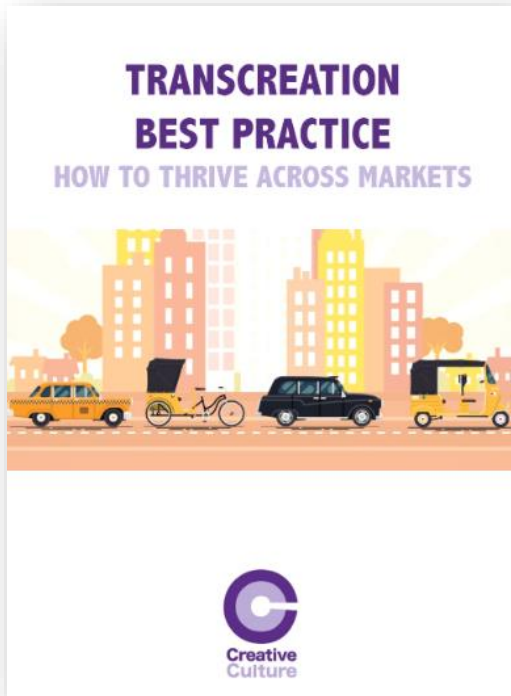
- To ensure consistent style, transcreation process expanded to include selected corporate materials
 - Brochures
 - Thought leadership articles on our Fast Fast Forward platform (fastfastforward.com)
- Success of initial advertising collaboration led to projects in other areas
 - Voiceover copy and text for corporate videos
 - Transcreation work for external and internal communications that called for sympathetic approach to use of language
 - CSR collateral targeting general public
- Benefits of closer collaboration include cost savings thanks to use of Transcreation Memory (CAT Tool) to support longer pieces of copy



Efficiencies and greater acceptance

- Single point of contact for all projects, set teams of writers in market > for further consistency
- Flexibility and speed
- Local AXA XL teams in the markets recognize the professional approach and results (unbiased third party)
- Approval processes (country management, local legal) are faster, especially thanks to explanations provided for individual linguistic decisions
- Value and ROI: factoring in the additional costs vs. the analytics
 - KPIs: quality, tone of voice and audience engagement
 - We're generating good traffic from our ads to our website (with many above-average CTRs)
 - All internal stakeholders aligned





For more information on optimisation internationalisation processes, please review our Transcreation e-Book [here](#).



For more information on transcreation, teams, processes and more, you can also review our dedicated deck [here](#).



For more information about the upcoming breakfast roundtables and to register, click [here](#).



Thank you!

Time for some Q&As



Melanie Chevalier

Founder and CEO,
Creative Culture

m.chevalier@creativecultureint.com

+44 (0) 207 798 2001

+44 (0) 75 250 127 05

Stephen McMahon

Marketing Director,
Communications and Marketing, AXA XL

stephen.mcmahon@axaxl.com

+41 43 555 4563



we make global happen

<http://www.creativecultureint.com>



Know You Can

