

Translation brief

<p>What is the purpose/ objective of the source content? E.g. to compel, to create intimacy, to reaffirm brand etc.</p>	
<p>How will the content be delivered? E.g. Email, Banner, Brochure etc.</p>	
<p>Who is the intended audience? Please provide as much detail as possible.</p>	
<p>What is the audience`s educational or professional background?</p>	
<p>What is the style and tone required? E.g. formal or informal, conservative or contemporary, engaging, polite, irreverent etc.?</p>	
<p>Describe your brand? How should the audience feel when reading your content?</p>	
<p>Is the content related to a central campaign, advertising or branding exercise?</p>	
<p>Should any part of the content remain in the source language?</p>	
<p>Do you have any term list (glossary) or written instructions you would like translators to follow?</p> <p>If not, can you please share with us any specific preferences of how you would like</p>	

<p>particular key terms to be translated (or perhaps left in English)?</p>	
<p>Would you expect translators/reviewers to creatively interpret the source text and deviate from it if necessary to maximize marketing appeal?</p> <p>If so, how far from the source text can they go? Can they split sentences, rearrange their order, add/delete words? Can you please provide us with a couple of examples?</p>	
<p>Should we refer to existing translations/ copy or should we translate freely without referring to existing content?</p>	
<p>In the case where queries arise during the course of translation, are you open to assist with those when they relate to source text clarification, inconsistencies in references supplied or clarification of existing guidelines?</p>	