

CULTURE

REACHING A DIVERSE AUDIENCE

Implementing A Multi-Lingual
Communications Strategy



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It's never been more important for communicators and content creators to take an active role in how their brand's stories are told and retold across diverse audiences.

Now more than ever, as the world continues to shift to a more inclusive and digital-first approach, it's paramount that organizations operating across diverse communities look at how they communicate and meaningfully engage with their audiences. Language and localization continue to be a barrier of entry for many global brands.

COVID-19 has dramatically accelerated a communications transformation and this has additionally placed an increased awareness of the risk of culturally blinkered communications or establishing a cultural hierarchy for the brand that alienates or under informs essential groups of customers and/or colleagues. Effective communications localization has become a priority.

To best reach their audiences, organizations must invest in sourcing internal or external resources with language capabilities and locally nuanced knowledge that will allow them to break into growing markets or more effectively connect into existing audiences, both inside and outside of the organization.

The possibility of a small Turkish show becoming a major hit in Brazil has never been more real than it is today, but this will only be possible by localizing that Turkish story in a way that resonates with Brazilians.

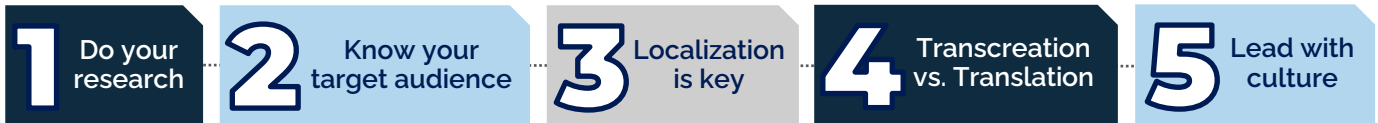
In order to reach a potential audience - particularly in a new market - organizations must develop and execute a strategic communications strategy that speaks to an audience's preferences, habits, needs and values, in the voice and language that unlocks the most effective message cut-through.

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Where to begin:

CBCP Group's top tips to consider before beginning to set-up a multi-lingual strategic framework:



Do your research

Research is a vital element when developing any strategy. It provides insights about the business environment and your customers' needs and preferences. The environment is constantly changing so it's important to understand what factors could impact your marketing plans.

It is also important to research and understand the limits of some of the translation resources available, whether that is via a digital platform, embedded software or a translation service.

Know your target audience

Identify who you are trying to engage with and create an audience profile (see CBCP Group Pulse Check). This will clearly define and introduce the specific details of the audience, this is a real person being communicated to and that must be kept in mind when creating content. It's much easier to speak authentically when you know exactly who you want to reach.

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Localization is key

Brands need to be equipped with the necessary tools to traverse diversity and be prepared to provide global audiences with unique and tailored local experiences. Localization may also include additional stylistic and design adaptations beyond the copy, including images, colors, formatting, design, and payment methods, to name a few.

Transcreation vs. Translation

While translation is the practice of changing a text from one language to another, transcreation goes further to deliver locally authentic content by adapting nuances, intent, choice of spokespersons, context, emotion and tone.

It is important not rely solely on translation. A poor or superficial translation can come across as a lack of respect, instead a transcreation approach will establish a more authentic connection with customer and/or colleagues.

Lead with culture

Implementing a multi-lingual communications strategy is not about checking a box. From a communications perspective, it means being more relatable and authentic and creating authentic communication in a personal and culturally relevant manner. This is achieved by expertly blending the distinct brand and corporate culture of the organization, with the cultural and linguistic characteristic of a community or region.

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If you've done your research and know your audience, you can achieve this by providing relatable benefits, sharing a story, and communicating with cultural clarity. By doing so, you'll build loyalty, reduce barriers to desired outcomes, increase authentic connection and create a more connected corporate culture.

The global audience is more reachable than ever. By localizing your brand through carefully curated content that speaks to both the language and cultural considerations of your targeted audience, your brand can authentically engage and build loyalty with more consumers or colleagues, more effectively.

To learn more, or to speak to one of CBCP Group's communications experts, contact us here at www.cbcpgroup.com.