

Mind Your Language

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“Bite The Wax Tadpole”

Coca Cola's first attempt to push their
brand name in China

Phonetics and English as a Foreign Language

“schaischanner”

1. Adwords campaigns in Italy, Spain etc should be in Italian, Spanish etc. Right?

Wrong (in a way).

RoI : 80% +

2. Native language fluency required to take advantage of misspells

i.e. How does an Italian user ‘hear’ Skyscanner.

(‘K’ in Italian : K, CH, C)

So: scaiscanner, schaiscanner, skaiskanner etc etc

RoI: 650% plus (i.e. At ‘brand’ RoI level)

Net Result: More than 5% more traffic, at SIGNIFICANTLY higher RoI

“Nothing Sucks Like an Electrolux”

Swedish company's attempt to woo the US market with an unusual USP

Sheep Flights from Stockholm

- Translation is NOT the same as localisation, and both are critical
- Do NOT use Google translate (or indeed any auto-translator)
- Anything above 5 languages and you will need to appoint a 3rd party – the workload simply becomes too much
- AdWords :
 - Non-English texts are usually longer.
 - Adwords only allows a fixed number of characters.
 - Non-English AdWords campaigns are therefore harder to write

“Pepsi Brings Your Ancestors Back From The Grave”

Astonishing claim made by PepsiCo when
it first started marketing in China.

Cultural Multivariations

- Germany: Interrogative, not imperative
 - BOOK FLIGHTS: not good; Would you like to book flights? Much better.
- Germany: Word length can be a significant issue
- Russia: Place names have cases:
 - Moscow – Москва
 - To Moscow – becomes в Москву
 - From Moscow – Из Москвы
- Italian and French have genders and plurals – similar complexities emerge as with Russian
- Spanish and Italian: there is a lot of English Usage.
 - So, Low Cost Vuelos, Last Minute Vuelos appears a lot even though there is perfectly recognisable Spanish equivalent
 - There are quality score issues here
- U.S: not just a straight lift from English. Your Car Hire campaign will not work here. Car Rental.
- US / UK contention

Ford Penis

Literal translation of the name of the Ford Pinto when it was launched in Brazil.

SEO: It's the Differences that Make the Difference

- Each country is individual
- Google is the biggest search engine in the world but NOT in, for example:
 - Russia : Yandex
 - China: Baidu
 - Japan: Yahoo (2009)
- Localise, localise, localise
- Roll with the Google punches
- RESEARCH!

“KFC : Eat Your Fingers Off”

KFC's advertising slogan "finger-lickin' good"
mistranslated into Chinese

5 Guidelines to get it right

- Recruit skills from within the target market
- Don't just translate; LOCALISE
- Hire a localisation specialist
- Understand deeply how search behaviour works in a non-English market
- Research continually.

It Takes a Sexually Stimulated Man to Make a Chicken Affectionate

Chicken Magnate Frank Perdue's
Spanish Translation of his award
winning 70's campaign