



IDEA GENERATION CHAIN

When good ideas cannot be translated...

DO YOUR RESEARCH

What does a specific word mean in a different language?

How does the other culture approach specific circumstances?

DOUBLE CHECK WITH A NATIVE SPEAKER

Ask native speakers for advice because who knows better than them?

CONSIDER ALTERNATIVES

Consider alternatives for different scenarios.

MONITOR CUSTOMER RESPONSES

Regularly check customers' reaction because they are the key to success.

DITCH / ADJUST IDEAS

Don't cling too much to a specific idea.

Try to figure out when to use a multiple-market strategy over a single-market strategy.

FOOD FOR THINKING

Sometimes nonmeaningful brand names might be more appropriate than names requiring a translation if your company operates in different heterogenic markets. Work out ideas with interdisciplinary teams and include team members with different cultural background to avoid pitfalls from the very start.



Speak with Confidence

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