

## Marketing Adaptation Checklist

**Literally translated marketing content will not resonate with readers in their target markets. Instead, rewrite your copy for each locale, making appropriate cultural adaptations:**

- 1. Define an appropriate tone (formal/informal) for the target locale
- 2. Adjust humor to fit the cultural context of the target audience
- 3. Modify idiomatic expressions to local equivalents or remove them
- 4. Use local units of measure and currency formats
- 5. Revise imagery to reflect local customs and values
- 6. Maintain product names and branding, which should typically not be translated
- 7. Replace references to holidays with those celebrated in the target country
- 8. Ensure compliance with local laws and regulations
- 9. Replace puns and wordplay with culturally relevant alternatives
- 10. Adapt product descriptions to emphasize benefits valued by the target audience
- 11. Adjust pricing strategies to align with local purchasing power
- 12. Consider local religious or social sensitivities when crafting messages
- 13. Change references to celebrities or public figures to locally known personalities
- 14. Ensure product usage examples reflect local lifestyles and environments
- 15. Use local social media platforms and popular hashtags for online content
- 16. Change athletic references to sports and activities that are popular in the target country
- 17. Adjust references to popular music genres or artists to those enjoyed locally
- 18. Tailor food and drink references to match local tastes and dietary preferences
- 19. Replace transportation examples with those commonly used in the target locale
- 20. Modify descriptions of weather and climate to align with local conditions
- 21. Adapt shopping habits and payment methods to fit regional preferences (cash vs. mobile)
- 22. Refer to family structures that reflect local norms (e.g., multigenerational households)
- 23. Adjust fashion and clothing references to align with regional styles
- 24. Consider local time formats (12-hour vs. 24-hour) in scheduling references
- 25. Incorporate local education systems and workplace customs in career-related content

**Aileen from SimulTrans can help!**

Request a sample.