



The true cost of poor translation



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Foreword

Nothing in this world is more important than communication. If we can't talk to each other, we can't understand each other.

Technology has made communication far easier than it's ever been – but it comes with its drawbacks. When you use online translation services, you may understand the words but you won't always understand their meaning, and knowing what someone is really saying is as important now as it's ever been.

Yes, translation can be viewed as a science. You can train an algorithm, at massive cost, to understand that this word translates to that, and if these words appear in this order then it probably means this sentence. But translation is also an art. It's not just about this or that word – that's just where it starts. To truly understand a piece of writing you must understand the culture it's coming from, and the culture it's aimed at. You need to see the soul of the piece, not just its surface. It's something we at AJT know instinctively, and an understanding we always instil in our translators.

This isn't just about human conversation and understanding, it's about business – about how your business can expand into new markets and thrive or fail. In this whitepaper, we want to show not just how horribly wrong translation can go, but also how gloriously right. It's about localisation. About the difference between understanding and guessing. About the real cost of cutting corners. About why investing in getting localisation right the first time will not only save you costs in the long run, but will also do wonders for your international brand reputation and customer loyalty.

Anja Jones,
Managing Director, AJT

Introduction

Humans living in the modern world can communicate in ways completely unthinkable to our great grandparents. We can talk across countries, we can instantly trade across continents, and we can send information to one another in the blink of an eye. That's astounding.

But just because we can talk to one another doesn't always mean we can understand each other. While it's true that the world has gotten smaller, the ease in which we can trade and communicate with others has led to a growing sense of cultural protectionism. This is perhaps one reason why translation and localisation has become increasingly important to businesses wanting to export goods and services across cultural and geographic borders.

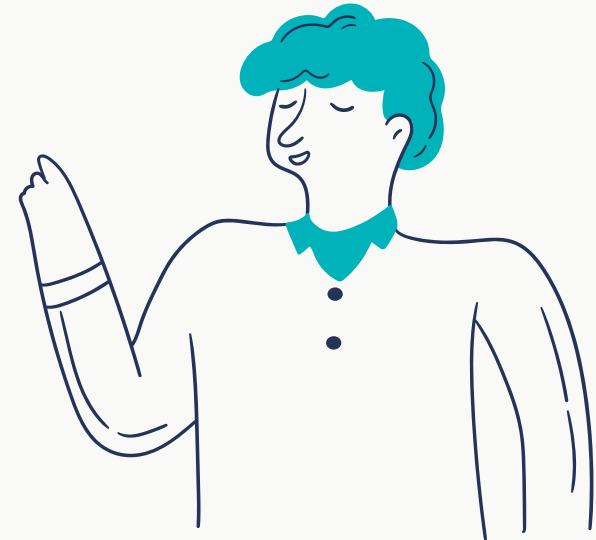
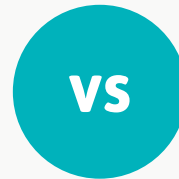


Translation software is another wonder of our age. We all have access to technology that can give us the gist of a phrase in another language, instantly. AI translation tools are built into social media and search engines. They are quick, convenient, and cheap. They're also, quite often, the wrong tool for the job.

Getting "the gist" is extremely useful, but "the gist" is never the full story – that's what "the gist" means. Human communication, with its nuances and idiosyncrasies, regionalisation, and context, is always more than a skim across the surface. Muddy understanding ultimately benefits no one. Not customers, not suppliers.


Gist translations can lead to transactions taking longer and therefore costing more. It can make products and services less attractive. You'll have almost certainly had that experience yourself – the instruction booklet you couldn't follow, the product description that didn't make sense.

And what about that strange spelling you spotted or the confusing wording that jarred on you? Direct translations, replacing one word for another and working line by line, will never paint the full picture. Technology simply hasn't reached that point. The universal translators they use on Star Trek are still decades, maybe even centuries away.



This isn't just about translation, per se. It's about customers and clients: who they are, and what we want them to understand. It's about localisation, not just translation – speaking to customers and clients the way they speak to each other, and with deep understanding and empathy.

Computers can't do that. For that, you need people. You need experts. A trained translator is more than someone who knows what words mean. They're copywriters with a thorough understanding of the context and the nuances of the market they're writing for. Professional translators such as those we use at AJT are not just changing line for line, they're rewriting for the intended community. It takes time and training, but it yields real results.




The first step for a successful launch into a new market is gaining the right perspective on what the localisation process means. It should not just be seen as transferring existing content from one language to another as it is.

Instead, it's all about embarking on a transformational journey that involves rethinking, reevaluating, and reconceptualising all aspects of the brand's communication and customer journey in order to create the desired impact.

Only if you move beyond a superficial approach and commit to truly engaging with the target culture can you ensure your business is on the path to success.

Nicole,
Senior Editor & Language Lead at AJT



This whitepaper examines the importance of expertise in translating material for new export markets and highlights the perils of cutting costs in the early stages of expansion into new territory. Using statistics from desk research, our own proprietary analysis and feedback, as well as case studies, we show conclusively that quality translation and localisation is a worthwhile and essential investment when trading in another language, no matter how little or often you do.

Our methodology

Our research comprises a number of aspects in an attempt to obtain a full picture of the cost of poor translations.

Our research in brief includes:

Proprietary research of 200 people across Europe (whose first language is not English).

Data analysis by a third party to ascertain key trends and patterns.

Interviews with AJT translators, clients, and partners to understand their experiences with translations into their native language and the impact of this on their trust and probability of commercial relationships.

Desk research from leading sources including CSA Research, ATC and Aston University's LOC-30 report, Lilt, Born to be Global, and Global by Design.

Analysis of financial impact reports of large brands from sources including Accenture.

Investigations of micro and macro trends impacting the societal reception to English brands and the importance of delivering personalised and localised content.

Social media polls (specifically LinkedIn) asking key questions on translations and the importance of understanding in commercial interactions.

Key findings



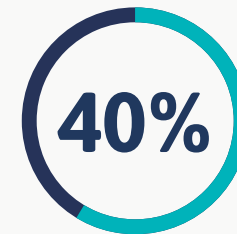
64% of respondents would not purchase from a website that was not translated into a local language.



30% of respondents would rate their level of confidence in a badly translated website as 1 out of 10.



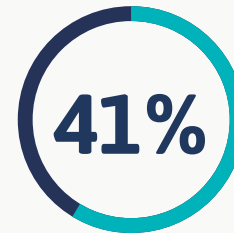
59% of respondents felt valued as customers where content had been translated and localised.



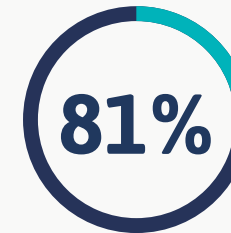
40% of respondents believed it was vital to their purchase that a brand understood cultural sensitivities.



52% of respondents felt localisation showed a brand cared about its perception in another country.



41% of respondents said having content tailored to their location was important.



81% of respondents were confident they would be able to tell if a website was translated word-for-word vs one with cultural sensitivities in mind.

Respondents felt that having a website translated into their native language showed brands had invested in understanding the complexities of different markets and customers.

Why localization?

Why localization matters, and why it's profitable

Here's a question. Did the spelling of "localisation" used above bother you? Some people won't have noticed it, some won't care, but others will have felt a twinge of annoyance or irritation. "Localization", with a "z" is an Americanised form of the word – in the UK the common form is with an "s".

What about the word "math"? Should it have been written "maths"? How do you feel about the phrase "Tottenham Hotspur is playing Chelsea tonight"? Or "Coldplay is awesome"? Again, that's US English, where sports teams and music artists tend to be phrased in the singular form rather than as a collective. How many times have you seen an error like this?

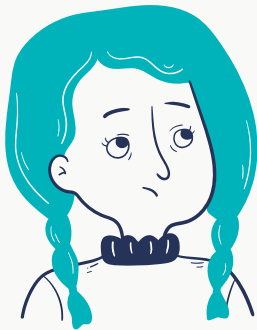


These are minor issues, but they can jar on a British reader and add to a feeling of alienation from the sentence they've just read. The implication is "this was not written for you". It feels like a microaggression. And those are sentences in English, where the meaning is still clear.

When translating into other languages things can become even more confusing. How often will a customer accept being confused or alienated by written copy before they cease to be a customer anymore?

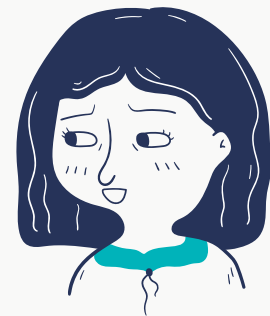
We carried out a study of 200 people whose native language was not English and found that respectful translation into a native language hugely influenced people's spending choices.

In fact, **64% of respondents stated that they would not purchase from a website which was not translated into their native language or did not provide a local translation option.**



I don't trust the shipping progress from sites that don't offer Dutch translations for their site.

I won't purchase if I can't understand and analyse what I'm buying. Companies should be linguistically inclusive.



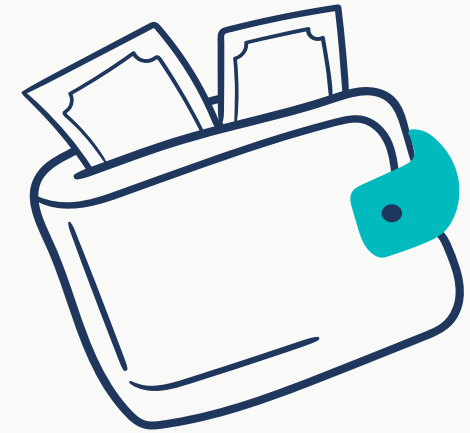
64% of respondents would not purchase from a website that was not translated into a local language.

Why would 64% of respondents not buy from a website that wasn't in their language?

Reasons ranged from feeling a lower sense of trust in the brand, through to not feeling like the brand was genuinely interested in building relationships with customers in the region it was selling to.

Respondents felt that a website in their native language showed the company had invested in understanding the people they wanted to do business with.

When shown various websites and asked to rate their confidence in them, 42% of those polled gave a rating of one or zero for sites with translation errors.

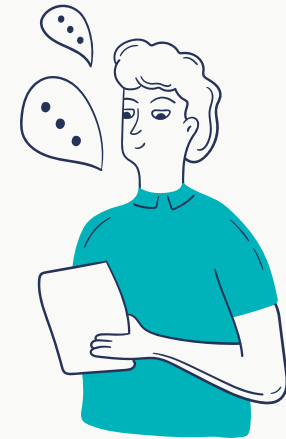


Providing a web experience in the local language is a value statement. The message I perceive when I see a company's website that isn't available in German is 'They want my business, but they are not willing to invest in my customer experience'.

Can't Read, Won't Buy

A study by the market research agency, CSA Research, called Can't Read, Won't Buy, found that adherence to the language spoken in a local market created brand loyalty and "stickier" customer relationships.

Copy written in a customer's own language made that person substantially more likely to make a purchase – 75% of respondents in non-English speaking markets said they were more likely to purchase from a brand again if customer care was supplied in their own language, and when faced with a choice between two products, 76% preferred the option with copy they could read. This preference was even true among those respondents who could read English confidently – 60% of English readers still favoured customer care in their own language.



75% *of respondents in non-English speaking markets said they were more likely to purchase from a brand again if customer care was supplied in their own language.*

The research found that around half of those with a lower level of English proficiency would opt for a product with packaging they could actually read, even if a cheaper version was available in English. Localised content makes all the difference.

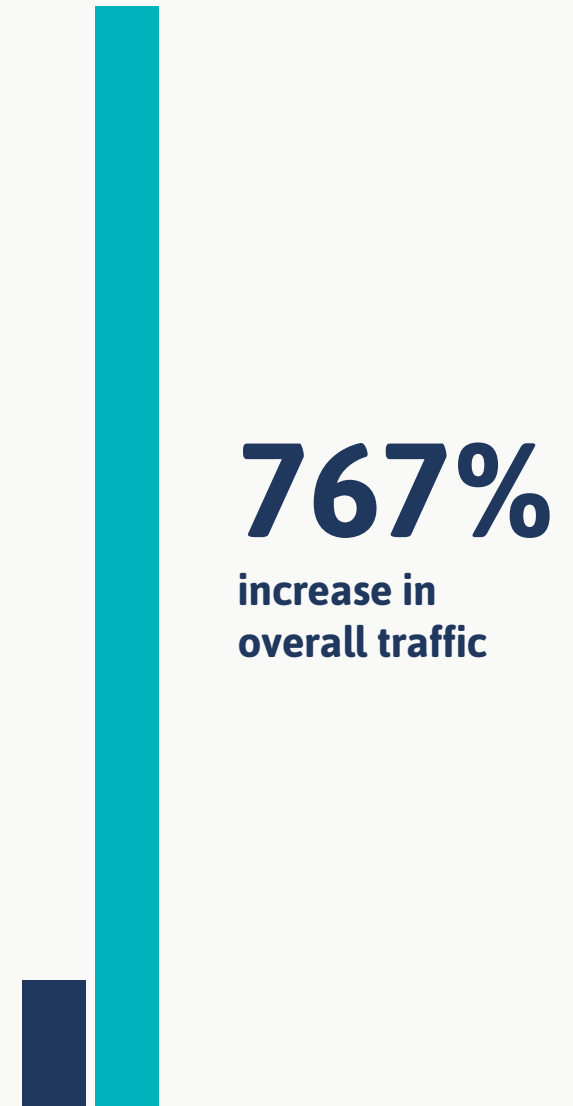
The research concludes that "localisation improves customer experience and increases engagement in the brand dialogue". In fact, it recommends that localisation "should be a rigorously planned and executed business strategy for any company looking to grow internationally."

The Ultimate Guide to Measuring Localisation ROI

Another study, this time by translation technology provider Lilt, titled The Ultimate Guide to Measuring Localisation ROI, looked at app-based services. It found that localising text led to a staggering 767% increase in traffic overall, and a 128% increase in downloads per country.

In other words, more people were using the app, and those people were using it more often. When looking at online ads, the study found a 42% increase in click-through rates and a 22% increase in conversion for localised content. Echoing the study carried out by CSA Research, Lilt found that nine out of ten people would ignore a product if it was unavailable in their own language, and that 87% of non-English speakers wouldn't buy a product from an English-only website.

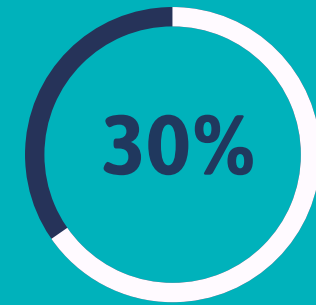
According to AdParlor, localising copy for Facebook advertising led to an 87% increase in click-through by male customers. Another study by the Nieman Business Journal found that geo-targeted localised social media posts were six times more successful than generic posts targeted globally.



LOC-30 Report

Research by Aston University in collaboration with the UK Association of Translation Companies also supports the need for localisation. They did a thorough investigation into how a company's exports correlated to its language capacity, aka LO-C, a metric which reflects an organisation's attitude towards developing language-related capabilities.

The LO-C 30 Report is named as such because of their findings: small and medium enterprises that embrace language capabilities are 30% more successful in exports than businesses that cut corners on translation. They found that every one-unit increase in LO-C investment led to an incremental, corresponding increase in a company's export profit, sales and sales growth.



Companies that embrace language capabilities are 30% more successful in exports.



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What do all these facts and figures mean for business?

Understanding these figures is extremely important for any business looking to expand overseas, especially into European markets.

It is clear that markets do not respond well to brands that don't respond to them.

And this is exactly why internationalisation, and by extension localisation, is crucial to business success.

It is vital to understand and adapt to the languages, dialects and nuances spoken in different regions. We cannot rely on people understanding English or, as we shall see, AI translations being accurate enough to account for the complexities of languages.



41% of respondents said having content tailored to their location was important.

Human in = Human out

There's no denying that using AI services to translate copy is the quickest and cheapest solution available. The market is saturated with options that will provide a like-for-like, direct translation to varying degrees of sophistication. Google Translate remains the most common of these – it's free and relatively simple. You copy and paste your words into the text box and boom! Translated text, and a feeling that you're living in the future.

Google Translate and similar services absolutely have their role to play. As we said in our introduction, they are excellent at giving you the gist of a sentence, and of course it's always tempting to use a solution that is cheap or even free – it feels like a win, especially at the start of a new business venture where every pound, dollar or euro makes a difference.



Unfortunately, as sophisticated as these AIs are, technology is nowhere near a level that can deal with the language nuances involved when localising content properly, and many businesses making this apparent saving at the start of the process will regret it down the line.

Human translators understand that word-for-word, direct translations will quite often miss the point. The use of halfway house solutions will provide a translation of the individual words, but it won't be able to grasp the wider context of a piece of writing.

Marketing copy, for example, is always more than just facts and figures. A successful piece of marketing copy will on some level engage customers emotionally by using phrasing chosen specifically to appeal to aspects of their life or mindset. A skilled translator will represent the spirit of the work, not just its literal meaning.

Translating the “literal meaning” via Google Translate can go horribly wrong

In 2021, the Australian firm Éclat released a serum which promised to “lift, hydrate and firm” the skin a customer’s skin. The bottle featured a French translation – except to the French reader the serum was now promising to “lift, hydrate and business” the user’s face.

IKEA famously adorned the side of one of its Bahrain stores with the English slogan “create your perfect night’s sleep” followed, in huge Arabic script, by the words “same text but in Arabic”. Some claim this was a clever marketing stunt, though that feels unlikely – why risk so many local customers who might not get the joke? There are hundreds of such examples. Each one does verifiable harm to a brand’s business in the affected market.



A 2015 study by Cardiff University found that, “language ignorance is a prime reason for low exports of those firms claiming to experience cultural difficulties in selling abroad ... associated with an absence of language skills and a reliance on English”. The study estimated the gross cost of “language ignorance” in the export markets to be around £48bn annually. As one customer said: “If I can’t understand what they are saying, it is obvious that I am not the target audience. I wouldn’t buy something ...”

In their 2019 Balancing the Trust Equation paper, Accenture stated that companies who were deemed untrustworthy saw an average decline of 6% in their growth revenue.

Inconsistencies concerning the localisation of currencies or other data might make me feel like I cannot trust the accuracy of information provided to me. It might then make me shy away from making a purchase.

But it isn't all bad

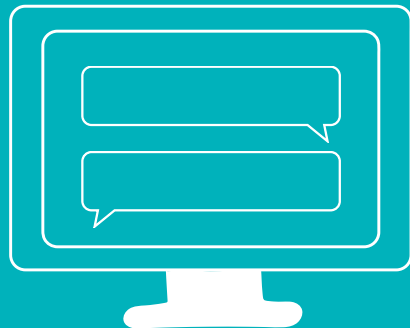
When translation is done well, however, with care and the knowledge of both the product and the target market, the investment will pay off wonderfully. When the Mexican fast-food chain Chipotle expanded into France, it brought in AJT to ensure that the new French training manuals not only taught their staff to cook the food customers would expect, but also captured the spirit and team culture of the US brand. Given France's very specific culinary culture, that was no easy task.

Chipotle's Director of Training spoke about the experience, saying that "capturing our culture in foreign languages was our largest hurdle, and we tried multiple vendors and contractors ... I am happy to say that our local teams had little to no feedback because the translations ... were accurate and captured our culture from the start. AJT understand that localisation is not just translating words from one language to another. It is a detailed, nuanced practice that takes time, effort and a great partnership to get right and AJT has done just that". Chipotle now has several locations in Paris.



Coca-Cola, one of the biggest brands in the world, could have made a fatal error when they launched in China had Google Translate existed at the time: a direct translation of the famous brand name is “bite the wax tadpole”. Fortunately, a team of sensible people researched the phrase before it launched.

The brand has successfully integrated Coke into other markets. During the holy month of Ramadan in 2020, Coke launched a series of ads around the hashtag “#ناي لمل اصن الا” - meaning “The Half Full” based on the concept of a half-full glass to symbolise optimism. They understood the very specific appeal of their product during a month of fasting – many Muslims break their fast at night with a glass of the super-sweet drink – but also that Ramadan is a time associated with hope and positivity. The campaign could not have worked without an innate understanding of the culture and language they were operating in.



Respondents felt that, having a website translated into their native language showed brands had invested in understanding the complexities of different markets and customers.

You get what you pay for

The negative impact of cheap translation

An element that comes up again and again in our research is that customers respond extremely negatively to poor translations. “It feels off when no localisation has been done”, one respondent said. “Simple and machine translation is the worst thing a company can do. It shows they don’t invest money on the right things.”

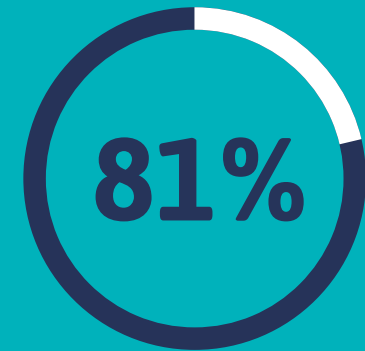
81% of respondents were confident they would be able to tell when a site has been translated using automation or an online translator, as opposed to one translated by a qualified professional.

For a customer, bad translation doesn’t say “we’ve done our best” or “we’re a savvy company that knows how to save money”. Instead it gives off the message that “we don’t care about your culture”. And that can be devastating to a business. 65% of people we surveyed listed understanding cultural sensitivities as either “vital” or “important”. As another respondent told us, “It’s about feeling that my language is valued”.



Even the very biggest companies can fall prey to this. Google Translate itself was dealt a blow in 2022 during its high profile I/O conference when the global tech giant announced that their software now worked with a raft of new languages.

The phrases that appeared on stage were riddled with errors, including Arabic script written backwards. In fact, viewers spotted errors in every phrase that wasn’t in a language with an alphabet based in Latin or Cyrillic – the foundations of most Western and European languages. The backlash was enormous.



81% of respondents were confident they would be able to tell when a site has been translated using automation or an online translator.

One prominent policy expert on Twitter said that the mistake was representative of “how tech companies treat Arabic language”. Veena Dubal, a law professor of Asian heritage working in San Francisco, remarked that the error “reflects on the ideology of our tech colonisers and how they understand the relative (un) importance of some of us in relationship to others”.

Hija Kamran, a digital rights policy expert based in Pakistan noted an error in Urdu, saying that “one of the reasons why internet remains inaccessible for most in Pak[istan] is content’s unavailability in local and regional languages. Script plays a big role in this gap, and companies like Google with billions at their disposal should not be the reason why”.

Though Google corrected the error quickly and apologised, the incident cost the tech giant in terms of good will, particularly in key emerging markets in the Middle East and Asia. It was, to use a modern phrase, “not a good look”.



For customers, reading in their own language with all its localised nuances is more than just a preference. It is an important element in building trust and true commitment between a brand and a customer. Our studies and polls found that the areas where accuracy was most valued were all those that required and built trust: instructions, handbooks, legal documents such as warranties, and support facilities like customer services and communications.

Without being able to understand these crucial elements, customers felt uncertain and unsafe. “Cultural difference can possibly worsen the quality of communication of advertisement,” one of our respondents told us. “Plus, sometimes it feels like customer service won’t be able to provide sufficient help because of language barriers.” Others expressed security fears.



This last point, especially in the light of Google's 2022 PR disaster at I/O, presents the problem of cheap, automated translation in a nutshell – it puts an immediate financial bottom line ahead of the needs of individual customers.

Putting it another way, it puts business ahead of people. That's frustrating and off-putting when the terms being translated are the instruction manual for a TV set, or the warranty for a new laptop, but some incidents are more serious.

There are documented cases of translation errors in hospitals that have resulted in serious injury and death. Cost to a business is bad enough; cost to human life is unconscionable. And of course such mistakes will have serious legal ramifications for any company.

If we then consider the fallout of a lack of trust, coinciding with possible legal, ethical or health ramifications, then not only is there financial damage done to a brand, but there is significant reputational damage too.

Reputational damage is incredibly hard to measure, although it's impact will be felt long after the mistake is corrected, and it can be incredibly costly to small businesses. A study by Harvard Business School suggested that there is an 18% difference in revenue between a 3-star and a 5-star rating on a business. In real money this can sometimes be the difference between success and failure.



30% of respondents would rate their level of confidence in a badly translated website as 1 out of 10.

There are also wider concerns involved with machine learning tools, outside of translation itself. A 2021 study by the University of Massachusetts found that the data processing necessary to train an AI on a complex task such as translation was extremely energy intensive, with a carbon footprint equivalent to a transatlantic flight.

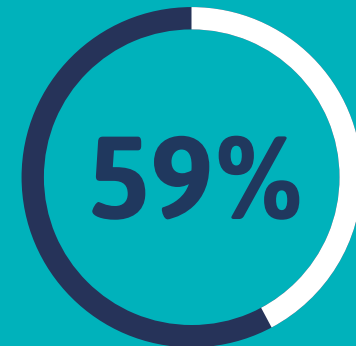
Like an increasing number of companies, AJT believes in putting the wellbeing of the people connected to our business – clients and employees, and those impacted by what we do – ahead of the financial bottom line. It's why we're proud to be accredited as a B Corporation by B Labs, a global non-profit organisation which recognises businesses that practise social and environmental sustainability.

“Transparency is a key factor in gaining my trust as a consumer,” says Nicole, Senior Editor & Language Lead at AJT.

“This isn’t only limited to factors such as providing clear information about their environmental impact or ethical trading policies. It’s also about making me feel like the company is not just talking at me through a series of empty CTAs but actually taking into consideration my needs and values. Allowing me to engage with them in my native language is a key factor in ensuring this requirement is met.”



40% of respondents believed it was vital to their purchase that a brand has an understanding of cultural sensitivities.



59% of respondents felt valued as customers where content had been translated and localised.

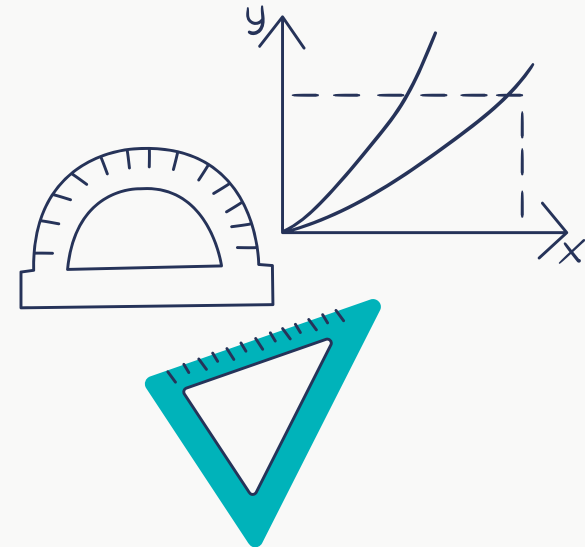
The AJT equations

Doing the maths on poor translation

A lot has been said about the impact of poor translation on organisations attempting to expand their business outside of their local geography. Everyone has heard the horror story of the mistranslation into another language which ended up promoting something completely different than what was intended, or the colloquialism which means something entirely different in another culture. But what is the real cost of a poor translation?

Through an intensive amount of desk research, coupled with our own surveys and polls, we aimed to uncover an actual number which we could pin on a bad translation.

While the exact numbers will of course depend on each individual organisation, we did come up with some equations which can help businesses, whether trading in a specific market already or just planning their expansion, to assess if the “cost-savings” of cutting corners is worth the actual costs of getting it wrong.



To bring this to life, we wanted to provide an example of what this could look like in reality.

So, we've **created a fictitious example of a company*** that had managed to convince itself that translations and localisation (or lack thereof) can be bolted on to a strategy and illustrate the cost implications these mistakes can have, as well as outlining what should be done to ensure real success when entering or expanding into European markets.

*This example should serve as an illustration only, and does not represent any organisation we know of.

The Generous Gin Company

P & L sheet

The Generous Gin Company is a UK based gin distillery that has been trading for 10 years. It has experienced a great amount of growth in the UK and has decided now is the time to launch in Europe focussing on France, Germany, and Spain.

The company has an estimated revenue of £3.9 million and is predicting an increase of £1.5 million over the next year from the European markets alone (£500,000 in each country).

But first, it needs to translate its website which includes: copy for its landing page, e-commerce functionality, product descriptions, consumer information including ingredients, allergens, and nutritional information.



Jane, the Generous Gin Company's marketing manager decides to put money into a binary word-for-word translation as a quick and "cost efficient" approach while the company settles into these new markets.

She opts to get the relevant information translated into French first and will budget for the other two markets later. This means that the content for the Spanish and German markets will remain in English for now.



*Cost of binary word-for-word translation website pages
(500 words per page, 5 pages in total) = £0.10 per word*

£250

*Cost for binary word-for-word translation on consumer information
(1,000 words per page, 8 pages in total) = £0.50 per word*

£4,000

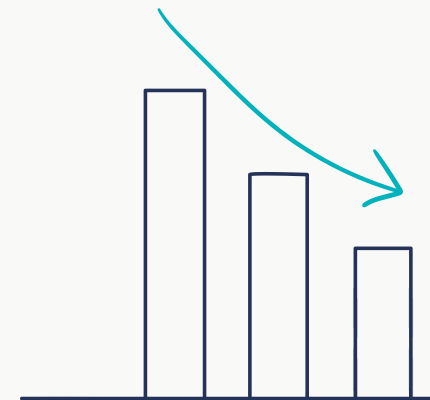
Cost of revisions = £150

£150

Total spent on translation services = £4,400

The Generous Gin Company go live in all three European countries, but they soon experience some issues which cause a number of hidden costs, including:

- 64% of their consumers in Germany and Spain won't buy from their site as it has not got a local or native language option. This results in a **loss of £72,000** from their projected revenue across the three countries.
- There are a number of contextual issues with the French translation, with sentences not quite meaning what they are supposed to, despite the translation being correct. This is due to the use of AI and machine learning technology which has not accounted for colloquialisms or localisation within the language. The result is a lack of trust from the French market due to the obvious mistranslation and incomprehension of the relevant marketing activity for the Generous Gin Company. They therefore observe a **loss of £30,000** in future growth potential in the French market.



- A customer based in Germany who considers themselves to have a high level of English literacy, purchases a product from the Generous Gin Company as a gift for a friend. Unfortunately, the friend has a mild allergy to one of the flavourings and has a small health issue after consuming the product. He goes to the website to check the ingredients and cannot find any in German. As a result he then initiates litigation against the company which has to instruct a lawyer to defend it. The case does not ultimately go to trial but the company has had to **pay for legal advice to the tune of £5,000 (£200 per hour for a small business lawyer)**.
- Although the trial did not materialise, the Generous Gin Company has been named in a number of local publications in Germany meaning they have had a negative backlash to their products. This means their reputation has been damaged resulting in an average review score of three stars on their website for that country, **equalling a loss of £90,000 in potential earnings**.

<i>Cost of translation and revision</i>	<i>£4,400</i>
<i>Cost of decreased sales</i>	<i>£72,000</i>
<i>Cost of decreased consumer trust</i>	<i>£30,000</i>
<i>Cost of litigation</i>	<i>£5,000</i>
<i>Cost of reputational damage</i>	<i>£90,000</i>

Total costs of poor translation = £201,400

While this is a fairly extreme example, the takeaway should be clear. Without proper investment into translation and localisation, businesses run far higher financial risks than if they commit to a larger outlay in the first place.

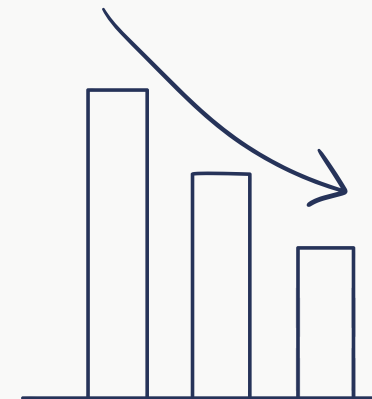
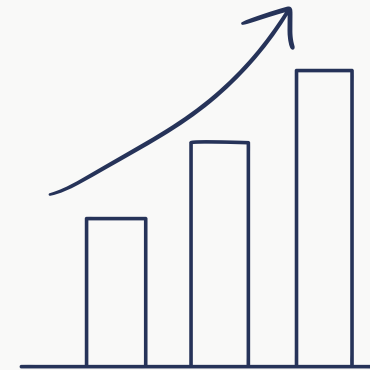
If we take this example, the cost of not investing in accurate, nuanced translation and localisation could be as high as £200,000 in lost revenue, and that is undeniably a lot more expensive than an expert localisation team.

The bottom line

We understand the instinct to choose the cheaper and seemingly easier path. Reputable translation companies such as AJT employ experts, and expertise rarely comes cheap. You're not only paying for the service itself, but for the experience and training of those working on your project.

The simple truth, however, is that building a true localisation cost into your budget at the very start is more cost effective than constantly fixing bad translations. It avoids losing custom at an early stage because a new market isn't engaging with poorly localised content. It's far more expensive to turn around a bad translation than it is to do it properly from the very start.

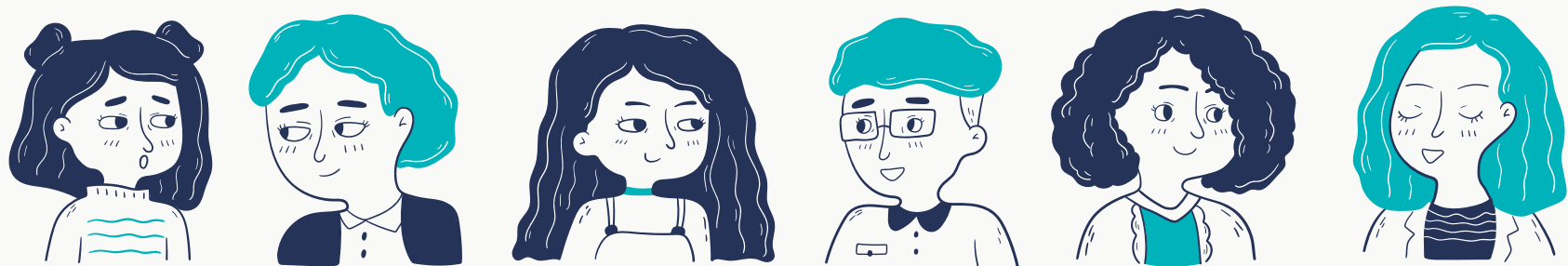
Most organisations operating abroad spend between 1 and 4% of their marketing budget on translation and localisation. It may seem a lot but the risks are far more expensive. Richard Harpham in his article for MarketingProfs.com estimates that as much as 50% of the target audience of a piece of content will simply ignore insufficiently localised material. Shying away from spending just 4% of the budget could mean losing half of your potential customers and, in the worst-case scenario, it could cause real reputational damage.



Meanwhile, properly localised and optimised content promotes customer loyalty and brand awareness, creates more valuable and engaged conversions, improves online search rankings, and makes a business seem more attractive, trustworthy and caring. Go into any McDonald's in the world and, yes, you'll see some of the same food, but you'll also find regional variants that account for local tastes.

When Nestlé launched KitKats in Japan they marketed them as the ideal gift to send to students as a gesture of good luck – a Japanese custom. The ubiquitous British chocolate bar was launched with Japan-only flavours like edamame and matcha green tea and made customisable in selected stores. The campaign was a huge success using marketing ideas that wouldn't have worked as well anywhere else in the world.

Not every company is a McDonald's or a Nestlé, but every business can make the effort to use the resources necessary to understand the specific values of the new markets they're entering into. By respecting these values a company will increase the opportunity of huge success in said market.



Localisation is entirely about human needs – it's about appreciating that new markets are communities of real people, that each market is different, and that each group of new people needs to be respected on their own terms. Overlooking that, taking shortcuts, and focusing on quick, cheap solutions can often be an extremely costly mistake. As one respondent to our survey told us, "We are people, not robots". It's vitally important that we treat customers as such.

About AJT

We were founded with a very simple goal: Language is innately human, and our words should never be commoditised. We love what we do, and we're passionate about helping brands sensitively break into European markets – and then own them.

We are proud to be a B Corp and are deeply committed to elevating our team and helping our clients to gain global marketplace success through purpose-driven localisation.

When you work with AJT you get:

Native speakers

We only entrust your content to native speakers, who infuse purpose, personality, and cultural nuances into every piece of work they deliver. Our team of highly skilled linguists are up to speed with local marketing campaigns and trends (or blunders!), not to mention the latest buzzwords or words to avoid so you can deliver purposeful messaging every time.

The human touch

We leverage technology where it makes sense to do so, but we know how important it is for a human to be behind your brand messaging. Our team of linguists are acutely aware that their work is part of your brand's growth strategy and work hard to continually deliver premium localisation through translations.

Cohesive collaboration

Our linguists collaborate closely on every project and every brief is discussed as a team. This process leads to better results from the get-go, reducing the number of review cycles and ensuring cohesion across your campaign.

Assured quality

All our translations are edited by a second native linguist to ensure that the content is grammatically correct and that your message is consistent across all languages. By using native speakers, we guarantee you can be confident that your message is always communicated flawlessly and is culturally relevant.

Got a project you need help with? [Get in touch with us](#) to see how AJT can help you invest in quality translation and localisation, beyond words.

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