



# Hi! We are CRISOL.

Expert Marketing And SEO Translation Services For  
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## Selected Work For Real Clients

- Newsletter translation for what3words from English into Spanish
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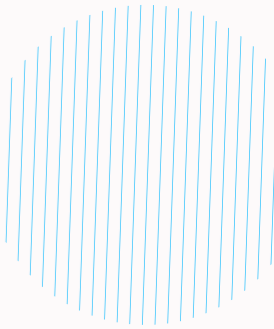
## Transcreation from English into Danish

A culinary text we randomly picked from a food brand's website and transcreated into Danish to show the value of creative adaptation for marketing.



## Machine translation vs human translation

A proof of concept from randomly picked online content showing the abysmal difference between human work and machine translation for marketing assets.



## Live Article in Spanish

¿Qué es el branding y cómo usarlo?



## Live article in English (original)

What is Branding and How Do You Start?



**JIMDO**

## Blog translation for Jimdo.

English into Spanish





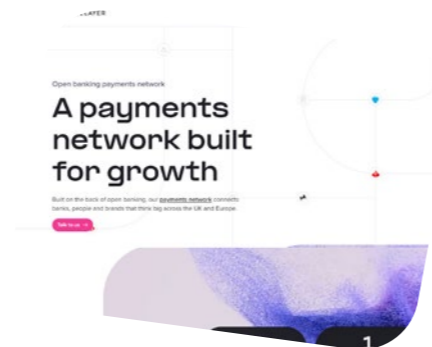


# Home page for TrueLayer.

English into Spanish, French, and German

## English (original)

Home page



## Spanish

Home page



## French

Home page



## German

Home page



## Live report in English (original)

What is open banking?



## Live report in Spanish

¿Qué es open banking?



## Live report in French

Qu'est-ce que l'open banking ?



## Live report in German

Was ist Open Banking?



## Report translation for TrueLayer.

English into Spanish,  
French, and German



## Report translation for TrueLayer.

English into Spanish,  
French, and German

### Live report in English (original)

Open banking buyers guide



### Live report in Spanish

Pagos por banca abierta: guía para clientes



### Live report in French

Paiements open banking: guide de l'acheteur



### Live report in German

Open-Banking-Zahlungen: Entscheidungshilfen für Unternehmen



### Live report in English (original)

Open banking payments vs other payment methods



### Live report in Spanish

Pagos de banca abierta vs otros métodos de pago



### Live report in French

L'open banking face aux autres moyens de paiement



### Live report in German

Zahlung mit Open Banking vs. andere Zahlungsmethoden



## Report translation for TrueLayer.

English into Spanish, French, and German



 what3words

## Newsletter translation.

From English into Spanish



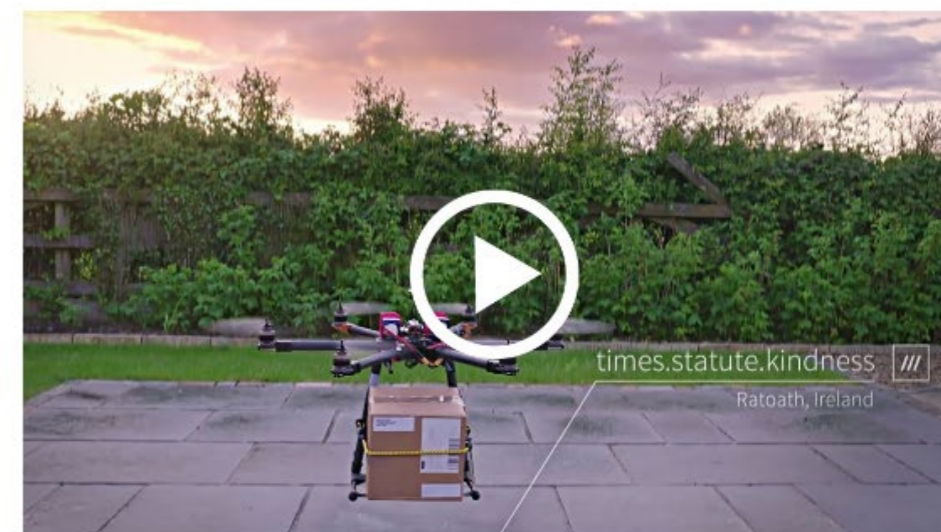
Hola, (there):

Hemos tenido algunas semanas interesantes en la sede de what3words ya que la adopción de nuestro sistema global de direcciones sigue ganando terreno entre personas y empresas por igual.



### Drones, bicicletas y automóviles

Alexa, la asistente de inteligencia artificial desarrollada por Amazon, ahora puede [enviar drones a direcciones de 3 palabras gracias a DXC Technology](#), lo que abre un mundo de oportunidades para las industrias del comercio electrónico y la logística.



Los cientos de competidores que en este momento conducen 16 mil kilómetros de Europa a Asia como parte del Rally de Mongolia ahora tienen una forma sencilla de monitorear su avance. Los conductores pueden usar la aplicación gratuita what3words para encontrar y compartir su dirección de 3 palabras, la cual se traza en el mapa de seguimiento del rally en tiempo real.



Con el número de ciclistas urbanos que está alcanzando una cifra récord, es extraordinario ver que Beeline, una brújula inteligente que ha ganado numerosos premios, [ahora incluye what3words](#). Ahora es fácil navegar hasta las ubicaciones que no tienen una dirección postal, como parques o eventos itinerantes, lo que abre la ciudad a los usuarios.



# Transcreation.

## From English into Danish - 1

A culinary text we randomly picked from a food brand's website and transcreated into Danish to show the value of creative adaptation for marketing.



### Source text

Tailoring the Spice Route our way



### Literal translation

Skræddersyning af krydderiruten på vores måde



### Transcreation

Krydderiruten på vores måde



### Rationale

Back translation: "The Spice Route our way"

The word tailor will not be readily understood by a Danish audience, so there is no need to include it in the transcreation. It is in the literal translation, and, if the client really wants it, the users will understand the meaning, but not necessarily relate it to the company name. Also, it implies "sewing" even more directly than the source text, so I have chosen to go another way in the transcreation.

The Spice Route is an actual physical route, described on the home page. It is a name oozing with adventure and something exotic, and what I want to do is to take the readers on a journey along this legendary route.

The Danish translation looks like something a travel agency could also write, and it implies that by continuing the reader is embarking on a journey full of adventure and spices with the Spice Tailor as their guide.



## Tailoring to Taste

Tailoring the Spice Route our way

## Literal translation

Skræddersyning til smag

## Transcreation

En sanserejse på dine præmisser



## Rationale

Back translation: "A sensory journey your way"

The literal translation keeps the alliteration from the source, but it sounds very constructed, and because the word tailor is not readily understood, the meaning of the alliteration will be lost and do more harm than good.

Instead, we continue along the travel theme, but we change the focus from the Spice Tailor to the user and address them directly, just like it is done in the body text below this header.

Spices are about more than taste, so with this transcreation, we open the full palette and include all the sense, so the user can not only taste the spices, but also feel them, smell them and marvel at the vivid colours imagining that their own kitchen is a Danish version of the old spice market in New Delhi.

This transcreation of the subheader keeps a handle back to the over the overall header by promising that if you go on this journey on the Spice Route in the Spice Tailor's way, you can create spicy and exotic meals tailored to your own taste at home. Follow our way to do it your way.

# Transcreation.

## From English into Danish - 2

A culinary text we randomly picked from a food brand's website and transcreated into Danish to show the value of creative adaptation for marketing.



# Machine translation vs human translation.

- 1

Another proof of concept for human transcreation / localisation services.

We picked some texts from Spice Tailor's website (a random website) and compared the output of machine translation vs human transcreation, with a "Rationale" field explaining why the machine translation is subpar.



Target language

German

URL



## General Considerations

Please note that the immigration history in Germany is very different from that of the UK. While we do have Indian restaurants in Germany and they are popular, Indian culture and cuisine is much less present compared to the UK. While every German knows Turkish dishes and culture quite well, India has remained more "exotic" and additional explanations (as e.g. for Naan and Parathas) might be required. Having said that, Germans are very open-minded and interested in other cultures. So this is definitely a good market for the Spice Tailor products but we might have to educate the German readers a bit.



### Source text

Paneer and Peppers Karahi



### Machine translation

Paneer und Paprika Karahi



### Human transcreation

Vegetarisches Curry mit Paneer & Paprika



## Analysis/ Rationale

Please note that the term "Karahi" is not well-known in Germany. I actually had to google it and found out that it is either a type of pan or a chicken dish. As this term is not explained in the recipe, we might as well change it to the well-known term Curry (unless there are any objections that I am unaware of at the moment) back translation: Vegetarian Curry with Paneer & Peppers)





**Target language**  
French

**URL**



## General Considerations

Writing about French cuisine is an art. It requires knowledge and understanding of France's rich history and traditions. The mere translation of terms (ingredients, utensils, cooking methods, etc.) is not enough to convey emotions and reach the French audience. You need to have a strong grasp of cultural references, puns, regional variations and much more. Translating culinary texts that resonate with the French also requires poetry, rhythm, colour and creativity. A machine does not have these attributes and will fail to reach the demanding French market. And don't forget: the French are very serious not just about their food, but about their language!



### Source text

Tailoring the Spice Route our way (Homepage)

### Machine translation

La Route des épices à notre façon !

### Human transcreation

Découvrez la route des épices à notre sauce !



### Analysis/ Rationale

My transcreation of this slogan means "Discover the spice route our way" with a play on words with "sauce": The French expression à notre sauce means "our way" and is particularly well suited here as the brand sells sauces/pastes. It also works with the visuals.

# Machine translation vs human translation.

- 2

Another proof of concept for human transcreation / localisation services.

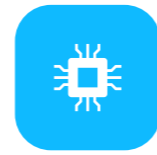
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# Machine translation vs human translation.

- 3

Another proof of concept for human transcreation / localisation services.

We picked some texts from Spice Tailor's website (a random website) and compared the output of machine translation vs human transcreation, with a "Rationale" field explaining why the machine translation is subpar.



Target language

Dutch

URL



## Translator's note

I opted for the informal form of address in Dutch, as I believe this suits the style of this brand. However, ultimately this is something the client should decide.



### Source text

Chicken Satay Skewers with Coconut Rice



### Machine translation

Kip Saté Spiesjes met Kokos Rijst



### Human transcreation

Kipsaté met kokosrijst



## Analysis/ Rationale

**Note 1:** I intentionally left out the skewers in my translation, as the recipe says those are optional. This makes the title more versatile, which reflects the versatility of the dish (explained further on in the article), and I consider this would be more engaging for the Dutch audience. A machine is not capable of reading ahead and making choices like that.

**Note 2:** Secondly, the MT version contains spelling mistakes: wrong spacing (should be kipsatéspiesjes, kokosrijst) and capitalisation (we don't capitalise every word in Dutch).