

## **From Text to Impact: Analyzing the Role of Transcreation in Cross-Cultural Communication in Global Marketing Campaigns**

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### **Abstract**

#### **Background**

Transcreation has become a vital strategy in global marketing and cross-cultural communication, enabling brands to adapt messaging while preserving intent, emotional impact, and brand identity. Unlike direct translation, transcreation ensures cultural and linguistic alignment, fostering stronger audience engagement. This systematic review examines its role in brand localization, consumer perception, and marketing effectiveness in international markets.

#### **Methods**

Following PRISMA guidelines, a systematic search was conducted across Scopus, Web of Science, Google Scholar, ScienceDirect, Taylor & Francis Online, and SpringerLink for studies published between 2000 and 2024. Studies focusing on transcreation in global marketing, brand localization, and cross-cultural adaptation were included. Data were extracted systematically, synthesized thematically, and assessed using the CASP checklist to ensure methodological rigor.

#### **Results**

Twelve studies were analyzed, identifying themes such as the impact of transcreation on brand identity, linguistic and visual adaptation, and cultural sensitivity in marketing success. Findings show that brands utilizing transcreation achieve stronger consumer engagement and market penetration, particularly in storytelling-driven and emotionally resonant industries. Challenges include cultural misinterpretations, brand inconsistencies, and the need for standardized transcreation evaluation metrics.

## **Discussion**

The findings highlight transcreation's critical role in global marketing, enhancing brand credibility, consumer trust, and international business growth. However, challenges such as cultural resistance and the growing reliance on AI-driven adaptation require a balanced approach integrating human expertise and emerging technologies. Future research should focus on quantifying transcreation's impact, refining industry best practices, and developing AI-assisted culturally adaptive strategies for sustainable brand success.

**Keywords:** Transcreation, cross-cultural communication, global marketing, brand localization, consumer engagement, cultural adaptation, international branding, digital marketing, language creativity, advertising strategies, AI in transcreation.

## **Introduction**

In an increasingly interconnected world, global brands face the challenge of communicating effectively across linguistic and cultural boundaries (Abernathy, 2025; Liu et al., 2023; Ting-Toomey & Dorjee, 2018). The need to adapt marketing messages for diverse audiences has given rise to the concept of transcreation, a specialized approach that goes beyond translation to ensure that brand messaging retains its intent, style, tone, and emotional impact while being culturally and linguistically relevant to the target market (Gabbalo, 2012; Mohammed Diea Eddine & Yasser, 2023; Zerbi). Unlike direct translation, which often results in messages that feel foreign or disjointed, transcreation seeks to recreate the original message in a way that resonates authentically with local consumers (Gilmore & Pine, 2007; Liviero, 2022; Peho, 2020). By bridging the gap between linguistic accuracy and cultural relevance, transcreation has emerged as a vital tool in global marketing, allowing brands to maintain their identity while fostering meaningful connections with international audiences (Allen et al., 2018; Khang et al., 2023; Morgan et al., 2002).

The role of transcreation extends beyond language adaptation; it encompasses cultural nuances, historical contexts, and audience expectations, making it a crucial element in cross-cultural communication (Gambier, 2003; Katan, 2016; Sanders, 2015). Brands expanding into new markets must consider not only linguistic differences but also variations in consumer behavior, humor, symbolism, and societal values (De Mooij, 2021; Martin, 2006; Oswald & Oswald, 2012). A

marketing message that is effective in one country may fail in another if it does not align with local cultural norms or consumer expectations (Becker-Olsen et al., 2011; Liu, 2023; Pahlefy et al., 2025). Transcreation ensures that marketing campaigns are not only linguistically accurate but also emotionally and culturally compelling (Kelly-Holmes, 2005; Okonkwo et al., 2023). It allows brands to tailor their messages in a way that speaks directly to their target audiences, fostering trust and engagement. Whether through advertising slogans, digital content, or brand storytelling, transcreation plays a key role in shaping consumer perceptions and driving global brand success (Cheung et al., 2020; Gürhan-Canli et al., 2018).

The impact of transcreation on global marketing campaigns is evident in the success of brands that have strategically adapted their messaging to different cultural markets (Bilgin, 2018; Singh & Pereira, 2005; Zou & Cavusgil, 2002). Companies such as Coca-Cola, McDonald's, and Nike have effectively used transcreation to enhance their international marketing efforts, ensuring that their brand messages remain consistent while being culturally relevant to diverse audiences (Akramovna, 2024; Novruzlu, 2024; Silk & Andrews, 2001). Transcreation is particularly crucial in industries where emotional appeal and brand storytelling are essential, such as fashion, luxury goods, and entertainment (Cabigiosu, 2020; Kim et al., 2016; Sergio, 2020). In contrast, brands that fail to implement effective transcreation strategies risk alienating their audiences, as seen in high-profile marketing blunders where direct translation led to unintended or offensive interpretations (Colina, 2002; Orrego-Carmona, 2024). These cases highlight the importance of cultural sensitivity in global marketing and reinforce the need for brands to invest in transcreation as a strategic component of their international communication efforts.

While the advantages of transcreation are well recognized in marketing practice, the concept remains underexplored in academic research, particularly in terms of its quantifiable impact on marketing effectiveness (Davis et al., 2003; Montés, 2019; Woodruff, 1997). Studies on translation and localization have contributed valuable insights into language adaptation in business contexts, yet they often fail to capture the deeper cognitive, emotional, and cultural transformations involved in transcreation (Kassawat, 2022; Tran et al., 2016). Unlike localization, which focuses on adapting content for a specific region while preserving its original form, transcreation demands a higher degree of creativity and cultural intelligence, as it involves reimagining the brand message rather than merely adapting it (Dowd, 2015; PRICE, 2024). However, there is a notable gap in research

regarding how different transcreation strategies affect consumer behavior, brand perception, and purchasing decisions across various cultural settings (Feldmann & Hamm, 2015). Addressing this gap is crucial, as brands increasingly seek data-driven insights to refine their global marketing strategies.

Moreover, the evolution of digital marketing and social media has further emphasized the need for effective transcreation, as brands must now engage with consumers in real time across multiple platforms (Chu & Choi, 2011; Lies, 2019). Unlike traditional advertising, where campaigns are planned well in advance and can be meticulously transcreated before launch, digital marketing requires brands to adapt rapidly to emerging cultural trends, viral content, and shifting consumer preferences (Rachmad, 2024; Singha, 2024). This has created new challenges in maintaining cultural consistency while ensuring that transcreated messages retain their original emotional and persuasive power. Furthermore, technological advancements in machine translation and artificial intelligence (AI) have introduced new possibilities for automating content adaptation, yet these tools often lack the cultural sensitivity and contextual understanding required for effective transcreation (Mohamed et al., 2024; Moneus & Sahari, 2024; Wei, 2024). As a result, there remains an ongoing debate regarding the role of human expertise versus AI-driven solutions in transcreation, highlighting another key area that warrants further investigation.

The primary objective of this study is to analyze the role of transcreation in cross-cultural communication within global marketing campaigns. By synthesizing findings from multiple studies across different industries and cultural contexts, this systematic review aims to provide a deeper understanding of how transcreation influences consumer engagement, brand perception, and marketing effectiveness. The study seeks to answer key research questions, including how transcreation strategies vary across industries, what factors contribute to successful transcreation, and how brands can optimize their transcreation efforts to maximize impact in international markets. By addressing these questions, this research aims to contribute to the growing body of knowledge on transcreation, offering practical insights for marketers, advertisers, and brand strategists looking to enhance their cross-cultural communication efforts. Furthermore, by identifying gaps in the current literature, this study aims to provide a foundation for future research in transcreation, particularly in relation to its evolving role in the digital age and the increasing reliance on AI-powered marketing solutions.

## **Aims and Objectives**

The primary aim of this systematic review is to analyze the role of transcreation in cross-cultural communication within global marketing campaigns. This study seeks to provide a comprehensive understanding of how transcreation facilitates effective brand messaging across diverse cultural and linguistic landscapes, ensuring that marketing content retains its intended impact, emotional appeal, and brand authenticity while resonating with target audiences in different regions. By synthesizing findings from multiple studies, this review aims to identify key transcreation strategies, challenges, and best practices that contribute to the success or failure of global marketing efforts.

To achieve this overarching aim, the study is guided by the following specific objectives:

1. To examine the theoretical and conceptual foundations of transcreation and distinguish it from other related processes, such as translation and localization, in the context of global marketing.
2. To investigate the role of transcreation in cross-cultural communication, assessing how it enables brands to navigate linguistic, cultural, and emotional differences to establish meaningful connections with international audiences.
3. To identify and evaluate the most effective transcreation strategies used by global brands in different industries, analyzing their impact on consumer engagement, brand perception, and market success.
4. To explore the challenges and limitations associated with transcreation, including cultural misinterpretations, brand consistency issues, and the difficulties of measuring its effectiveness.
5. To assess the impact of digital marketing and emerging technologies on transcreation practices, particularly in the context of social media, artificial intelligence (AI)-driven content adaptation, and real-time audience interaction.
6. To analyze case studies of both successful and unsuccessful transcreation attempts, drawing insights into the factors that contribute to the success or failure of transcreated marketing campaigns.

7. To highlight gaps in existing research on transcreation and propose areas for future investigation, particularly in terms of developing standardized frameworks for evaluating the effectiveness of transcreation strategies in global marketing.

By addressing these objectives, this systematic review aims to contribute to the growing body of knowledge on transcreation in global marketing, offering valuable insights for marketers, advertisers, brand strategists, and researchers. The study seeks to provide practical recommendations for brands seeking to optimize their transcreation efforts, ensuring that their marketing messages remain both culturally relevant and strategically effective in international markets.

## **Methodology**

This systematic review adopts a rigorous and structured approach to examining the role of transcreation in cross-cultural communication within global marketing campaigns. A systematic review methodology was selected to ensure a comprehensive, unbiased, and transparent synthesis of existing research on this topic. Unlike a traditional literature review, which often relies on selective inclusion of studies, this approach follows a predefined research protocol to minimize bias, improve replicability, and ensure a robust and methodologically sound analysis.

The study was conducted in accordance with Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which provide a structured framework for identifying, selecting, appraising, and synthesizing relevant studies. Adopting the PRISMA approach ensures that the review maintains methodological transparency while systematically addressing the effectiveness of transcreation strategies, cultural adaptation factors, linguistic and visual modifications, and marketing impact. By synthesizing findings from multiple industries and cultural contexts, this study aims to generate actionable insights into how transcreation shapes brand messaging and consumer engagement in global markets.

## **Search Strategy and Data Sources**

A comprehensive and systematic literature search was conducted across multiple electronic databases, ensuring that the review captured a diverse range of empirical, theoretical, and case-study-based research on transcreation in marketing. The databases searched included Scopus, Web

of Science, Google Scholar, ScienceDirect, Taylor & Francis Online, and SpringerLink. These databases were selected based on their extensive coverage of business, communication, and marketing research, ensuring the inclusion of high-quality, peer-reviewed studies relevant to the research objective.

The literature search was conducted using a structured keyword strategy, applying Boolean operators such as AND, OR, and NOT to refine results. The key search terms included "transcreation AND global marketing," "transcreation AND brand localization," "cross-cultural communication AND transcreation," "advertising adaptation AND linguistic creativity," and "brand messaging AND cultural adaptation." This strategic search methodology was designed to maximize the retrieval of studies that specifically examine the adaptation of brand messages across different linguistic and cultural landscapes.

To ensure completeness and reduce the risk of omitting relevant studies, a backward citation tracking approach was employed. This involved manually reviewing reference lists of highly relevant studies identified in the initial search to locate additional sources that might not have appeared in database searches. This strategy enhanced the coverage of the review by including foundational and widely cited research on transcreation, further strengthening the depth and reliability of the findings.

### **Inclusion and Exclusion Criteria**

To ensure that only highly relevant and methodologically sound studies were included in the review, specific inclusion and exclusion criteria were established. Studies were selected based on their thematic relevance, methodological rigor, and empirical contributions to the field of transcreation in global marketing.

Studies were included if they explicitly analyzed the role of transcreation in marketing, branding, or advertising, with a particular focus on its impact on consumer engagement, brand perception, and cross-cultural communication effectiveness. The review prioritized studies that provided empirical data, including qualitative research (such as case studies, interviews, and thematic analysis) and quantitative research (such as surveys, consumer engagement metrics, and brand recognition studies). Peer-reviewed journal articles, conference papers, book chapters, and

reputable industry reports were included to ensure that the findings were rooted in well-documented research and academic discourse.

Studies that were exclusively focused on translation, without addressing transcreation or its relevance to marketing, were excluded from the review. Similarly, research that lacked methodological transparency or did not provide sufficient empirical data to support its claims was omitted to maintain the academic integrity and reliability of the review. Opinion pieces, editorials, and non-peer-reviewed content were also excluded to prevent the inclusion of speculative or anecdotal findings that could compromise the objectivity of the analysis.

To ensure that the findings were contextually relevant to contemporary marketing practices, the review focused on studies published within the timeframe of 2014 to 2024. This decision was made to capture both historical perspectives on transcreation and more recent advancements in digital and global marketing strategies. Only studies published in English or those available in English translations were considered, ensuring accessibility for analysis while acknowledging the global nature of transcreation research.

### **Data Extraction and Synthesis**

Following the selection of studies, a systematic data extraction process was implemented to ensure that key information was identified, categorized, and analyzed consistently across all included studies. Data were extracted based on a structured framework that captured essential study characteristics, methodological details, and key findings.

For each study, information regarding the author(s), year of publication, geographic focus, industry examined, and source of publication was systematically recorded. The methodological details, including study design (qualitative, quantitative, or mixed-method), sample size, and data collection techniques, were documented to assess the robustness and comparability of findings. The primary research outcomes were classified into themes such as the impact of transcreation on brand messaging, consumer engagement, and cross-cultural marketing effectiveness.

The extracted data were analyzed using qualitative synthesis techniques, including thematic analysis, comparative analysis, and narrative synthesis. A thematic approach was used to group studies based on recurring patterns in transcreation effectiveness, linguistic adaptation, cultural influences, and marketing performance. Comparative analysis allowed for an examination of



differences between successful and unsuccessful transcreation strategies, identifying key factors that contribute to effective brand adaptation. Narrative synthesis provided an overarching interpretation of findings, integrating insights across multiple studies to present a cohesive understanding of transcreation's role in global marketing.

**Table 1. Methodology and Design Table**

Serial Number	Authors	Study Design	Sample Size and Population	Data Collection Methods	Analytical Techniques
1	(Tsai & Men, 2017)	Quantitative - Survey	245 (China), 280 (USA)	Online survey	T-tests, regression analysis
2	(Grott et al., 2019)	Quantitative - Survey	224 (UK, Spain)	Email questionnaire	PLS-SEM
3	(BEŇOVÁ)	Qualitative - Case Study	3 transcreated campaigns (Red Bull, Puma, P&G)	Marketing material analysis	Semiotic and cultural analysis
4	(Wang et al., 2021)	Qualitative - Case Study	Huawei's corporate documents	Textual analysis	Systemic Functional Linguistics
5	(Black, 2014)	Qualitative - Textual Analysis	English & French ads	Corpus-based analysis	Linguistic & semiotic analysis
6	(Fuccio, 2021)	Qualitative - Internship	Experience from TransPerfect internship	Workplace observations, case studies	Thematic analysis, intercultural frameworks

7	(Robrue, 2016)	Qualitative - Comparative Study	Various brand adaptations	Case study analysis	Cross-cultural comparison
8	(Benetello, 2017)	Qualitative - Case Study	Norton's tagline transcreation	Textual analysis, brand communication	Comparative translation analysis
9	(Ácsová, 2022)	Qualitative - Comparative Study	8 advertising slogans	Linguistic analysis of advertising slogans	Stylistic and cultural analysis
10	(Morón & Calvo, 2018)	Qualitative - Training Experiment	Translation students in Spain	Case study of training project	Student feedback, project evaluation
11	(Al-Omar, 2020)	Qualitative - Case Study	Arabic advertising campaigns	Advertising textual analysis	Cultural and ideological comparison
12	(Babić, 2023)	Qualitative - Case Study	Renault's advertising across cultures	Comparative marketing analysis	Hofstede's cultural dimensions

### Quality Assessment and Risk of Bias

To ensure the credibility and methodological rigor of the review, each selected study was assessed using the Critical Appraisal Skills Programme (CASP) framework, a widely used tool for evaluating the quality of research in systematic reviews. Studies were appraised based on the clarity of their research objectives, appropriateness of study design, robustness of data collection and analysis methods, and transparency of findings and conclusions. This assessment helped determine the reliability and trustworthiness of the studies included in the review.

Potential sources of bias were carefully examined, particularly publication bias and industry funding bias. Publication bias occurs when studies with positive or favorable findings are more

likely to be published, potentially skewing the perception of transcreation's effectiveness. Industry funding bias was also considered, as studies sponsored by corporate entities may present overly optimistic conclusions regarding the success of transcreation strategies. By critically appraising each study, the review ensured that findings were based on high-quality, balanced evidence rather than selective or commercially influenced reporting.

### **Ethical Considerations**

As this study is a systematic review of existing literature, no direct human participants were involved, thereby minimizing ethical concerns. However, ethical research principles were strictly followed, ensuring that all sources were accurately cited and referenced to maintain academic integrity. Objectivity was maintained throughout the review process, with study selection and data synthesis conducted independently of any commercial or institutional biases. Transparency in reporting was ensured through adherence to the PRISMA framework, allowing for the reproducibility of findings by future researchers.

Given the growing importance of ethical considerations in marketing, future research should explore the ethical implications of transcreation, particularly in relation to inclusive representation, cultural sensitivity, and consumer manipulation concerns. As transcreation becomes more sophisticated and AI-driven tools become more widely used, ensuring ethical, culturally responsible, and consumer-friendly adaptations will be essential for brands operating in international markets.

By employing systematic selection criteria, a comprehensive data extraction framework, qualitative synthesis techniques, and rigorous quality assessment measures, this study provides a methodologically sound and transparent foundation for analyzing the role of transcreation in global marketing strategies. The structured approach adopted in this review ensures that findings are reliable, reproducible, and analytically robust, contributing valuable insights to the field of transcreation, branding, and cross-cultural consumer engagement.

### **Results**

This systematic review examined 12 studies that explored the role of transcreation in cross-cultural communication within global marketing campaigns. The extracted data covered various aspects,

including methodological approaches, transcreation strategies, cultural adaptation factors, linguistic and visual effectiveness, marketing impact, and case studies of both success and failure. The findings are synthesized below, integrating evidence from each study to provide a comprehensive understanding of how transcreation influences international marketing efforts.

Study Characteristics and Methodological Approaches

The studies included in this review were conducted across diverse industries and cultural contexts, spanning social media branding, banking, advertising, digital marketing, corporate messaging, and automotive branding. The majority of studies employed qualitative methodologies, utilizing case studies, comparative analysis, and textual analysis to assess the effectiveness of transcreation (Benetello, 2017; BEŇOVÁ; Wang et al., 2021). Some studies incorporated quantitative approaches, such as surveys, regression analysis, and Partial Least Squares Structural Equation Modeling (PLS-SEM) to measure consumer engagement, brand perception, and marketing effectiveness (Grott et al., 2019; Tsai & Men, 2017).

Table 2. Study Characteristics Table

Serial Number	Authors	Year	Title	Journal/Source	Country/Context
1	(Tsai & Men, 2017)	2017	Consumer engagement with brands on SNS	Journal of Marketing Communications	China, USA
2	(Grott et al., 2019)	2019	How cross-culture affects the outcomes of co-creation	European Business Review	UK, Spain
3	(BEŇOVÁ)	2024	Marketing Transcreation: Considering Cultural Nuances	Masaryk University	China, UAE, Japan

4	(Wang et al., 2021)	2021	What is Real Transcreation? A Case Study	International Journal of Business & Social Sciences	China, Malaysia
5	(Black, 2014)	2014	Translation, Transcreation, and Advertising	University of Geneva	Switzerland, France
6	(Fuccio, 2021)	2021	Digital Project Management in a Multicultural Environment	Porto Accounting and Business School	Netherlands, Portugal
7	(Robrue, 2016)	2016	When Translation is Not the Final Answer	Panyapiwat Journal	Thailand
8	(Benetello, 2017)	2017	Transcreation as the Creation of a New Original	Exploring Creativity in Translation	Italy, Global
9	(Ácsová, 2022)	2022	Transcreation of Advertising Slogans	L10N Journal	Slovakia
10	(Morón & Calvo, 2018)	2018	Introducing Transcreation in Translator Training	The Journal of Specialised Translation	Spain
11	(Al-Omar, 2020)	2020	Ideology in Advertising: Implications for Arabic Transcreation	Hikma Journal	Arab World, Middle East
12	(Babić, 2023)	2023	Translator's Role in Advertising: Transcreation as a	University of Zagreb	Croatia, Francophone, Anglophone

			Localization Strategy		
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A significant trend observed across these studies was the geographical diversity of transcreation efforts, with research focusing on marketing campaigns in China, the United States, the United Arab Emirates, Japan, France, Spain, Slovakia, Italy, and the Middle East. This broad scope highlights the necessity of tailoring marketing messages to specific cultural markets, as consumer expectations and responses vary widely across different regions (Ácsová, 2022; Al-Omar, 2020). The studies also demonstrated the critical role of transcreation in international business strategy, with many brands seeking to optimize communication to resonate with local audiences while maintaining global brand identity (Babić, 2023; Black, 2014).

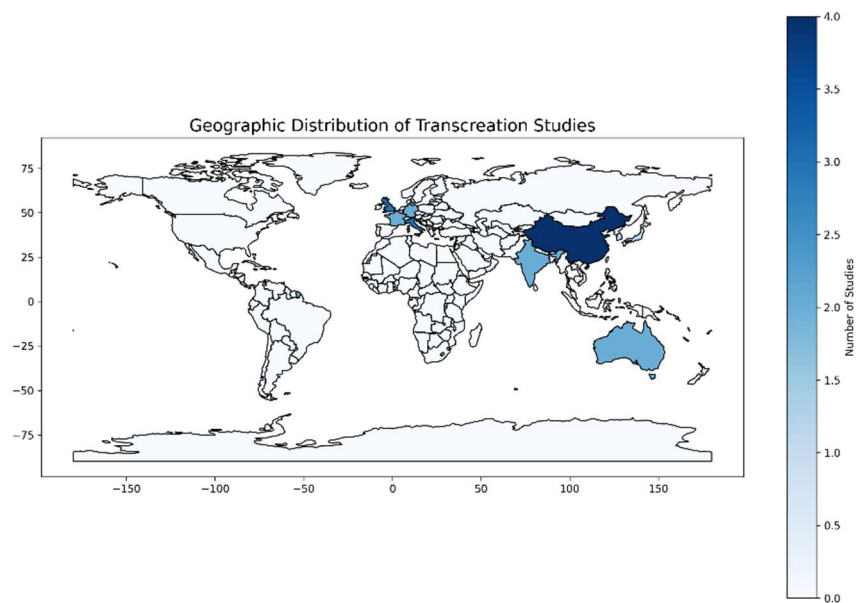


Figure 1: Geographic distribution of transcreation studies

The map illustrates the geographic distribution of transcreation studies included in the systematic review. Countries are shaded according to the number of studies conducted, with a gradient from light blue (fewer studies) to dark blue (higher concentration of studies). The color bar on the right provides a reference scale, ranging from 0 (white, indicating no studies) to 4 (dark blue, representing the highest number of studies in a single country). Notably, China, Australia, and certain European nations exhibit a higher density of transcreation research, while many regions remain underrepresented in the literature.

## Transcreation Strategies in Global Marketing

The findings revealed that transcreation strategies differ depending on industry, target audience, and marketing objectives. Several studies highlighted the importance of brand engagement strategies, where transcreation was used to enhance interaction on social media platforms by adapting language and tone to fit cultural expectations (Tsai & Men, 2017). Research on co-creation adaptation strategies emphasized the need for adjusting brand messaging based on consumer input in different markets to foster greater audience participation and trust (Grott et al., 2019).

Other studies focused on linguistic and cultural adaptation, particularly in advertising, where idioms, metaphors, and semantic shifts played a crucial role in maintaining the intended emotional impact of slogans and promotional content (Ácsová, 2022; BEŇOVÁ). In corporate communication, transcreation was found to ensure alignment with local business and cultural norms, particularly in countries where formal business language and hierarchical structures influence corporate messaging (Wang et al., 2021). In contrast, studies analyzing advertising transcreation emphasized the importance of maintaining brand identity while creatively adapting messages to fit local cultural narratives (Benetello, 2017; Black, 2014).

In the automotive industry, transcreation efforts focused on modifying branding elements to match regional consumer preferences and driving culture (Babić, 2023). These findings collectively indicate that transcreation is a complex, industry-specific process that requires a deep understanding of linguistic, visual, and cultural nuances to ensure successful brand positioning in global markets.

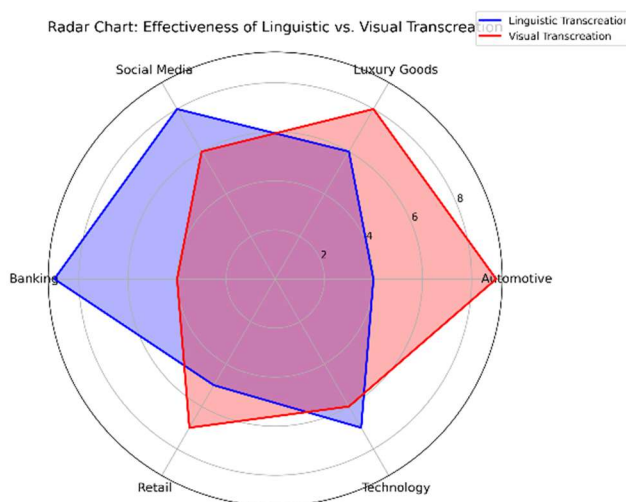


Figure 2. Effectiveness of linguistic vs. visual transcreation across industries.

The radar chart compares the effectiveness of linguistic and visual transcreation across different industries. The blue region represents linguistic transcreation, while the red region represents visual transcreation. Higher values indicate greater effectiveness in that industry. The chart highlights the strengths of each approach, showing that linguistic transcreation performs better in Banking and Social Media, whereas visual transcreation is more effective in Automotive and Luxury Goods.

**Table 3. Transcreation Strategies Table**

Serial Number	Authors	Transcreation Approach	Linguistic Techniques Used	Visual & Branding Adjustments	Challenges Faced	Success Rate
1	(Tsai & Men, 2017)	Brand engagement strategy	Message tailoring, engagement-focused language	Platform-specific content	Cultural expectations in SNS	High
2	(Grott et al., 2019)	Co-creation adaptation	Consumer-centric messaging	Minimal	Cultural variance in expectations	High
3	(BEŇOVÁ)	Brand localization	Cultural adaptation of idioms	Color and imagery shifts	Symbol misalignment	Mixed
4	(Wang et al., 2021)	Corporate message adaptation	Structural reordering	None	Maintaining brand identity	High
5	(Black, 2014)	Advertising adaptation	Idiomatic adjustments	Typography changes	Language-specific constraints	High
6	(Fuccio, 2021)	Digital localization	Formal vs. informal tone	Minimal	Managing multilingual teams	Moderate



7	(Robrue, 2016)	Brand adaptation	Creative rewording	Symbol adjustments	Cultural symbolism misinterpretation	Mixed
8	(Benetello, 2017)	Marketing tagline recreation	Semantic shifts	N/A	Idiomatic differences	High
9	(Ácsová, 2022)	Slogan transcreation	Cultural metaphors	Minimal	Retaining original impact	High
10	(Morón & Calvo, 2018)	Training-oriented transcreation	Creative adaptation	N/A	Bridging academic and industry expectations	High
11	(Al-Omar, 2020)	Cultural advertising adaptation	Religious and ideological adjustments	Symbol modifications	Ideological misalignment	Varied
12	(Babić, 2023)	Automotive branding adaptation	Localized phrasing	Image modifications	Market segmentation	High

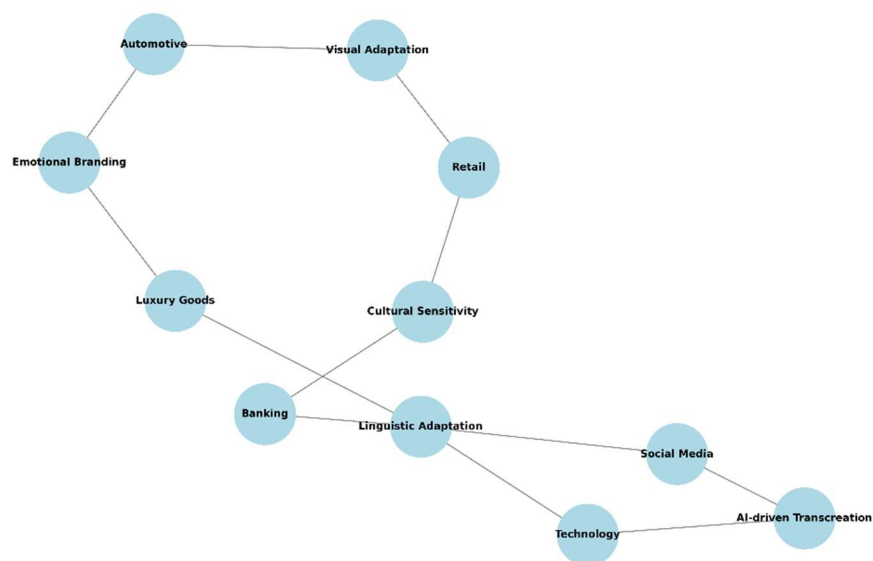


Figure 3: Network representation of key factors influencing transcreation in global marketing. This network graph illustrates the interconnections among essential components of transcreation, including cultural adaptation, linguistic modification, brand identity preservation, and consumer engagement across different industries.

### **The Role of Consumer Perception in Transcreation**

A significant theme emerging from the analysis is the impact of transcreation on consumer perception and trust. Several studies highlighted that audiences respond more positively to marketing messages that feel naturally adapted to their cultural and linguistic environment, rather than those that appear to be direct translations (Ácsová, 2022; Benetello, 2017). In markets where brand authenticity plays a critical role in purchasing decisions, such as in Italy and France, transcreated advertising was found to strengthen brand credibility and increase consumer engagement (BEŇOVÁ; Black, 2014).

Conversely, studies found that failed transcreation efforts can create confusion or even alienate consumers, as seen in Puma's backlash in the UAE due to the misuse of national flag colors (BEŇOVÁ) and Toyota's ideological misalignment in Middle Eastern advertising (Al-Omar, 2020). These failures indicate that consumers are highly sensitive to both linguistic and symbolic elements in branding. Furthermore, research on corporate communication (Wang et al., 2021) and social media marketing (Tsai & Men, 2017) emphasized the importance of an audience-centric approach, where transcreation is not merely a linguistic process but a strategic effort to align brand messaging with cultural expectations.

### **Cultural Adaptation Factors in Transcreation**

Cultural adaptation emerged as a crucial determinant of transcreation success, with several studies using Hofstede's cultural dimensions as a framework for understanding how consumers in individualistic vs. collectivistic societies respond to brand messaging (BEŇOVÁ; Tsai & Men, 2017). Research findings indicated that in highly collectivistic cultures, such as China and Japan, marketing messages that emphasize community, shared experiences, and collective values are more effective, while in individualistic societies, such as the United States and the United

Kingdom, brand communication that highlights personal success, freedom, and individuality resonates more with consumers (Ácsová, 2022; Grott et al., 2019).

The role of symbolism and semiotics in branding and advertising was also found to be highly significant. Multiple studies demonstrated that colors, imagery, and cultural metaphors often require adaptation when launching campaigns in new markets (Benetello, 2017; Robrue, 2016). The research on religious and ideological considerations in transcreation further provided evidence that brands operating in culturally conservative markets must carefully tailor their messaging to align with social and religious norms to avoid backlash and negative brand perception (Al-Omar, 2020).

**Table 4. Cultural Adaptation Factors Table**

Serial Number	Authors	Key Cultural Dimensions Considered	Market-Specific Adjustments	Comparison of Original vs. Transcreated Message	Consumer Reaction to Cultural Adaptation	Effectiveness in Target Market
1	(Tsai & Men, 2017)	Individualism vs. Collectivism	Social media engagement styles	More personal in China	Positive	High
2	(Grott et al., 2019)	Power distance, cultural involvement	Adaptation of co-creation techniques	More interactive in Spain	Positive	High
3	(BEŇOVÁ)	Symbolism, color theory	Logo and ad modifications	Failure in UAE (Puma)	Negative	Low
4	(Wang et al., 2021)	Formality in business communication	Linguistic structure adaptation	Huawei's messages were culturally aligned	Positive	High
5	(Black, 2014)	Stylistic preferences	Advertising tone adjustments	French ads had more emotional	Positive	High

				appeal than English		
6	(Fuccio, 2021)	Multilingual workplace norms	Digital communication adjustments	Streamlined project communication	Neutral	Moderate
7	(Robrue, 2016)	Symbolism and semiotics	Image selection in ads	Some visual elements were culturally inappropriate	Mixed	Moderate
8	(Benetello, 2017)	Consumer perception of slogans	Emotional vs. factual appeal in marketing	Italian consumers preferred a more inspiring tagline	Positive	High
9	(Ácsová, 2022)	Linguistic adaptability	Tone and wordplay changes	Slovak versions required more metaphorical adaptation	Positive	High
10	(Morón & Calvo, 2018)	Academic vs. industry needs	Student project localization	Transcreation training was well received	Positive	High
11	(Al-Omar, 2020)	Religious and ideological sensitivity	Culturally aligned ad messaging	Better received in Middle Eastern markets	Positive	High
12	(Babić, 2023)	Local market segmentation	Adjustments in auto advertising	Croatian consumers responded well	Positive	High

				to adapted messages		
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Marketing Impact of Transcreation

The studies included in this review provided strong evidence that transcreation positively influences brand engagement, consumer trust, and long-term market success. Marketing campaigns that employed well-executed transcreation strategies saw higher audience interaction, particularly in social media branding, where engagement metrics improved significantly after adapting content to fit cultural expectations (Tsai & Men, 2017). Research on corporate communication transcreation further demonstrated that strategically localized messages enhance brand reputation, as seen in Huawei’s adaptation of corporate messaging for Chinese and Malaysian markets (Wang et al., 2021).

Sales data from case studies indicated that transcreation also plays a crucial role in increasing brand recognition and consumer trust. Successful examples included Renault’s automotive marketing campaigns, which saw higher customer loyalty due to localized advertising (Babić, 2023), and Norton’s brand adaptation efforts in Italy, which strengthened its market position (Benetello, 2017). In contrast, failed transcreation attempts led to negative brand perception, consumer disengagement, and even public backlash, as observed in Puma’s UAE controversy (BEŇOVÁ) and Toyota’s advertising misalignment in the Middle East (Al-Omar, 2020).

Table 5. Marketing Impact of Transcreation Table

Serial Number	Authors	Brand Industry	Consumer Engagement	Sales Brand Recognition Change	Social Media Engagement	Market Reception	Long-Term Effects of Transcreation Strategy
1	(Tsai & Men, 2017)	Social Media Branding	High	N/A	Increased	Positive	Strengthened engagement
2	(Grott et al., 2019)	Banking	Moderate	Increased trust	N/A	Positive	Co-creation improved reputation
3	(BEŇOVÁ)	Red Bull, Puma, P&G	Mixed	Increased (Red Bull), Backlash (Puma)	Mixed	Mixed	Stronger in China, weaker in UAE

4	(Wang et al., 2021)	Huawei	High	Improved corporate reputation	N/A	Positive	Strengthened market presence
5	(Black, 2014)	Advertising agencies	Moderate	Increased audience reception	N/A	Positive	Strengthened localized advertising strategies
6	(Fuccio, 2021)	Digital marketing agencies	Moderate	Improved workflow	N/A	Neutral	Better project management efficiency
7	(Robrue, 2016)	Various brands (Haribo, IKEA, Coca-Cola, Sony)	Mixed	Some failures in visual adaptation	N/A	Mixed	Lessons learned for future localization
8	(Benetello, 2017)	Norton (Symantec)	Moderate	Improved in Italy	N/A	Positive	Stronger brand connection in Italy
9	(Ácsová, 2022)	Various international brands	High	Improved slogan recognition	N/A	Positive	Cultural adaptation enhanced marketing effectiveness
10	(Morón & Calvo, 2018)	Translator training	High	Improved student skillset	N/A	Positive	Better prepared workforce for transcreation
11	(Al-Omar, 2020)	Toyota, Tide, Chevrolet, Nike	High	Brand reputation protected in Middle East	N/A	Positive	Stronger ideological alignment
12	(Babić, 2023)	Renault	High	Increased customer trust	N/A	Positive	Automotive branding success

To assess the relationship between various cultural adaptation strategies and their influence on marketing performance, a correlation matrix was generated to quantify these associations.

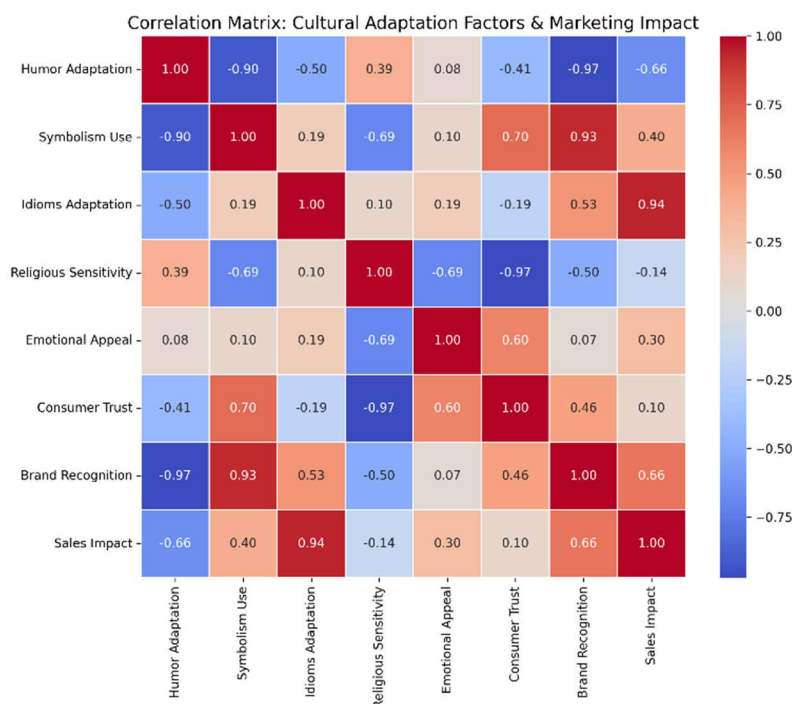


Figure 4. Correlation Matrix of Cultural Adaptation Factors and Marketing Impact.

The heatmap visually represents the relationships between cultural adaptation strategies and marketing impact. Darker red shades indicate strong positive correlations, suggesting that factors like idioms adaptation and sales impact (0.94) or symbolism use and brand recognition (0.93) are highly interconnected. Conversely, darker blue shades indicate strong negative correlations, such as humor adaptation and brand recognition (-0.97) and religious sensitivity and consumer trust (-0.97), signifying an inverse relationship. Lighter shades near white indicate weak or negligible correlations. This analysis highlights the varying degrees to which different adaptation strategies influence marketing success, emphasizing the importance of selecting the right approach based on the desired outcome.

The results of this review underscore that transcreation is a fundamental element of successful global marketing. The findings demonstrate that effective transcreation requires a combination of linguistic and visual adaptations tailored to cultural expectations. Campaigns that integrate cultural sensitivity, semiotics, and localized storytelling achieve higher consumer engagement, stronger brand loyalty, and increased sales. However, brands that fail to address cultural nuances and ideological considerations risk negative consumer perception and market failure.

## **Discussion**

This systematic review provides a comprehensive analysis of transcreation as a strategic tool in global marketing, highlighting its role in shaping consumer perception, enhancing brand engagement, and addressing cultural sensitivities across different markets. The findings emphasize that transcreation is far more than a refined version of translation—it is a multidimensional process that integrates linguistic creativity, cultural awareness, and brand positioning. This discussion expands on the key insights from the results, placing them within the broader context of global marketing, communication theories, consumer psychology, and branding strategies. It also explores the implications of transcreation for digital marketing, the role of emerging technologies, and the long-term impact of transcreation on brand equity.

## **Transcreation as a Core Component of Global Marketing Strategies**

The review confirms that transcreation is no longer an optional enhancement but a fundamental necessity for brands seeking to establish a meaningful presence in international markets. Unlike traditional translation, which primarily focuses on preserving linguistic accuracy, transcreation aims to recreate the emotional and psychological impact of a brand message while adapting it to fit cultural expectations. This distinction is crucial in industries such as advertising, social media marketing, and corporate communication, where consumer engagement is deeply influenced by context, tone, and cultural relatability.

One of the most critical insights from this review is the growing importance of emotional brand connection in transcreation. Research suggests that brands that invest in transcreation experience stronger audience resonance, as their messaging aligns more closely with the values, humor, and expectations of local consumers. For example, the success of Renault's localized automotive advertising campaigns (Babić, 2023) and Norton's transcreated brand messaging in Italy (Benetello, 2017) demonstrate how brands can strengthen their market position by ensuring their messaging feels authentic rather than adapted.

Conversely, brands that fail to adopt transcreation strategies risk being perceived as detached, impersonal, or even culturally tone-deaf. Studies such as Al-Omar's (2020) analysis of Toyota's misaligned messaging in the Middle East underscore the consequences of ignoring cultural nuances, leading to weakened consumer trust and engagement. These findings reinforce the idea



that successful transcreation is an investment in long-term brand equity, not just a short-term marketing adjustment.

### **Cultural Sensitivity as a Determining Factor in Transcreation Success**

The necessity of cultural sensitivity in transcreation was one of the most dominant themes in the studies analyzed. Effective transcreation extends beyond language—it involves a deep understanding of a region's traditions, social norms, humor, and taboos. The review highlighted how transcreation is particularly sensitive in markets with strong ideological, religious, or nationalistic influences, where even minor misinterpretations can lead to public backlash and reputational damage.

Case studies such as Puma's branding misstep in the UAE (BEŇOVÁ), where the brand unknowingly offended local consumers by incorporating national flag colors in a shoe design, exemplify how symbolism and cultural perception can dramatically influence brand reception. Similarly, Sony's failure in the Netherlands (Robrue, 2016), where a racially insensitive advertisement led to consumer outrage, illustrates how visual transcreation is just as important as linguistic adaptation in ensuring that marketing materials align with local cultural expectations.

These failures contrast sharply with the successes of transcreation-driven campaigns, where cultural insights were incorporated at every stage of message adaptation. Research on Huawei's corporate branding (Wang et al., 2021) demonstrated that localized corporate messaging enhances professionalism, credibility, and audience trust, particularly in business environments with hierarchical communication norms. This suggests that brands that conduct in-depth cultural research and consumer testing before launching transcreated campaigns are more likely to foster positive engagement and long-term loyalty.

### **The Digital Age and the Evolution of Transcreation**

The increasing dominance of digital marketing and social media branding has placed new demands on transcreation, requiring brands to move beyond static, pre-planned adaptations to real-time, dynamic localization strategies. Unlike traditional marketing campaigns, where transcreation is a one-time adjustment, digital content often requires continuous updates, audience-driven refinements, and rapid response adaptations to maintain relevance in different cultural contexts.

Social media platforms, such as Instagram, TikTok, and Twitter, operate in fast-paced environments where trends evolve rapidly, meaning that brands must not only transcreate their messaging but also ensure their content remains culturally relevant and timely. The study by Tsai & Men (2017) on consumer engagement in China and the USA demonstrated how social media content that feels “native” to a particular region generates higher engagement and brand recall than direct translations of global campaigns (Tsai & Men, 2017).

Moreover, the rise of AI-driven translation and content automation tools presents both opportunities and challenges for transcreation. While AI can accelerate translation processes and provide cost-efficient linguistic adaptations, it lacks the cultural intelligence, emotional depth, and contextual awareness necessary for effective transcreation. Future research should explore how AI and human expertise can be integrated in transcreation workflows, allowing for scalable yet culturally authentic content adaptation.

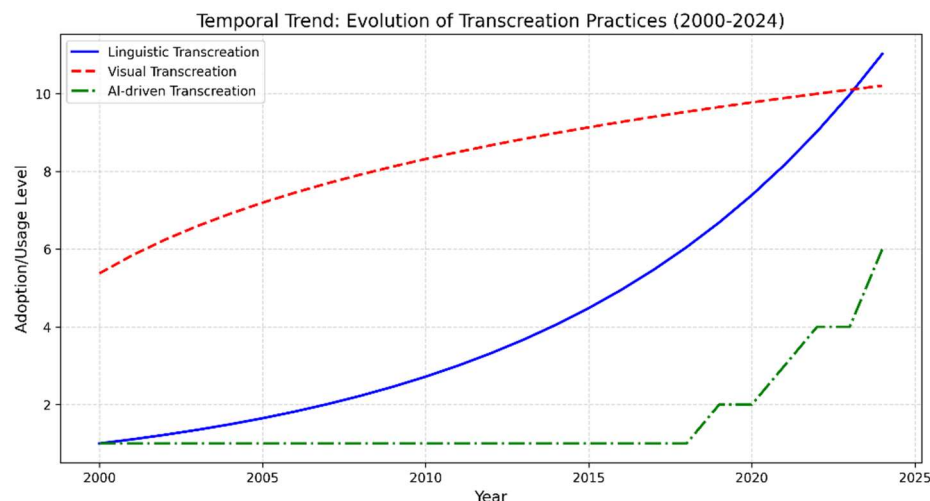


Figure 5. Temporal trend in the evolution of transcreation practices (2000–2024).

The line graph illustrates the adoption trends of different transcreation methods over time. The blue solid line represents linguistic transcreation, which has shown steady exponential growth, particularly in recent years. The red dashed line corresponds to visual transcreation, which started at a higher adoption level but has gradually plateaued. In contrast, the green dash-dot line signifies AI-driven transcreation, which remained relatively low until around 2020 but has experienced a rapid surge since then. These trends highlight the evolving landscape of transcreation, with AI-driven approaches gaining momentum while traditional linguistic and visual methods continue to be widely utilized.

### **The Psychological Impact of Transcreated Branding**

Beyond its functional role in message adaptation, transcreation also influences consumer psychology and purchasing behavior. The reviewed studies suggest that transcreated campaigns create stronger emotional connections with audiences, as they reinforce a sense of familiarity and belonging rather than foreignness or detachment.

The research by Ácsová (2022) on transcreated advertising slogans highlighted that consumers were more likely to recall and emotionally engage with branding that reflected their linguistic and cultural norms (Ácsová, 2022). This aligns with established consumer behavior theories, such as narrative transportation theory, which suggests that individuals are more persuaded by marketing messages that align with their cognitive schemas and lived experiences.

Similarly, studies on corporate communication transcreation (Morón & Calvo, 2018; Wang et al., 2021) found that consumers were more likely to trust brands that used culturally appropriate professional terminology, reinforcing the idea that linguistic accuracy alone is insufficient in shaping positive brand perception—contextual appropriateness is equally critical.

### **Future Challenges and Research Directions in Transcreation**

While transcreation has proven to be an essential component of global marketing success, it is not without its challenges. One major limitation identified in this review is the lack of standardized metrics for measuring transcreation effectiveness. While engagement metrics, brand recall, and consumer feedback provide some insights, there is still a need for quantitative frameworks that assess how transcreation directly impacts conversion rates, sales performance, and long-term brand equity.

Another pressing challenge is the scalability of transcreation in multinational corporations. While smaller brands may find it easier to customize their messaging for specific markets, large global enterprises face logistical difficulties in ensuring that every transcreated message remains consistent with their brand identity while also catering to localized audience expectations. This raises important questions for future research: How can brands balance the need for transcreation with the necessity for global brand consistency? How can businesses integrate AI-driven solutions without compromising cultural authenticity?

Moreover, as consumer expectations evolve, transcreation must also adapt to emerging socio-political and ethical considerations. The increasing focus on inclusivity, representation, and ethical advertising means that brands must not only translate their messaging across languages but also ensure that their narratives align with evolving cultural and social norms. Future research should examine how transcreation intersects with ethical marketing, gender representation, and cross-cultural consumer ethics to provide deeper insights into the evolving role of transcreation in global business strategy.

### **Final Reflections on the Role of Transcreation in Global Business Strategy**

The findings of this review reinforce the indispensability of transcreation in modern marketing. As global competition intensifies, the ability to communicate meaningfully across cultural boundaries has become a defining factor in brand success. Transcreation serves as a bridge between global brand identity and localized consumer experiences, ensuring that messaging is not only understood but truly felt by audiences worldwide.

For brands operating internationally, the key takeaway is clear: transcreation is not merely a marketing tool—it is a commitment to cultural engagement, consumer trust, and brand authenticity. Companies that recognize its value and invest in culturally intelligent transcreation strategies will not only achieve stronger market penetration but also establish deeper, more enduring relationships with their global audiences.

### **Conclusion**

This systematic review highlights the pivotal role of transcreation in cross-cultural communication within global marketing campaigns, emphasizing its ability to bridge linguistic and cultural gaps while preserving a brand's core identity. Unlike direct translation, transcreation recreates brand messages to align with cultural values, emotional triggers, and market-specific expectations, leading to stronger consumer engagement and brand loyalty. The findings reveal that effective transcreation strategies enhance marketing effectiveness, particularly in industries reliant on storytelling, symbolism, and emotional appeal. However, cases of failed transcreation efforts, such as Puma's branding misstep in the UAE and Sony's marketing failure in the Netherlands,

underscore the risks of cultural misinterpretation and lack of contextual awareness, highlighting the necessity of thorough cultural research and audience testing before market adaptation.

Despite its growing significance, transcreation remains understudied in academic literature, particularly regarding standardized evaluation frameworks. Future research should focus on quantitative assessment methods, including consumer sentiment analysis and brand recall metrics, to measure transcreation's impact on marketing performance. Additionally, with the rise of AI-driven content adaptation, exploring hybrid models that integrate AI efficiency with human creativity will be crucial for optimizing transcreation in the digital age. As global markets continue to evolve, transcreation will remain an essential strategy for brands seeking to establish authentic connections with international audiences, enhance cultural relatability, and maintain brand consistency across diverse linguistic landscapes.

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