Translation Services

Eminz is able to provide a comprehensive translation service for agencies and their creative departments to enable artwork to be provided to the ethnic media companies for publication into the desired languages.

There are 2 methods of providing translations:

1. Script is sent to specialist translators

A script for translation is provided to specialist translators for translation into the required language(s). Eminz utilises the Industry Best Practice "Triple Check" system. (2 independent translations are compared to one another, and adjustments made where necessary, and the final document agreed upon by all translators). Once there is agreement and consistency in the translations, the final translation is returned to the agency for insertion into any creative material.

Due to the high standard of work and thoroughness of this process, the cost can be significant, generally $90 - $120 per 100 words, per language. (ex GST)

This process is highly recommended for technical translations, slogan translations, or translations into multiple languages, to ensure consistency across all media and communities.

2. Creative is supplied directly to the media company.

Many of the (print) media companies offer a translation service for their own media only. Again, the translations are returned to us for checking and returned to the agency for sign-off.

Due to the fact that different people will translate the material differently, there may be slight variations in the individual translations, which can lead to an inconsistency of the branding or message.

This method may be acceptable for smaller campaigns, but the shortcomings should always be borne in mind.

Generally, this costs $70 -90 per 100 words, per publication (ex GST)

Please also note that translations, particularly audio, can often be longer than the original English so care must be taken with script length.

Urgency fees may apply

Please contact Eminz for a quote or to discuss the best method suited to your needs.

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