



Client

Client will provide or has provided the following:

- | | |
|--|--|
| <input checked="" type="checkbox"/> 1) Background materials (word/root origins, development process, etc.) | <input type="checkbox"/> 5) Syllabic breakdown with emphasis indications |
| <input checked="" type="checkbox"/> 2) Branding profile, worksheet and background | <input type="checkbox"/> 6) Patent/Trademark/Service mark information |
| <input type="checkbox"/> 3) Recorded pronunciation | <input type="checkbox"/> 7) Any additional client requirements prior to starting |
| <input type="checkbox"/> 4) English phonetic spelling | <input type="checkbox"/> 8) Any additional client requirements prior to starting |

Linguistic Reviewer: (Language Name)

Instructions:

This project will deliver a **Cross-Cultural Linguistic Analysis** to the Executive Brand Development Team of our client on the following XX words: "XXXXXX" and "XXXXXX." Our client _____ and the names will be for use in _____ . An example property is at http://www._____. They are working with us to proactively avoid linguistic conflicts, negative connotations (literal or figurative) and unintended associations or connotations of any kind in their global usage of these words:

- 1) XXXXXXXXXXXX
 XXXXXXXX ()
 meaning: " _____ "

- 2) XXXXXXXXXXXX
 XXXXXXXX ()
 meaning: " _____ "

This Linguistic Research project will support our client in their striking the correct balance between quality linguistic research and expert judgment. Its results will inform and educate the Team allowing for well-informed, knowledgeable decisions regarding the delivery of their products and services in the global market place while remaining consistent with their corporate branding. Our assignment is to research all of the areas below and respond to the highest level of our experience and expertise. Each Area of Analysis below is provided as an outline; while every item must be addressed, please do not allow it to limit your research, responses or opinions.



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Cross-Cultural Linguistic Analysis for a Global Market

		Area of Analysis	Yes or No	Scale -5 < 0 > 5	Linguistic Summary (Language Name)
1.		Pronunciation			
	a.	Ease of Pronunciation			
	c.	Does it sound native to your language?			
	d.	Does it sound foreign to your language?			
	e.	Positive Pronunciation Association at the Syllabic Level			
	f.	Negative Pronunciation Association at the Syllabic Level			
	g.	<i>Additional comments, impressions or concerns:</i>			
2.		Translation			
	a.	Phonetic spelling			
	b.	Direct Semantic Translation			
	c.	Transliteration Recommended?			
	d.	Direct Translation Recommended?			
	e.	<i>Additional comments, impressions or concerns:</i>			
3.		Word Associations or resemblances			
	a.	Any slang or insults?			
	b.	Any other brands?			
	c.	Any similar spellings or translations?			
	d.	<i>Additional comments, impressions or concerns:</i>			
4.		Emotional Associations			
	a.	Positive Emotional Associations			
	b.	Negative Emotional Associations			
	c.	<i>Additional comments, impressions or concerns:</i>			
5.		Color Associations			
	a.	Positive Color Associations			
	b.	Negative Color Associations			
	c.	<i>Additional comments, impressions or concerns:</i>			
6.		Religious Connotations			
	a.	Positive Religious Connotations			
	b.	Negative Religious Connotations			
	c.	Particular Religion Associations			



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		Area of Analysis	Yes or No	Scale -5 < 0 > 5	Linguistic Summary (Language Name)
	d.	<i>Additional comments, impressions or concerns:</i>			
7.	Political Associations				
	a.	Political Party - Past			
	b.	Political Party - Present			
	c.	Political Personage/Personality - Past			
	d.	Political Personage/Personality - Present			
	e.	Policy - Past			
	f.	Policy - Present			
	g.	<i>Additional comments, impressions or concerns:</i>			
8.	Socioeconomic Connotations				
	a.	Underprivileged Associations			
	b.	Middle Class Associations			
	c.	Privileged Associations			
	d.	<i>Additional comments, impressions or concerns:</i>			
9.	Brand perceptions				
	a.	Commodity			
	b.	Luxury			
	c.	Exclusivity			
	d.	Prestigious			
	e.	Perceived memorability?			
	f.	<i>Additional comments, impressions or concerns:</i>			
10.	Product Associations				
	a.	Current Product Associations			
	b.	Past Product Associations			
	c.	Business-to-business Product Associations			
	d.	Consumer Product Associations			
	e.	<i>Additional comments, impressions or concerns:</i>			
11.	Service Associations				
	a.	Current Service Associations			
	b.	Past Service Associations			



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		Area of Analysis	Yes or No	Scale -5 < 0 > 5	Linguistic Summary (Language Name)
	c.	Business-to-business Service Associations			
	d.	Consumer Service Associations			
	e.	<i>Additional comments, impressions or concerns:</i>			
12.		Technological Associations			
	a.	Cutting Edge Associations			
	b.	Out-dated Associations			
	c.	<i>Additional comments, impressions or concerns:</i>			
13.		Demographic Associations			
	a.	Female Associations			
	b.	Male Associations			
	c.	Elderly Associations			
	d.	Teenager Associations			
	e.	Child Associations			
	f.	Race Associations			
	g.	Low Income Earner Associations			
	h.	Middle Income Earner Associations			
	i.	High Income Earner Associations			
	j.	<i>Additional comments, impressions or concerns:</i>			
14.		Industry Specific Associations			
	a.	Travel & Tourism			
	b.	Hotel Services, Guest Relations			
	c.	Spa Services			
	d.	Food & Beverage (any Alcohol references)			
		<i>Additional Industry comments, impressions or concerns:</i>			
15.		Miscellaneous Associations			
	a.	Modern Association			
	b.	Old Fashioned Associations			
	c.	Trendy Crowd Associations			
	d.	"Nerdy" Associations			
	e.	Intellectual Associations			
	f.	White Collar Associations			



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		Area of Analysis	Yes or No	Scale -5 < 0 > 5	Linguistic Summary (Language Name)
	g.	Blue Collar Associations			
	h.	Academic Associations			
	i.	<i>Additional comments, impressions or concerns:</i>			
16.		Additional "Client defined Associations"			
	a.	Positive Client defined Associations			
	b.	Negative Client defined Associations			
	c.	<i>Additional comments, impressions or concerns:</i>			
17.		Recommendations:			
	a.	Would you recommend this name for a luxury product?			
	b.	Would you recommend this name for a luxury service?			
	c.	Would you recommend this name for a business-to-business product?			
	d.	Would you recommend this name for a business-to-business service?			
	e.	Would you recommend this name for a consumer product?			
	f.	Would you recommend this name for a consumer service?			

\\Cross-Cultural Linguistic Analysis-Master.Docx 12.5.2013

Translator's Summary & Conclusion:

(Key Summary here...)

Additional notes, client requirements:

(Key additional notes here...)