

Translation Brief

Job Name

Your Job Reference

Brand / Product / Company

Where and how will the translated text be used?

For example; web advertising, promotional emails, website copy, hardcopy letter, etc.

What is the desired response from readers?

For example; increased product awareness, that they buy into the brand's products, etc.

Who is the target audience?

Age Group
Gender
Social Group

Tone of Voice / Image / Style of Address to the Reader?

Chatty / Informal / Respectful / Loud /
Confident / Quiet / Questioning? Etc.

Reference / Context / Background Information resources

Existing website / copy, previous translations, competitor websites, product/company information etc.

The One Key Thing to Communicate

The most important thing about the product / brand / promotion that you want to get across to the audience. The central message.