

How Translators Propel International Marketing: Transcreation of the 4 Ps through a Dynamic Equivalence Perception

Quand les Traducteurs Boostent le Marketing International : transcréation des 4Ps à travers la Perception de l'Équivalence Dynamique

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Abstract:

Marketing is an Art and a Science. This article deals with the concept of translation as an artistic tool in the arena of marketing. Companies resort to translator's services only when reaching the advertising process. Translating adverts for different markets involves the adaptation of images, semiotics, language, etc. But what if the translator contributes to the promotion of the international marketing process by transcreating the marketing mix? This paper aims to highlight the translator effectiveness in the 'transcreation' of product's features in the target market. The conclusion showcases that transferring the 4Ps through a dynamic equivalence system is considered as a product transcreation in different markets, and this procedure will facilitate the product acceptance better than the translated advert. The translator is the added value in the international marketing since he/she can give another identity to products and bond customers with suppliers from different cultures and markets.

Key words: The translator, Transcreation, International Marketing, the 4Ps, Dynamic equivalence.

Résumé :

Le marketing, un savant mélange d'art et de science, nous entraîne dans un univers où la traduction devient un outil d'expression artistique. Les entreprises font souvent appel aux traducteurs dans la phase finale du marketing : la publicité. Traduire des publicités pour des marchés divers nécessite une adaptation minutieuse de l'image, des symboles, et des langues. Mais, et si le traducteur s'invitait dès les prémices du marketing international à travers la transcréation des Marketing Mix ? Cet article met en lumière l'efficacité du traducteur dans la « transcréation » du produit sur le marché international cible. La conclusion révèle que transposer les 4P à travers un système d'équivalence dynamique s'apparente à une véritable transcréation du produit, facilitant ainsi son acceptation bien plus que la publicité traduite. Le traducteur devient ainsi une valeur ajoutée incontestable dans le marketing international, tissant des liens entre les clients et les fournisseurs de cultures et de marchés variés.

Mots clés : Le traducteur, Transcréation, Marketing international, les 4Ps, équivalence dynamique.

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Introduction

Economies' globalization, trade recrudescence, and business flourishing had shaped international markets and obliged companies to customize their goods and services in order to fit different cultures, styles, languages, and religions. International marketing involves the use of the same communication strategies in all targeted countries. The advantage of this approach lies mainly in the economies of scale generated because of the standardization of the campaign. So, the customer in the target market should perceive the same message of the local market and feel or behave, exactly as the local customer, towards the product or the service. To reach this great achievement, which will bring a lot of gains and profits to the company, many marketers resort to translating their advertisements to different languages. Indeed, Advertising is the key element within the Marketing framework, this is why it is thought that if the advertisement is well translated, the product/service will be straightforwardly accepted and bought in the target market. Therefore, we find many translators who specialize in the domain of advertisement translation and many companies adopt multilingual communication and advertising strategies. However, marketing consists of many components which could help in the smooth transfer of the product/service from one market to another throughout the world, those elements are called the Marketing Mix or the 4Ps (product, price, place and promotion). So, what if the translator interferes in the international marketing process, and helps the marketer in transferring the marketing mix from the beginning of the process, instead of translating the Ad as a final step in the marketing procedure?

This study aims at underscoring the importance of transferring the marketing mix foundations (the 4Ps) with the assistance of a translator instead of translating the advertisement of the product itself, and showing how translation could work beyond Linguistics and Grammar to adapt products and services to a target market. We suppose, through this paper, that the translator could help the marketer in the transcreation of new products and services in the target societies and communities instead of just translating the Ads message. So, how can translation change the parameters of a standardized product and adapt it to foreign consumers using the Marketing Mix Transcreation? And in the event that the translation succeeds in doing so, can we consider the translator as a marketer for the target audience?

The issue will be dealt with from the perspective of a dynamic equivalence system, through which we aim to give the advertising translation a new air and reintroduce its procedures which juggle between standardization and adaptation of the message, the image and iconography, etc.... The argument between the upholders of global standardization and those of local adaptation can be avoided if we integrate the translator in the international marketing process and let him transcreate the 4Ps according to the culture, language, religion, psychology of the target audience.

1.The Marketing Mix and the Multinational communication

Marketing Mix is a set of variables that companies use to persuade the audience to purchase a product or a service. It is defined as "a combination of techniques used to market a brand. The techniques are often called the Ps. Originally there were four Ps." (Farrall & Lindsley, 2008, p. 8) In Commerce, marketing is considered as the key tool of communication on behalf the company's managers. It promotes the products, shows their advantages, and create a place for

them in both local and international markets. Launching new products used to be limited to a local market. But nowadays, thanks to globalization and the development of the means of communication, especially internet which has transformed the globe into a huge showcase, trade is developed and goods are sold throughout the world. So, trade and commerce have witnessed the integration of a gigantic number of international customers who should be served and satisfied though the cultural differences. Consequently, stiff competition has been created between producers and marketers. Consumers are spoiled for choice, for this, the different companies compete for the world market and each deplores its efforts in order to introduce its products to consumers and win the biggest number of customers in order to guarantee the continuity and promotion of their business.

Marketing is also used in our lives consciously or unconsciously. Even common people use marketing to advance their ideas, services and thoughts. This is why theorists consider that "Marketing is a social and managerial process, and it must have social environmental approach." (Lokhande, 2003, p. 16)

In the modern Society, marketing was given a social character and it is termed Social Marketing. It was given "new principles and been used in developing countries in areas such as health promotion, population control environment conservation, economic development, racism and human rights." (Lokhande, 2003, p. 16)

Social Marketing definitions and techniques are derived from the commercial Marketing. However, the purpose of the first one is more human than profitable. Andreassen defines social Marketing as "the application of commercial Marketing technologies to the analysis' planning, execution and evaluation of programs designed to influence to voluntary behavior of target audiences in order to improve their personal welfare and that of their society." (A.R.Andreassen, 1995)

Accordingly, the Marketing tools and techniques (called the 4Ps) should be adapted when used in international communication in order to touch the target audience efficiently in its preferences, tastes, way of thinking and life style, conferring to the components of the societies in terms of language, customs, religion and culture. In this case, the marketing will play, effectively, its social role in changing behaviors, educating minds, and diffusing good ethics throughout the word.

The international marketing can rely on a standardized strategy by using a multinational communication, due to the heterogenization of cultures, the similarity of needs of the modern life, and the use of internet worldwide which helps in the recognition of international music and movies' stars and facilitate the endorsement receipt. In this case, the linguistic transfer of the Ad will be sufficient to promote the product or the service or the idea in the target market.

However, it exists other parameters which handicap the message transfer and prevent the acceptance of the product or the service in the target market such as environmental conditions, religious settings, economic backgrounds, psychological aspects, demographical features, and technological development. The relevance and the influence of the local culture are still very considerable in numerous countries around the globe especially in Arab Muslim countries. It is very risky to shock the target costumer by an extraneous communication, or a peripheral image, especially in countries where the cultural traditions and customs are still respected.

Respecting the cultural divergences in transferring the marketing mix elements, will help in launching the right product in the right place with the right price and the right promotion. Here, we are speaking about the 4Ps which must be adapted by the translator to the target audience characteristics in order to make the marketing process a success and permit the firm to achieve its goals and profits.

2. An Overview of the Marketing Mix 'The 4 Ps'

Companies, after producing goods and services, search for selling their output to target customers. Marketing "brings about exchanges and relationships for the purpose of creating value and satisfying needs and wants." (KOTLER, WONG, SAUNDERS, & ARMSTRONG, 2005, p. 12) However, since needs and wants are different from one market to another, a good marketing management will help in finding the right market for each product or service according to the special features of each society. That is why, Marketing Management is seen as "The art and science of choosing target markets and building profitable relationships with them." (KOTLER, WONG, SAUNDERS, & ARMSTRONG, 2005, p. 13)

Thus, choosing target markets will rely on the marketing mix which are the 4Ps: Product, Price, Place, and Promotion. Cengiz & Yayla (2007); Shahhosseini & Ardahaey (2011) and Suprihanti (2011) asserted that "marketing mix helps to define the marketing elements for successfully positioning market offer. They also stated that marketing mix develops the satisfaction, and one of the best-known models, in marketing mix is the Four Ps." (Khan, 2014, p. 96)

The 4Ps composing the most recognized marketing mix model are briefly described as follows:

"Product refers to aspects such as the firm's portfolio of products, the newness of those products, their differentiation from competitors, or their superiority to rivals' products in terms of quality. Promotion refers to advertising, detailing, or informative sales promotions such as features and displays. Price refers to the product's list price or any incentive sales promotion such as quantity discounts, temporary price cuts, or deals. Place refers to delivery of the product measured by variables such as distribution, availability, and shelf space." (Shahhosseini & Ardahaey, 2011, p. 232)

3. Marketing from a Dynamic Equivalence Perception

The term Dynamic Equivalence was created by the American linguist and translation theorist Eugene Nida in *Toward a Science of Translating* (1964) and *The Theory and Practice of Translation* (1969).

According to Nida, Translation is a recreation of a message in a target language in order that it fits the target audience requirements. He said that:

"Translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style (...) and "there should be a high degree of equivalence of response, or the translation will have failed to accomplish its purpose." (NIDA & TABER, 1969, pp. 12-24)

Although Nida has bent his theory for translating Bible, his approach has been applied in the translation of many types of literary texts when there is a cultural gap. According to Molina and Hurtado, Nida through his Dynamic Equivalence approach, has "focused on solving issues of cultural transfer when no equivalent was available in the target language." (Molina & Hurtado, 2002, p. 502)

The Dynamic Equivalence approach seems to be suitable for all sorts of texts which are destined to persuade a target audience into a specific idea or thought, exactly as marketing does, since it is broadcasted to convince costumers and persuade them to purchase a product or a service.

In order that Marketing could accomplish its mission, we suggest to use Nida's proposed technique to transfer the marketing mix elements from one market to another. This technique is a receptor centric, which means it "brings the receptor to the centre of the communication" (Kim, 2015, p. 61) because the outstanding element in the communication process is not the language itself, not the semantic nor the grammar but the effect left by the message and how much it is similar of the source effect on the local recipients.

In the same context, Nida attests that "intelligibility is not to be measured merely in terms of whether the words are understandable and the sentences grammatically constructed, but in terms of the total impact the message has on the one who receives it." (NIDA & TABER, 1969, p. 22)

Thereupon, we find many non-translated advertisements (used in their local language) in foreign TV channels understood by the target audience even if the target customers ignore totally the advertisement language. The reason is that the message, the product, and the image are universal and fit all the target market requirements. For example, the French advertisement of the *Citroën Berlingo* car (Citroën, 2018) which transmit for the public the message that the product is a family car and it lasts for generations, with a speechless video just with a song. So, since the product is familiar (a car), and since the aspect of family is respected in all communities, and the image does not offend the culture or the religion, the message pass without the need of translating the AD since the marketing elements are accepted in the target market.

Nida believes that "a translated text should have an immediate meaning – intelligibility – for the target text readers and that an equivalent receptor response must be elicited" (Kim, 2015, p. 61) Therefore, if the marketer wants to transmit his message to international markets and persuade foreign customers to purchase his product or service, he should take in consideration all the environmental, economic, cultural, religious, psychological, and ethical differences between his local market and the target one.

According to Dynamic Equivalence theory, "meaning is context-dependent, and receptors from disparate historical-cultural contexts may arrive at different meanings and will probably display non-equivalent responses." (Kim, 2015, p. 61) This means that the same message could be interpreted in different ways depending to the background of the receiver. So, the same marketing purpose could be achieved in different markets if the marketer has adapted the 4Ps to the countries' specificities where he aims to launch his product or service.

In international marketing, the form of the message is not necessary to be kept, but the response of the customers to the marketing campaign is of paramount importance. Based on such observation, we can distinguish that the priority of the marketing process is to convey a message and get an efficient response for financial or social matters. In the same context, Dynamic Equivalence focuses on the translation message, and call for the "shift from the Form of the message to the response of the receptor." (Kim, 2015, p. 61)

Dynamic Equivalence is based on three techniques which are: “additions, subtractions and alterations,” (Molina & Hurtado, 2002, p. 502) So, the translator can help in the marketing process by manipulating the marketing message, and advising the marketer to adapt the product, or change its placement or its price according to the new target audience. As far as the promotion of the product or the service, Dynamic Equivalence “allows the translator to alter idioms, vernaculars, slangs, colloquialism, and onomatopoeic expressions in accordance with the culture of the target language; it also requires the translator to pay attention to contemporary expressions because lexical expressions change as time passes.” (Venuti, 2000, pp. 137-138)

All those who have practiced Marketing translation know that the task is very difficult, especially because of the economic and financial risks associated with advertising. Despite the variety of ways in which the translation profession is practiced, the translator always finds himself faced with the problem of cultural and ideological differences that disturbs the transmission of the message, and in all cases, he has to justify his choices based on his personal background. “Translators can be seen as users who are also producers of meaning, and translation as an act of mediation enacted through the negotiation of meaning making.” (Verzella, 2017, p. 54)

Therefore, we suggest that the translator starts his mission since the genesis of the marketing process, which means the creation of the marketing strategy and the choice of the marketing mix, instead of translating the advertisement which reflects just one part of the 4Ps component.

4.The Role of The Translator in the 4Ps Transcreation Across international markets

The marketing Mix or the 4Ps are the different elements that constitute the marketing management, and help in the promotion of the company. “At any time, the mix represents the program that a management has evolved to meet the problems with which it is constantly faced in an ever changing, ever challenging market.” (BORDEN, 1984, p. 11)

Emerging globalization, cultural differences, weather fluctuations, political clashes, psychological oscillations and customer’s behavior alteration have raised up the challenge and put the marketer in an embarrassing situation. The business environment and even scholars perceive the marketer as:

“A ‘decider’, an ‘artist’ – a ‘mixer of ingredients’, who sometimes follows a recipe prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried.” (CULLITON, 1948)

However, the best culinary chef in the world cannot cook a delicious dish in a foreign cuisine where he ignores the preferences of its inhabitants and their secret ingredients. That is why we find specialized translators in Cooking Translation in order to help the cook to make a delightful dish. In the same reasoning, we reflect that the marketer cannot transmit his ingredients (the 4Ps) across cultures and societies even if he masters his domain (Economics), but he needs to collaborate with a translator, whose mission is transferring messages through different languages and cultures. The mission in this context, is not about translating linguistic codes or even cultural cryptograms, the translator will help the marketer in the ‘transcreation’ of the product in the target international market. Ray and Kelly (2010) see that ‘transcreation’ is a practice usually involves a combination of new content, adapted content and imagery

together with literal translation. They say: "Transcreation provides the freedom to address the cultural gaps. It allows the intent of the message to be communicated so that it is positively received by the intended audience." (Ray & Kelly, 2010, p. 3)

Thus, the mission of the translator in this framework is to convince the target customer to purchase the product or the service, by adapting the product features to his/her needs and wants. This is why other synonyms for 'transcreation' term are used to clarify the role of translator in Marketing, such as: "cultural adaptation, multilingual copywriting, copy adaptation, international copy, adaptation of marketing materials, and creative international marketing." (Cruz-García, 2018, p. 68)

4.1 Product Transcreation

We mean by the product transcreation, the fact of launching a local product in a foreign market and adapting its features or characteristics in order that it fits the requirements of the target customers. The product is defined as: "something or anything that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need. It includes physical objects, services, persons, places, organizations or ideas". (Khan, 2014, p. 98)

However, since needs and wants are different from one society to another and from one culture to another, the marketer must take in consideration all the divergent elements that can make his product a flop in the target market. The translator, in this case, could interfere in the marketing process to light these differences and help the marketer to gain time, effort and profit. For example, the majority of the Algerian customers avoid to buy any product suspected to contain alcohol. So, the product called 'beer alcohol free' or beer without alcohol' will be a flop in the Algerian market, even if all the laboratories of the country declare that it is alcohol free. Another example, is the label 'BIO' which is a good marketing strategy in the European Market where people take care of their health status and fight to obtain healthy food since the majority of their food comes from the greenhouses. Nevertheless, the Algerian customer, who eats all his life from gardens natural fruits and vegetables, will not accept the idea of a BIO product which is more expensive and less beautiful than the greenhouse product even if it's not healthy. So, in the Algerian market, the products of the greenhouses are more expensive than the BIO ones just because the customer wants this type of products.

The marketer "should build an actual product around the core product and then build augmented product around core and actual product." (Khan, 2014, p. 98)

Actual, core, augmented, all of them are terms in marketing which refer to some characteristics of the product that convince the customer to purchase. Thus, all those elements must be adapted when exporting the product to an internal market. "Actual product refers to a product's parts, level of quality, design, features, brand name, packaging and other features that are combined in order to deliver the core benefits." (Khan, 2014, p. 99) For example, we find some brands that produce two different qualities for the same product. One quality is destined to north Africa and the Middle East, and another quality destined to European countries which have a high-level vigilance. This is why we distinguish the label 'CE' written on the European electronic products which means the manufacturer certifies that his product complies with the European essential health and safety requirements and by which he therefore engages his responsibility.

The design of the product also plays a major role in its marketing. For example, a money box which has the shape of a pig, is a best seller in the European countries, but it is not bought in the Algerian or Gulf market because pigs are outcast animals in the Islamic religion. However, pigs are the symbol of moneybox in the European culture. When we have looked for the translation of the Arabic word / ḥāṣāltūn / we have found the word 'piggy bank' and this fact consolidates our reflection.

The packaging gives the first impression to the customer about the product. The packaging is also a culture-related. For instance, the Algerian market forbids any packaging holding sexual overtones or homosexual connotations even colors. Thus, while we find some French biscuits or cookies destined to children holding homosexual connotations such as: a boy wearing a dress or a girl putting mustachios to familiarize children with this concept in France, Algerian market still use the pink color for girls' product and the blue color for boys. So, it is impossible to market a product with this type of packaging in the Algerian society and the translator can help the marketer in finding other alternatives to adapt the packaging to the target society requirements.

"Core Product refers to the problem-solving services or core benefits that customers are getting when they buy some product." (Khan, 2014, pp. 98-99) But the customers' problems are different from one culture to another and so the problem-solving strategy is. For instance, in the European countries, women have a problem in preparing dishes for their families because of the lack of time, the nature of their jobs, or because they do not master cooking. So, some companies have solved the problem by creating a self-cooker or a 'smart cooker' with an already prepared list of dishes with all ingredients to facilitate the cooking task, but this core product does not solve the problem of the Algerian women since the majority of Algerian dishes cannot be cooked in this product. The translator, can help in marketing this product by advising the marketer to adapt the cooker to the Algerian dishes and changing the list of ingredients, or launching a smart cooker with a free list of dishes. In this case, each woman will benefit from this product in her own way.

Finally, "Augmented product means associating additional benefits and services around the core and actual product." (Khan, 2014, p. 99) The additional benefits can differ from one market to another depending the culture, the economic situation of the country, and the customer psychology and behavior. The translator here, could bring a great aid to the marketer, because he can choose the right additional benefit for the target market, especially if he belongs to this target audience. For example, the cooker with WIFI could be an attractive additional benefit in the European market, since there is a high internet speed everywhere which allows the woman to control the cooker from the office. Nevertheless, the Algerian woman will not find this additional benefit attractive since there is a weak speed of internet and the majority of women cooks when they at home. So, the translator can advise the company to add a function of mincing the coriander and the parsley since they are used in all the Algerian dishes and Algerian women find that it takes time and effort.

To sum up, "a company must always try to offer new opportunities to create personal relationship between seller and the customers." (Bejou & Palmer, 1998) The translator, whose job is making bridges among languages, cultures and people, can be also the bridge between the customer and the company when he assists the marketer in his job of bringing "the products

out to the market, but also take the customers into the company; to learn more and know earlier about their desires and needs. If the company has no interest to their buyers, then, they will have no customers.” (Hunt, 2011)

Accordingly, the translator can play a major role in the acceptance of the product in the target market by adapting the product features such as quality, shape, design, size and benefit to the international requirements. So, the company will gain profit and reduce the cost of advertisement of broad products which are a key element in boosting the profitability and the market shares in target markets.

4.2 Price Transcreation

The price is the amount a customer pays for the product and it is very important as it determines the company's profit and hence, survival. (GODFRED, BENNET, EUGENE, & DENNIS, 2013, p. 1)

According to Virvilaite et al (2009) “a price is the most important factor determining customers’ satisfaction. Customers estimating the value of obtained service most often think about the price.” (Virvilaite, Saladiene, & Skindaras, 2009, p. 96) If the customer is satisfied by the product or the service he pays its price, this is the logic of business. It means, the price must be justified and should fits the norms and the standards of the market. Thus, in business, we should not use the common words cheap/expensive price, but the term fair price instead. “The price fairness is a situation where consumers feel the difference between the benefits received well worth the sacrifice given; and the offered price is accepted to the price procedures associated with standard, the reference or norm. (Marina, Kartini, Sari, & Padmasasmita, 2016, p. 44)

However, as we have mentioned above, the benefit perception for the same product can differ from one society to another, so the price acceptance will also depend to those sacrifices, standards and norms of the target market.

For example, a French woman can judge that a ‘Dior’ bag that costs 1000 euros worths the sacrifice of half salary of one month. Nevertheless, an Algerian woman, although she is a fashion victim, cannot sacrifices the salary of five months for a bag. So, the translator can explain that this kind of product with such prices can never find a customer in Algeria, because the Algerian rich people prefer to travel to Paris and bring branded products rather than purchasing them from Algeria.

Likewise, the translator can help the marketer in getting the pricing norms in the target market. For instance, a cup of yoghurt, in the Algerian markets, costs between 20 and 60 Algerian Dinar, so if the company ‘Nestlé’ wants to launch a product in this market, it should produce a yoghurt in this price range, or otherwise, the product will be a flop. This strategy is called Customary Pricing. It is a customer-orientated method that “provides the customer with the product for the same price at which it has always been offered.” (Rogers, 1990, p. 174) In this case, the customer will have the challenge to test a foreign product with almost the same price range of the local product.

The price acceptance is also related to the sociocultural backgrounds. The customer behavior reflects the received ideas about the brand and its image: “pricing is dependent on how the customer will react to the prices set. Customers do not usually buy the cheapest products; they buy those that represent good value for money.” (Rogers, 1990) For instance, Algerian people

have an image about the band 'Dior'; it is very expensive, luxury, with good quality, and brand of stars. So, if the marketer brings a Dior bag that costs 1000 euros and sold it at the Algerian market at 100 euros, no customer buys it even if the price is too cheap. The reason is that the customer will think that the bag is counterfeited, because the Algerian market is dumpt by copied product and imitated brands.

To conclude, we can say that the translator could assist the marketer in deciding about the right pricing strategy that fits the target audience. "Pricing decisions made hastily without sufficient research, analysis, and strategic evaluation can lead to the marketing organization losing revenue." (GODFRED, BENNET, EUGENE, & DENNIS, 2013, p. 2) The translator can explain the sociocultural backgrounds, the customer psychology, the customer behavior and his reaction towards different range of prices: "it is possible the customer will not evaluate a marketer's product at all based on price alone. It is important for marketers to know if customers are more likely to dismiss a product when all they know is its price." (GODFRED, BENNET, EUGENE, & DENNIS, 2013, p. 2)

4.3 Place Transcreation

The common definition of the place is "where you sell the product or service. This means the location of your shop, or outlet, or the accessibility of your service – how easy it is to access." (Farrall & Lindsley, 2008, p. 8) However, the place has in all disciplines other perceptions related to culture, religion, customs, sociology and psychology. The adjective sacred is tightly related to the word place, because in fact any place is sacred for something, as market is sacred for goods and services. "Within this paradigm, marketing academics view places as settings that facilitate utilitarian exchanges between buyers and sellers, in which both parties exchange money, goods, or services". (Bagozzi, 1975)

But the way of exchanging and the rituals of buying and selling are different from one society to another. For example, Algerian customers go to the fruits and vegetables market from 7 to 11 A.M. After this period of time, they think that the food is not fresh anymore. While French people accept to buy their fruits and vegetables from 'Carrefour Market' at 9 P.M. The reason is that the social settings of the Algerian family is different from the French one. In the latter, all members of the family work and children go to school for the whole day. Though, the majority of the Algerian families has a member who is free in the morning: the mother, the grandfather, children who studied within separate sections, or even the neighbor. Besides the nature of the small food stores in Algeria which do not sell fruits and vegetables but the malls in the big cities.

The place is also related to religion, many products cannot be distributed to some regions because of their religion restrictions; such as products containing alcohol or ham, or clothes that do not fit the religion code. Thus, place with this revised perspective will not be any more "a simple geographic location of space, where two or more entities assemble to enter utilitarian exchanges. Rather, places represent repositories of resources, including money, goods, services, relational and social supportive resources, and restorative resources, that consumers receive and provide." (Rosenbaum, Kelleher, Friman, Kristensson, & Scherer, 2017)

So, how can the translator help the marketer to conceive places in foreign markets, since places are not anymore, the 'where' of things but also "everything that occupies that location seen as an integrated and meaningful phenomenon"? (Relph, 2008, p. 3)

To sum up, the translator can help the marketer to transfer the place by analyzing the macro environment or what is called 'STEP' analyses, because "cultural factors are essentially important in selection of the two elements of 'place' and 'product'." (Shahhosseini & Ardahaey, 2011, p. 232)

"A STEP analysis (also known as a PEST analysis) looks at sociological, technological, economic and political factors in the market environment on a macro level – often looking at a particular country or region. The relationship between the company and these factors is indirect." (Farrall & Lindsley, 2008, p. 18)

According to Farrall & Lindsley (2008) in the aforementioned definition, the relationship between the company and the market environment is indirect. So, the translator, if he specified in the Business translation, can be the bridge that link the two parts. He can bring a lot of help to the marketer in choosing the right place for his product or service, especially if he belongs to the target place where the company aims to launch its product.

The translator can explain where and when people get a specific product. For example, in Algeria, customers buy all herbs and tisanes for medical purposes from the traditional aromatic herb seller, and do not go to the para pharmacies, as they consume a lot of nuts and dried food just in Ramadan (the fasting month). Also, the translator can enlighten the forbidden places in the country. For instance, Algerian woman do not enter stadiums or men cafés. So, the marketer cannot place a product destined to women in these places.

Wherever, people establish personal relationships with places, human memories are hostages of places, happiness, sadness, success, fail, wealth and even misery are social concepts related to places, and many researches show that "social attachment is greater than physical attachment; and the degree of attachment varies with age and sex. (HIDALGO & HERNÁNDEZ, 2011) Thus, the translator can clarify all these social diversities among the international markets and facilitate the placement of the product in its new place.

4.4 Promotion Transcreation

When the term 'promotion' is evoked, common people think mechanically of advertising, though the latter is just one element from the whole promotion process. Promotion, in marketing, is defined as "sales promotion, advertising, personal selling, public relations and direct marketing." (BORDEN, 1984)

However, we have distinguished that the translator contributes only to the advertising process, though the promotional procedure with all its constituents is vital to persuade the customer to purchase the product/service or follow the idea or change his behavior in case of social marketing. The marketer uses promotion to decide "of how best to relate the product to the target market and how to persuade them to buy it." (Lovelock, Patterson, & Walker, 1998)

Thus, the translator, who becomes an expert in intercultural communication within the globalized world, the overlapping sciences, and multilingual-cultural societies, can help in defining the sensitive points of each target audience, that the marketer should tap on in order to realize AIDA strategy (Attraction, Interest, Desire, and Action) (Farrall & Lindsley, 2008, p. 10)

Attracting a customer, making him interested in the product, then letting him desiring and then purchasing it, is a complicated strategy that needs specific promotional techniques since promotion:

“Provides information, advice, and it persuades the target market. It guides and teaches the customer to take action at a specific time and how they can use the product and get beneficial result from it. The product advertisement can be delivered by individual sales people, T.V, radio, internet, magazine, press, and all types of media.” (Muala & Qurneh, 2012, p. 3)

Promotion is a selling technique; if the marketer aims to reach a large audience, he must be a good communicator. “A communication program is important in marketing strategies because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times.” (Lovelock & L. Wright, 2002) Nevertheless, the marketer cannot communicate in many languages and cultures and so, cannot reach the international audience. The translator can provide him with information about the international customer attitude and behavior, he can advise him about the channels of communication used in the country, and also the persuading techniques that can be successful with the target audience. So, the translator can find the dynamic equivalents for the local communication in the target market. For example, while European countries use personal selling as a powerful technique of persuading, people in Algeria refuse to let a stranger in their homes even if he shows the document that proves he is a salesman/saleswoman. Besides, women refuse to work as a door-by-door seller, because of the hostility that they could face when they visit customers at home. Magazines, Journals, and Coupons are rarely used by Algerian customers. So, it will be a big mistake to promote a product within these channels in Algeria. However, Algerian people (all ages and genders) still watch television day and night. So, it is preferable to use Tv channels to advertise in Algeria, rather than using billboards or posters or websites, especially for products destined to women since they do not go outside home frequently as the European woman do.

Sales promotions are a tactic used to influence customers to consume more products and services. A survey conducted by Shi, Ka-Man and Gerald (2005) on 206 supermarket shoppers in Hong Kong has resulted that: “Price discounts and buy-one-get-one-free offers were felt by the consumers to be the most effective promotional tools for inducing purchase acceleration, stockpiling and spending more. In-store demonstrations were felt to be mainly effective in encouraging product trial.” (Shi, Ka-Man, & Prendergast, 2005, p. 467)

However, if the marketer uses the price discount in the Algerian Market, he can damage the brand image of the product, because the Algerian mentality interprets a reduced price as a bad quality product, a non-sold stock, or expired goods. The translator can explain to the marketer that the Algerian customer does not really trust the producer because of the multiple bad experiences in the market. Thus, a BOGOF strategy (Buy one get one for free) will be the accurate method to attract the Algerian customer.

Conclusion

Marketing is an art and a science. The marketer should master the science by himself and demand the aid of an artist in the domain of arts and culture (the translator) in order to investigate deeply the target cultural consumers' understanding, preferences and perception. Borden (1984) attests that “the skillful marketer is one who is a perceptive and practical psychologist and sociologist, who has keen insight into individual and group behavior, who can foresee changes in behavior that develop in a dynamic world”. (BORDEN, 1984, p. 9)

Nonetheless, even the most proficient and erudite psychologists and sociologists may struggle to grasp the intricacies of human psyche and behavior in cultures and societies divergent from their own. Therefore, we suggest that the translator contributes to the marketing process by assisting the marketer in the transfer of the marketing mix (the 4Ps) from one market to another, instead of just resort to the advertisement translation, because the advertisement is just a component of promotion which is, in turn, an element of the marketing mix.

Consequently, the translator becomes instrumental in transcreating new products and services for foreign markets, thereby contributing to the expansion of international marketing efforts. In this light, the translator emerges as an indispensable 'value-added' entity in the marketing process, playing a pivotal role in customizing product features to align with the target market's preferences prior to advertising. By facilitating effective marketing communication, the translator helps to reach a broader international audience, particularly in an era where globalization has heightened sentiments of local identity and cultural adherence, potentially posing challenges in persuading consumers to adopt unfamiliar products. Subsequently, the translator assumes the role of a moderator or localizer within the marketing mix, adeptly transcreating products by adjusting various elements such as shape, size, color, price, distribution channels, and promotional strategies to meet the specific requirements of the target market, thereby ensuring profitability for the company.

Culture, customs, ethnicity, religion, environment, are important elements which forge the preferences, convictions, behaviors, and national spirits. Apart from language differences, these elements could be either obstacles or accelerators for the marketing process. They can play a decisive role in the acceptance of the product/service in the target market if they were well transferred by the translator. In the event that the target audience embraces the transcreated product with its newly adapted features, the translator, particularly one specialized in business translation, could be aptly characterized as a Cultural Marketer.

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