



"We Carry You Across"

Brand Name Analysis

Most people have heard the many famous examples of international marketing mistakes made by big corporations, yet companies continue to commit blunders as they compete globally.

Your brand is a valuable asset- one which should be thoroughly evaluated before entering new foreign markets. Translatus provides global and market-specific analysis of your brands to guarantee accurate representation of your brand image and company message.

The Service

Translatus provides linguistic experts who will evaluate your brand name to check for:

- similarity to existing brand names in the target market
- similarity to existing words in the target language
- unclear colloquial language, slang or idioms
- negative cultural connotations or possible offensiveness
- ease of pronunciation and remembrance

We will deliver a detailed, written analysis for each brand name in each target market.

All our linguists live and work in the countries where the products and services will be sold and have backgrounds in linguistics and marketing. These professionals will be carefully assigned to your project based on their knowledge of your target market.

Pricing

Translatus has its main operations based in cost-effective Prague, Czech Republic. Because of this, Translatus is able to offer prices substantially under average market rates. Our prices are very competitive and our quality is as high as the best multilingual solutions companies.

Pricing for this service begins at USD 50 or EUR 40 per hour. To discuss your company's custom pricing plan or to request a detailed quote, please contact a Translatus representative.

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