

## SERVICE OVERVIEW

# Localization Services.

Marketing translation and transcreation that reads native, not translated.

A message that was persuasive in one language often arrives in another merely correct. We translate and transcreate marketing copy between Japanese and English so it reads as if it were written for the reader in front of it — and we interpret live when the conversation matters as much as the copy. The work is done by senior bilingual staff, not passed down a chain.

## WHO THIS IS FOR

This is for foreign brands entering or growing in Japan whose materials still read like imports, and for Japanese organizations that need their English taken seriously abroad. If the text has a job to do — a launch, a campaign, an investor page, a keynote — you're in the right place. If you only need gist-level translation of internal documents, we're probably more than you need.

## What's included.

**01**

### Marketing translation

Japanese to English and English to Japanese, with Chinese available on request. Documents, web copy, campaigns and publications, translated by people who write marketing for a living.

**02**

### Transcreation

Headlines, taglines and campaign copy rebuilt in the target language. We keep the intent and the effect, not the sentence structure.

**03**

### **Website and campaign localization**

Full pages and campaign suites adapted end to end — copy, calls to action, microcopy — so the localized version stands on its own.

**04**

### **Publications and long-form**

Reports, brochures, white papers and articles that need to hold a reader's attention past the first paragraph, in either language.

**05**

### **Interpretation**

Consecutive and simultaneous interpretation for events, business meetings and live streams, with proper preparation rather than a cold start.

**06**

### **Cultural adaptation guidance**

Plain-spoken notes on tone, register, imagery and taboos — what will land as intended, what will land wrong, and what to do about it.

## **How we deliver.**

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**1**

### **Brief and source read**

We read the full source material and ask what each piece needs to do. Anything that won't carry across cultures gets flagged before work begins, not after.

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**2**

### **Draft by a senior bilingual**

One senior linguist owns your project. Informational text is translated; persuasive text is transcreated — rewritten around the original intent.

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**3**

### **Native read-through**

Another native reader of the target language reviews the draft with fresh eyes, checking that nothing sounds translated and that the register fits your brand.

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**4**

### **Your review, our refinement**

You give feedback directly to the person who did the work. We adjust terminology, tone and phrasing based on your notes.

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**5**

### **Delivery and glossary**

Final files arrive in your working format, and your bilingual glossary is updated so the next project stays consistent with this one.

## **Deliverables.**

- Localized copy in your working format
- Transcreated headline options with back-translations
- Bilingual terminology glossary, maintained across projects
- Tone and register notes for the target market
- Cultural adaptation memo — what changed and why
- Layout proof pass on designed or built pages
- Interpreter briefing pack and on-the-day support

## **What we measure.**

Delivery against agreed deadlines

Revision rounds needed per deliverable

Terminology consistency across releases, measured against the glossary

Post-delivery correction requests

Turnaround from source handoff to first draft

Share of deliverables approved on first review

## **Pricing.**

### **From ¥20/character.**

Marketing translation from ¥20 per character (Japanese⇌English), with a project minimum of ¥50,000. Interpretation from ¥100,000 per day.

Guideline pricing. Transcreation share, volume, file formats and timeline all move the number, so the final quote is tailored to scope after a short discovery conversation. Email us the source material — or a representative sample — and we'll come back with a firm figure.

## **How we start.**

- 1 Discovery**  
A short email exchange (or call, if you prefer) to understand goals, audience and scope.
- 2 Proposal & quote**  
A tailored plan with a fixed quote — scope, timeline, deliverables and KPIs agreed up front.
- 3 Agreement**  
The contract is signed electronically through our secure e-sign portal. No printing, no fax.
- 4 Kickoff & portal access**  
You get access to your OJI client portal — tasks, progress, files, notes and deadlines, all in one place.
- 5 Delivery & reporting**  
Work ships on the agreed rhythm, with transparent updates and plain-language reports against the KPIs we set.

## **Common questions.**

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### **Do I need translation or transcreation — and what's the difference?**

If the text informs — specs, documentation, support pages — translation does the job. If the text persuades — headlines, campaigns, brand pages — it needs transcreation: we keep the intent and rebuild the language around it. Most marketing projects mix both, and our quote marks which is which, so you don't pay transcreation rates for straightforward pages.

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### **Do you use machine translation or AI?**

As a drafting aid where it helps consistency, sometimes. As a substitute for a writer, never. Every line that carries your brand is written or rewritten by a senior bilingual and read by a native speaker before you see it. You will not receive lightly edited machine output.

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### **Can you deliver into our CMS, design files or subtitle formats?**

Usually, yes — we deliver into whatever you work in, from CMS entries to slide decks, design files and subtitle files. We also do a final proof on the laid-out version, because Japanese line breaks and English spacing both misbehave once copy meets layout. Mention your format in your inquiry and we'll confirm up front.

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## Let's talk.

Email is fastest — tell us your goals and we'll reply within one business day.

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