



TRANSCREATION

Developing Traffic Safety Messages for Multicultural Audiences

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TRANSCREATE

Fusion of the words “translate” and “create”

Translation- replaces words of one language to another

Transcreate- maintains integrity, tone of message, may not be exact translation

REPRESENTATION MATTERS



On the Road, Off the Phone | Protection

<https://vimeo.com/261358660>

EN ESPAÑOL



On the Road, Off the Phone | Protection

<https://vimeo.com/261358682>

TOGETHER WE GET THERE >
“TOGETHER FOR SAFER ROADS”



LISTENING & LEARNING

Latino participants felt ‘included’

- The ad resonated strongly with all Latino participants as culturally relevant
- Multiple participants noted that it felt as though the ad was specifically trying to connect with them as Latinos



Lotería

“Culturally, it's something that happened often in my family, and it was experience that we shared.”

“It's something we are familiar with, something we grew with.”



Together We Get There | Seat Belts – Loteria

<https://vimeo.com/794167847>

QUESTIONS



Thank You

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