

A Web for the World to Understand

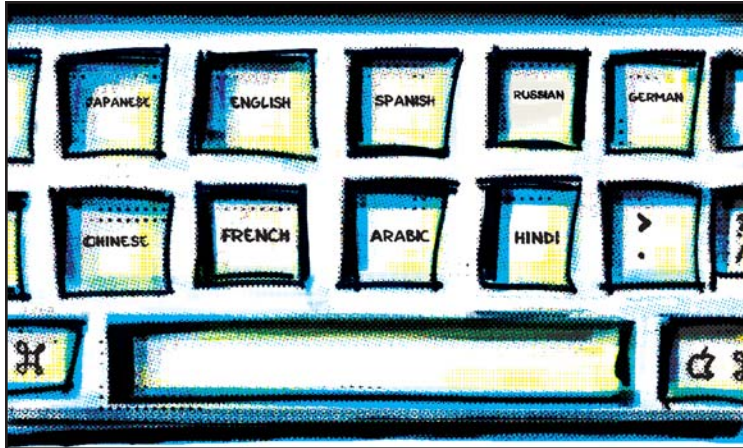


ILLUSTRATION BY ANDREW MAAHS

OJO ON THE MARKET (eye on the market report)¹

The Internet attracts people of all races, genders, and ages. Yet, only **nine percent** of the world's population use **English as their first language**. In fact, over 60 percent of the Internet users are non-English speakers. From a business point of view, it might be interesting to look at the findings from a 1999 Forrester report:

- Visitors linger **twice as long** at the local language sites as they do at English-only sites.
- Business users are **three times more likely** to buy when addressed in their language.
- **Customer service costs drop** when instructions are displayed in the user's native language.

Why is it important to think about globalizing Web sites? Because it's not just about being business savvy, it's about what **people understand** and take away from a site. For example, the gesture for "OK" in the U.S. can mean any of the following: the threat of murder in Tunisia, "Great!" in Lebanon and Germany, or "Zero" in China.

Cross-cultural design and content management on a Web site ensures that users understand and take away exactly what you want them to from your company's site.

¡MIRA, MIRA! (take a look)

Nissan-owned luxury automaker **Infiniti** has launched a multiplatform campaign targeting Hispanic car buyers. "Diseñodesempeño" – a translated blend of the words "design" and "performance" – taps renowned Latino artists including a chef, a dancer, a sculptor, and a trumpeter. The campaign includes television, print, and three proprietary events in Miami, Los Angeles, and New York.

Electronics retailer **Best Buy** has launched an aggressive bilingual effort to better connect with Hispanic consumers. The new BestBuy.com/espanol bilingual site allows customers to browse, research, compare products, check out, and receive an order confirmation in their preferred language. Additionally, the retailer has added bilingual signage at more than 220 stores, hired more sales associates and call center operators fluent in multiple languages, and developed Spanish advertising materials, including the popular weekly sales insert.

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Sources:
1 Adapted from Human Factors, Inc. <http://www.humanfactors.com>

NUESTRA AGENCIA (our agency)



VIVAMEDIA's staff, along with staff from **The Principal Financial Group**, were on hand to deliver some holiday joy to a needy family this season. **Nannette Rodríguez, Andrew Maahs, and Joann Schissel** of VIVAMEDIA, along with **Jocelyn Wallace** of The Principal collected and delivered gifts for a **needy family of six** living in Des Moines. The family was identified by the **Bidwell Riverside Center**, which assists homeless women and children, runs a food pantry, a community garden, and lends support to needy parents and children. The family received wrapped gifts and a gift card to purchase food for a holiday meal.

Nannette Rodríguez was a special guest at the **William W. Siebens American Heritage Lecture** at Buena Vista University. The lecture series welcomed **President Vicente Fox**, President of Mexico from 2000-2006. President Fox addressed those in attendance and spoke of his experiences during his tenure and about his future hopes for Mexico. *Pictured: N.Rodríguez, President Vicente Fox, former first lady of Mexico, Martha Fox.*



LOST IN TRANSLATION

In past issues, this section has highlighted translation blunders made by companies in their advertisements, but what happens **when an entire magazine** gets translated by a software program? Well, you get the August/September 2007 edition of Latino SUAVE magazine.



This 100-plus page glossy number came across our desk recently. The headline for the cover story **immediately caught our attention**, it read "Latinas que Vence ...La inspiración, la educación e Influye" (Latinas who conquer...the inspiration, the education and influence). The headline makes some sense in English, but when translated the word "vence" (conquer) is missing a letter to make it plural. This is **particularly important** since there's a photo of four women on the front cover.

For 2008, we will be ringing in the new year by **switching up this section** to items "**Found in Translation**" or examples of what happens **when translation is done right**, producing compelling and smart messaging.

700K

the new circulation figure for Meredith's *Ser Padres*, after it merges with *Healthy Kids en Español* in 2008.

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number of gift-giving days during the holiday season for Latino families celebrating Christmas and Epiphany.

VOZ QUIZ

Many Latin American countries celebrate Epiphany, or the Christian celebration marking the arrival of the three kings to bring Jesus gifts of myrrh, incense, and gold. What day is Epiphany celebrated?

- January 2
- February 1
- January 6
- February 29

ANSWER: >

LA CUCARACHA by Lalo Alcaraz

