It is well known that, the core of slogan is the readers, as the style of slogan is to call the reader to take action, to have a feeling, and thus respond to the article. Therefore, advertisement translation should be “focused on the social and audience’s acceptance and response.”

Taken together, we summarize advertisement translation principles as “simple and creative”, “aesthetics in the common”, “Audience cultural identity”, as long as the advertisement translation adhering to these principles, we can obtain an advertising effect, reach to advertising propaganda purposes, take the advertising audience acceptance into account. As detailed below:

**First, simple and creative**

In general, the translation should be faithful to the original first. However, different style, different degrees faithful. Slogan is a typical propaganda style, its main purpose is possible promotional products being promoted, and “Only creative style to the game, to attract the audience’s attention, impress the audience of consumer psychology, consumer audience wording actuation to produce a lasting effect.”

Therefore, the ad translated to “true” requirement is not very high, in most cases, in addition to the basic meaning of correspondence, the translator is free to play to their creativity, flexibility, give full play to the target language in the linguistic and cultural advantages, translated
creative translation.

At the same time, attention should be concise translations, because simplicity allows the reader at a glance, to better understand and remember the product services.

**Second, aesthetics in the common**

Since advertising is facing translations consumers, so it should take into account the level of education of consumers. After all, the advertising audience includes not only well-educated people, but also includes many have not been subjected to a good education.

To cater to this part of the consumer, advertising translation should try to make it easy to understand, but the “user-friendly” does not mean “tacky”, but also should pay attention to beauty, to allow readers to get a kind of beauty to enjoy and remember ads word, thus remember the product being advertised. It also helps companies establish, maintain and strengthen their brand image.

**Third, the audience’s cultural identity**

Language is the carrier of culture, the advertising slogan as a special form of language, of course, reflect the culture behind the language. “Different nations have different characteristics from different cultural backgrounds, political views, religious beliefs, ethnic people management, traditional habits.

Advertising slogan embodies a certain nationality and aesthetics, did not reflect the values and lifestyles, and different religions ideals and ethical standards. advertising aim is to achieve product sales, we are conducting advertising language translation encountered while forced to consider
the source language and target language culture and cultural conflict if not handled in the translation of cross-cultural issues will lead to advertising in the target language culture of failure “, therefore, we can say, translate advertising language, pay attention to the audience’s cultural identity.

Therefore, the advertisement translation should pay attention to readers’ cultural psychology of target language, so that readers generate cultural identity, so as to obtain a good translation effect and advertising effectiveness.