

In some [marketing localization](#) project, translator have to pay special attention to the richness of the words. besides, we have to be subject to the reader, audience or customer.

Here we take a medicine marketing website as a example:

### **original translation:**

Our sole purpose is to ensure you and your family's well being and peace of mind, through pro-active guidance and priority access to the finest healthcare and wellness professionals. Because the reader is patients or "you", so we should use "I" instead of "we" changing "we" into "I" so it can be translated into:

When required, we arrange priority access to the finest healthcare professionals.

Seeing the edited sentence, we can see its advantage to the original translation at the first glance. The edited sentence should be more appreciated by reader, they can feel its affinity and it is more nature to the original translation. So we should consider this situation in translation, especially when the project is relevant to marketing. In order to deeper our outstanding, here is another example:

When required, we arrange priority access to the finest healthcare professionals. From the above sentences, we can see that reader would definitely more appreciate the second translation, "I" is more sound than "we". thinking you are a reader, you can recognize its goodness.

### **Read Also: [The Translation of Advertisements](#)**

The other topic I want to discuss is briefness. I was considering briefness is deleting unwanted "and", "or", "but" etc. but today I found that it's far beyond that. At all times we maintain a pro-active, personal focus; guiding and supporting you, while providing all the right connections to ensure your complete well being and peace of mind. At all times we maintain a pro-active, personal focus; guiding and supporting you, while providing all the right connections to ensure your complete well being and peace of mind.

We can see that "and" was changed into "I", as a Chinese, I of course can recognize that the two clause has same meaning, but when it come to translation, I was bindint to the English text, so I was focus how to express the exact

meaning out and forget to keep it brief,so here I conclude that when we translated a sentence we should read it silently to appreciate its meaning and rethinking if it is as brief as possible, if we can do that, the quality of translation would be lifted into a higher level!