



CROSS-CULTURAL ADVERTISING AND TRANSCREATION: A THEORETICAL FRAMEWORK FOR GLOBAL BRANDING

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Abstract

Transcreation, which goes beyond simple translation, involves creatively rewriting communications to maintain the emotional appeal, persuasive power, and cultural values; for these reasons, it is an effective strategy. This research aims to explore how multinational organizations use transcreation in globalizing or glocalizing branding efforts to reach a culturally diverse audience efficiently. As global corporations expand, the central issue is between a unified worldwide image and appropriateness with cultures in regional markets. Skopos Theory serves as the theoretical foundation of the study, maintaining that the primary goal of the translated text is to maintain central authority over translation choices, allowing for adjustments that are considerate of regional cultural norms. Using a qualitative methodology, the study carefully examined a large number of international advertisements, including campaigns from multinational companies like Dove, Coca-Cola, and McDonald's. This study takes a deep dive into global advertising, focusing on how vocabulary, imagery, and taglines are adapted to resonate with Pakistani cultural values and consumer expectations. A perfect example of this is McDonald's "I'm Lovin' It" commercials, which showcase how transcreation can effectively blend a global brand identity with local significance. It's often thought that this process involves more than just changing the language; it's rooted in cultural understanding. In the realm of intercultural advertising, this research contributes valuable insights to the fields of cultural studies, international marketing, and the intersection of global branding, language, and culture.

Introduction

The ad tag lines in ads perfectly point out how transcreation can blend local relevance with a global brand identity. It is often thought that effective communication goes beyond just changing the language; it also involves understanding cultural tastes. This study contributes to readers' understanding of intercultural advertising by exploring the intersections of transcreation at the global and local levels (Abdelhadi, 2025).

Creating a powerful brand that truly reflects its identity and resonates across different markets is the goal of global branding (Fataar, 2025). However, signs of cultural differences indicate that a one-size-fits-all strategy may not work. That is where transcreation comes in; it offers a more adaptable approach to reshape a brand's message for various audiences (Ye, 2024). By considering linguistic, emotional, and cultural elements without losing the emotional punch of the original message, transcreation transcends mere translation. In short, it is all about tailoring international content to fit local languages and cultural shades (Santillo, 2020).

Transcreation plays a vital role in societies like Pakistan, where social values and customs heavily shape consumer behavior. The communal lifestyle, deep-rooted traditions, and tight-knit family structures in Pakistan set it apart from many other places around the globe. (Singh, 2024). This means that businesses aiming to connect with Pakistani consumers need to take



these cultural differences into account when crafting their advertising strategies. For example, McDonald's catchy "I am Lovin' It" slogan works well in the US because personal fulfillment is a big part of American culture. However, since many aspects of Pakistani society are rooted in collectivism, a successful ad campaign there might require a different approach altogether (Calude, 2021).

The promotional message should shift its focus to emphasize group satisfaction or shared experiences instead of just individual stories. Companies looking to thrive in these areas need to grasp how crucial it is to adapt their advertising to align with the local population's habits and cultural shades (Cheng, Woon, & Lynes, 2011). To truly succeed in global markets, advertising must resonate with local sensibilities. Businesses have to reshape their messaging, visuals, and branding strategies to reflect the unique cultural realities of each region (Jamal & Khan, 2024). For instance, Dove's campaigns, which celebrate beauty and self-confidence while honoring local standards of modesty and beauty, have found a welcoming audience in various countries.

In Pakistan, conservative views often shape perceptions of women's body image. However, Dove took a bold step by adjusting its advertisement to resonate with local values, which focus on empowering women while respecting traditional beliefs (Anwar & Liaqat, 2025). This approach highlights the interaction between global branding and the art of transcreation. At its core, global branding aims to create a strong, recognizable brand that can thrive in international markets. Through tailoring their messages to reflect regional cultural values and sensitivities, brands can forge deeper connections with diverse audiences. Transcreation plays a crucial role here, ensuring that advertisements are not only seen but also felt by consumers in a way that is emotionally and culturally relevant, helping businesses navigate this challenge effectively.

This study aims to explore how the brand has adapted its advertising to resonate with Pakistani cultural values, looking at well-known brands like McDonald's, Coca-Cola, and Dove. Using a qualitative approach, this research dives deep into the content and visuals of both the original and adapted advertisements. Through a close analysis of the language, imagery, and cultural nuances in these ads, this study aims to illuminate how global companies can preserve their brand identity while tailoring their messages to diverse cultural landscapes. The methodology of this study is grounded in the Skopos Theory.

When it comes to transcreation, it is crucial to keep the intended purpose in mind, as highlighted by Vermeer's (1998) Skopos Theory. This theory suggests that the message needs to be adapted through language, imagery, or attitude during the transcreation process to resonate with local audiences. With this in mind, the research delves into how international companies influence transcreation to reshape and recreate their messaging specifically for the Pakistani consumer market.

To understand how marketing campaigns, adapt to cultural traits, especially in Pakistan, where there is a strong focus on family and community, this analysis highlights how these adaptations allow multinational companies to blend cultural awareness and emotional resonance with their target audience while maintaining a cohesive global brand image. This study sheds light on the importance of transcreation in global branding, using specific examples that offer valuable insights. This research uncovers strategies that help global firms tailor their marketing approaches to local customs, crafting advertisements that resonate with a wide array of consumers. Beyond just bridging cultural gaps and helping businesses maintain their global relevance while nurturing connections with local markets, this study emphasizes the importance of cultural sensitivity in today's advertising landscape.

Statement of the Problem

This study examines how multinational companies tailor their marketing strategies to resonate with various culturally diverse regions, with a particular focus on Pakistan. Striking a balance between a consistent brand image and effectively engaging audiences across different markets is a challenge that marketers face as globalization continues to evolve. The primary hurdle lies in translating advertisements so they still evoke the intended emotions and maintain their persuasive power when adapted for local audiences. The purpose of this study is to examine how multinational firms modify their visual and verbal advertising content for the Pakistani market, where these modifications are motivated by cultural, personal, and financial factors. This study aims to explore how Skopos Theory illuminates the transcreation process by examining how ads align with global brand strategies, regional preferences, and cultural norms.

Research Objectives

- To investigate how transcreation is used by multinational firms to adapt advertising messaging for different cultural contexts.
- To evaluate how transcreation affects brand identity and consumer perception in different cultural contexts.

Research Questions

RQ1. How do global firms adapt their advertising messages for culturally diverse markets using transcreation?

Q2. How might transcreation impact consumer perception and brand loyalty across cultural contexts?

Significance of the Study

The study yields important findings about the application of transcreation, which prompts businesses to adapt this international marketing approach to culturally distinct regions such as Pakistan. Through an analysis of original and reworded advertisements from McDonald's, Coca-Cola, and Dove, this study shows that transcreation involves more than just translating words; it also entails rewriting images, languages, and concepts to conform to local cultural norms and emotional boundaries. According to Skopos Theory, the study demonstrates how these adaptations are goal-oriented. This study contributes to our understanding of the representation of women, family, and identity by exploring how moral virtue, adaptability, and family cohesion embody the international ideals of independence and autonomy within the Pakistani context. This study creates a reproducible model of multicultural media research by combining three disciplines: translation studies, cultural theories, and commercial discourse. For marketers, translators, and content creators who wish to develop engaging and culturally sensitive brand narratives for the global market, this method acts as a guide.

Literature Review

The study highlights how vital transcreation is for companies looking to grow on an international scale, particularly when it comes to adjusting their marketing strategies to resonate with different cultural groups. Unlike a straightforward translation, transcreation focuses on maintaining the original meaning and emotional impact. It involves making culturally relevant adjustments instead of merely swapping words from one dialect to another. According to House (2009-2015), an expert in translation and culture, finding the right balance between local transcreation efforts and a cohesive global brand image is key. She emphasizes that the success of global branding hinges on the ability to balance standardization with adaptability effectively.

Skopos Theory stands out in translation studies because it provides essential context for understanding the significance of translation practice. As Vermeer (2000) highlights, this



theory focuses on the purpose of the text within the target culture, which is often shaped by cultural and regional expectations. Essentially, the strategies we choose for translating (or transcreating) a text depend on the specific goals we want to achieve. A key element of transcreation is the ability to preserve the original message's emotional and persuasive impact while also adapting the content to resonate with the cultural shades of the target audience. This is why local cultural and consumer traits are so crucial, they play a vital role in successfully transcreating advertising content.

According to Baker (2018), a transcreator needs to grasp both the target and original cultures to effectively use Skopos Theory in international ads and craft messages that resonate with local audiences. Baker's research highlights the translator's vital role in navigating conflicts between different cultural systems. Schäffner (1998) emphasizes that transcreation is key to revealing cultural power dynamics, making it essential for global brand communication. In today's advertising landscape, multinational companies shape cultural conversations by tailoring their messages to align with local values and beliefs, all while maintaining their global identity.

According to Tymoczko (2014), transcreation is about so much more than just rearranging words. The conversation around the meanings that different cultures hold is constantly evolving. When it comes to transcreating marketing content, the negotiation process is just the starting point; it requires a thoughtful adaptation of language, imagery, colors, and symbols to fit the traditions of the target culture. This is a detailed journey of cultural adaptation that takes into account local customs, societal norms, and customer preferences, going far beyond mere translation, as highlighted by (Munday, Pinto, & Blakesley, 2022) achievements in global branding.

To truly excel in transcreation, you need a solid grasp of both the target language and its culture. Lefevere (1992) points out that the translator, often called a transcreator, acts as a cultural bridge, adapting the message to resonate with the target audience while keeping its original essence intact. Advertisers must recognize how vital the brand's image and messaging are, as these elements play a key role in achieving success in the market. In this light, transcreation serves as a strategy for cultural adaptation, enhancing communication between global companies and their local customers. With the rise of digital media in our interconnected world, the importance of transcreation has only grown.

Tymoczko (2014) concluded that because more people are exposed to global media in the digital age, there is a greater need to create locally focused and culturally relevant content. Due to the growing usage of social media, brands now have a closer relationship with consumers, which forces them to develop messages that are both meaningfully and culturally relevant. Liu et al. (2015) found that local consumers may not be attracted by advertising that does not localize, which reduces consumer confidence and engagement.

As the world grows more interconnected, brands need to use transcreation to avoid the pitfalls that come with operating in culturally diverse markets. For transcreation to be successful, gender and identity representation are essential. International brands urge businesses to preserve their imagery and adhere to gender norms in various markets, as artistic representation is crucial for addressing social responsibility and ethical issues. Qadafi and Wahyudi (2014) assert that advertising usually reflects and maintains the standards and values of the era.

Businesses with global operations should be cautious about how they represent gender and other identities in their advertising campaigns. Presenting gender equality in advertising to traditional communities, where gender norms differ significantly from those in Western societies, may be less successful. Through transcreation, businesses can adjust their



communication tactics to local gender viewpoints, resulting in sensitive and culturally relevant ads. Because consumer behavior and expectations vary across cultural contexts, transcreation is a crucial component of international branding. According to Jonuleit, Schmitt, Schuler, Knop, and Enk (2000), the primary goal of experiential marketing is to provide distinctive and culturally relevant experiences for people who identify with the brand. This principle states that transcreation would involve modifying materials to evoke an emotional reaction, make them appealing within a cultural context, and create something memorable for the target audience. Transcreation enables brands to create communication that more deeply and authentically reaches their cultural segments, as companies increasingly look beyond transactions to establish emotional connections in the rapidly changing market. However, multimodal texts used in advertising rely on visual, aural, and verbal cues to convey meaning (Ibrahim, 2022).

More than just translation, the transcreation process entails altering the visual components, colors, symbols, and images to suit the intended audience. Brands operating in the Middle East market need to be mindful that specific colors, like red and green, might be linked to political or religious groups that would like to associate the brands with these traits. Therefore, the primary goal of advertising is to influence consumer attitudes and strengthen the bond between the brand and the consumer, as stated by Brassington and Pettitt (2006). Customizing marketing messages and creating a brand identity that is consistent and flexible enough to adjust to local conditions around the world are both part of using transcreation in global branding. Social media's impact has fundamentally altered how brands approach transcreation, particularly when it comes to real-time marketing campaigns. As digital platforms have grown, businesses are now adopting an active branding strategy that involves interacting with consumers rather than merely disseminating messages (Kaplan & Haenlein, 2010). Given the foregoing, transcreation enables brands to more swiftly and strategically adapt to shifting consumer tastes and cultural contexts.

According to Cat nio (2017), expert transcreation requires a sensitive grasp of the ethical implications of branding when working in multicultural environments. If this transcreation process is not handled carefully, it is likely to reinforce positive attitudes or, unfortunately, validate stereotypes. As the world becomes more interconnected, organizations must evaluate how well their communications conform to local ethical standards as suggested by cultural issues like gender dynamics and religious practices. In markets with differing opinions on marriage, parenting, and gender equality, advertisements that emphasize family ties may elicit unexpected reactions. In this instance, transcreation allows the messaging to honor regional ethical norms without changing the brand's main point. In addition to offering benefits, globalization presents challenges for brands pursuing the transcreation process. Globalization has made it easier for different cultural values to blend, particularly in urban areas, as demonstrated by Appadurai's 1996 work. Nonetheless, local cultures can preserve particular qualities that draw customers to the products even as global connections grow. While maintaining their broader brand identity, brands must pay attention to these variations and integrate local values into their messaging. Through communicating culturally specific messages, transcreation assists brands in maintaining their global identity while also adjusting to and respecting local traditions and customs.

According to Cronin (2003), creating successful international advertisements requires precise language and tone placement. In actuality, localization and transcreation are often confused, even though the latter is an entirely different idea in terms of its goals and methods of execution. According to Herman (2005), localization is the process of modifying content to meet local



standards, which include currency, terms, and units of measurement. Transcreation is the process of further altering the message's emotional and cultural components.

In emotionally charged advertisements for lifestyle, food, or luxury brands, it is especially crucial to preserve this emotional and cultural resonance because the brand's core message must be communicated while incorporating new surface features. According to Nida's 1964 research, transcreation cannot be successful unless there is cultural equivalency. According to Nida, the goal of translation and transcreation should be to elicit a response from the target audience that is similar to that of the intended audience to the original content.

This idea is especially pertinent to advertising since companies aim to attract customers' attention while maintaining a consistent brand image. Translation of language is only one aspect of transcreation. It entails a particular modification of a brand's communication style to accommodate a new cultural setting while maintaining the desired persuasive effect. Zhang (2015) makes the same argument from the branding and advertising sectors. Applying the dominant brand image to a brand in order to expand into new markets while meeting the demands of those markets is known as transcreation.

Additionally, as demonstrated by Spinks (2011), social media is now crucial to transcreation practices. Social media gives brands the ability to communicate instantly with audiences around the world, enabling them to adjust and adapt to cultural preferences promptly. Brands must quickly adapt their strategies if they want their advertisements to be engaging and relevant.

According to Lefebvre's (1992) research, in order to facilitate successful localization in global branding, the brand's philosophy should align with the target culture during the transcreation process. In the course of his arguments, Lefebvre (1992) implies that foreign brands should modify not only their language expressions but also their visual image and be cognizant of the surrounding cultural and ideological system that affects local consumers' decision-making. One blatant instance of cultural imperialism is international advertising, when big brands impose their cultural norms on local markets while ignoring the local cultural landscape.

Scholars have examined these difficulties. Unlike traditional translation techniques, transcreation necessitates a change in language as well as a modification of brand strategy for multicultural settings. Successful transcreation begins with an understanding of the language and cultural values that are part of the cultural construction of the target community (Tymoczko, 2014). This modification highlights how language alone cannot convey the depth of emotion and cultural significance required to resonate with audiences worldwide. The transcreation process involves producing new content that aligns with the cultural, social, and economic realities of the target market while preserving the core components of the brand. Multinational firms now more than ever depend on localizing words, images, and phrases to succeed in culturally diverse areas. The adoption of transcreation is also hindered by budgetary constraints and the need to update global promotional materials rapidly. As brands strive to produce ads that instantly appeal to a range of audiences, the engulfing nature of transcreation frequently results in many tensions.

O'Hagan (2012) emphasizes that the transcreation process requires careful coordination of the marketing, legal, and cultural sectors in order to preserve global branding while adjusting to local conditions. There is a serious financial issue due to the complexity of the situation. Transcreation always requires more resources than standard translation when creating adapted ads. Because advertising budgets vary significantly across different regions, brands can plan to modify their transcreation strategy in response to operational and budgetary limitations. (Díaz-Millón, & Olvera-Lobo, 2023). The success of the transcreation depends on striking a balance



between the necessity of understanding local cultural and psychological sensitivities and the need for a consistent worldwide message. Few recent transcreation studies have addressed the emotional and cultural changes caused by localizing international ads for countries such as Pakistan. There has been limited research on redefining identity, happiness, and beauty in high-context cultures, particularly through the lens of theories like Skopos Theory. This study aims to address recent deficiencies in the field by concentrating on translations into Pakistani and incorporating theory and cultural analysis (Ibarra, 2023).

Methodology

This study took a deep dive into how transcreation fits into international branding, particularly in the context of Pakistan, using qualitative research techniques. The choice of a qualitative approach is spot on, as it allows for a thorough exploration of how multinational companies tailor their marketing strategies to resonate with diverse cultural audiences (Azimi & Saleh, 2025). This method is particularly effective for unpacking the cultural nuances that shape transcreation, emphasizing that understanding is a subjective and context-driven process tied to how we make meaning in communication. This research provides a closer look at how different global brands tweak their advertisements to resonate with Pakistani consumers, using a comparative case study approach. The goal is to understand the effects of both regional and international ads on the local market, focusing on the linguistic, visual, and social shifts in these advertisements. This qualitative study draws on primary data from advertising and expert insights, along with secondary sources like academic research and marketing reports.

Data Collection Methods

The data is gathered as primary data from a mix of advertising records, official company websites, and various publicly accessible online resources. The primary focus was on ads from well-known global brands like Dove, Coca-Cola, and McDonald's. Since these advertisements are tailored for the Pakistani market, they align perfectly with what we are looking for. This research examines original and transcreated commercials from print, digital, and television sources to explore how these ads adapt across different media channels.

This study relies on secondary data gathered from industry reports, academic publications, and marketing case studies focused on transcreation and global marketing. The insights drawn from academic research offer both a theoretical framework and practical examples of how transcreation is applied in global marketing campaigns. The analysis involves comparing the original footage with its altered versions in the commercials. The primary focus is on three key areas: cultural adaptation, visual adaptation, and language adaptation. The linguistic adaptation aspect delves into how language evolves to cater to local preferences through translation, rephrasing, and the incorporation of culturally specific terms or references.

The research is diving into the visual elements that truly reflect Pakistani culture, think unique imagery, vibrant color palettes, and thoughtful design choices. The focus is on cultural adaptation, assessing how well brands have tailored their messaging to resonate with Pakistan's collectivist values. Guided by the Skopos Theory, it evaluates each adaptation option, checking if it aligns with the goals of the advertising campaign. The aim is to identify the key strategies multinational companies use to tweak their global marketing efforts for local markets successfully. The analysis that follows provides insights into how effective these transcreated ads are and how well they connect with the target audience in Pakistan.

Theoretical Framework

The main theoretical underpinning of this research is Skopos Theory. This framework is a crucial tool for analyzing how multinational corporations adapt their marketing strategies to accommodate diverse cultures, with a particular focus on the role of transcreation in Pakistan.



The skopos, or the main goal or intention of the communication, is the primary directive during the translation or transcreation process, according to the Skopos theory, which was first put forth by Vermeer (1998). This theory states that the particular communicative goals within the target cultural context determine the translation approach.

According to Skopos Theory, translators and transcreator employed in the advertising industry should put the intended message ahead of the original text. In the context of global branding, a trans creator's primary objective is to adapt the message so that the target audience can identify with it and that it communicates the same message as the original campaign in a way that is both emotionally and persuasively compelling. This is more than just word translation.

Principles of Skopos Theory

Purpose-Driven Translation: The way the translation achieves its goal in the target context determines its purpose.

Audience-Centered Approach: Cultural context, setting factors, and audience expectations all support translation.

Function Over Form: Ensuring that the translation aligns with the cultural values and expectations of the intended audience is crucial.

Cultural Relevance: The translation's role as a basis takes precedence over its strict adherence to the original text's format.

Translator's Agency: Making the required adjustments to the content to guarantee its efficacy for the intended audience should not present any difficulties for translators.

Multiple Valid Outcomes: The target audience and translation goals determine the number of possible appropriate translations of the original text. Skopos Theory states that before altering their advertising campaigns, multinational companies engaged in international advertising should take into account the needs, values, and cultural traits of their target audience. It is crucial to convey the message in a way that highlights its cultural relevance because otherwise, marketing initiatives may be ineffective or even harmful. By defining the message's objective, brands can optimize their language, visuals, and artistic elements to fit the target audience's preferences and increase the campaign's effectiveness in the target market. The flexibility of the theory allows for the creative manipulation of messages, which is necessary for a successful transcreation. The core of traditional translation work is mechanistic language reproduction. However, the art of Transcreation focuses on interpreting cultural contexts and intentions to help brands create campaigns that are relevant to various audiences. Respond Transcreation ensures that the global brand's message aligns with cultural values and maintains the persuasive power that has been the driving force behind the campaign worldwide.

Rationale

Global advertising is becoming increasingly dependent on brands' ability to interact with audiences from diverse cultural backgrounds while maintaining their unique identities. Traditional translation's shortcomings suggest that a large portion of the social, ideological, and emotional complexity of diverse cultural contexts is either ignored or not sufficiently conveyed. Organizations can bridge this gap and make the message appropriate and relevant to the culture by using transcreation. Even though transcreation is becoming more and more important, there are surprisingly few theoretically based works about how effective it is in markets like Pakistan, where collectivist patterns, gender roles, and family values shape communication. In order to address this need, this study uses Skopos Theory as the analytical framework to investigate the ideological and visual ways in which transcreation adapts international advertising campaigns. Enhancing understanding of cross-cultural branding will help writers, translators, and people working on global advertising campaigns.

Analysis and discussion

Example 1

Coca Cola Advertisement

Since the message in advertising is based on more than just words it also includes cultural sentiments, traditions, images, and firsthand accounts the conventional translation approach is woefully insufficient. Transcreation, which blends translation with innovative, culturally-appropriate techniques to make marketing materials both compelling and emotive in global marketplaces, was developed in response to the need for such an approach. Three Coca-Cola commercial, the original global version, "Open a Coke, Open Happiness," and two Pakistani transcreated versions, are examined for their nuanced cultural meanings using Skopos Theory ("چلو ساتھ کھائیں" and "جب کہی ان کہی، تو کھلیں خوشیاں"). It looks at how each ad highlights distinct cultural values and emotional bonds, with parental care and family ties being highlighted in particular to support Coke's global brand strategy.

Slogan

"Open a Coke, Open Happiness"

Visual Theme

A group of young people in a laid-back, contemporary environment sipping Cokes, which stand for joy, relaxation, and community.

According to Skopos theory, the international version represents Coca-Cola's global objective, which is to enforce inclusivity and direct emotions. The phrase "Open a Coke, Open Happiness" simply expresses an emotion that everyone can relate to. The advertisement's somewhat straightforward contemporary imagery promotes personal fulfilment, intimate relationships, and a laid-back, contemporary way of living. The drink is linked to happy, spontaneous moments in the imagery.



The goal of this ad is to link Coca-Cola to the universally shared experience of abstract pleasure. The original advertisement appeals to universal emotions, but references to culture are based on referencing language that misinterprets cultural references. The method, which uses few localization cues and is straightforward in form but powerful, is intended to engage different cultural frames of reference. In societies like Pakistan, where family ties are valued and emotional expression is restrained, this approach could be problematic. Advertisements emphasizing romantic themes or personal fulfilment may not effectively reach people due to the prevalence of collectivism, hierarchical structures, and family loyalty.

Transcreated Advertisement 1

Slogan

”جب کہی ان کہی، تو کھلیں خوشیاں“

Visual Theme

A child and father sharing a Coke, implying a sentimental reunion or nonverbal affectionate recognition.



In terms of emotional impact and visual mood, the ad differs significantly from the original. where the slogan emphasizes the assumed warmth, emotional control, and connection between various ages while maintaining the original's structure and message (Open Happiness). It highlights a subtle aspect of Pakistani culture, namely the tender ways in which fathers connect with their children and the closeness of fathers' affection for their daughters.

According to Skopos Theory, this advertisement differs significantly from the original in terms of its emotional goal and visual tone. The slogan conveys the meaning of unspoken warmth, restraint, and generational ties while maintaining the structural rhythm and semantic content of the original (Open Happiness). It explores a subtle yet potent aspect of Pakistani culture: the tactful expression of affection between fathers and children, particularly between daughters. This version's goal changes from advocating for an ill-defined definition of happiness to permitting emotional expression within cultural norms.

Coke is marketed in the ad not just as a beverage but also as a means of emotional communication, particularly in homes where it is inappropriate to publicly express affection. In order to address the localized values of humility, respect, and subtly revered behavior that are prevalent in Pakistani culture, the advertisement goes beyond simple language and reaches the emotional narrative.

In contrast to the original work, which focusses more on romantic relationships, this version shifts the focus to intergenerational bonds, a sensitive topic in South Asian culture. In place of words, a Coca-Cola is offered since it is a gesture that is appropriate for this culture's background and emotionally charged.

Transcreated Advertisement 2

Visual Theme

Under warm lighting, a large group of family members are seated around a standard dinner table, consuming food and Coca-Cola while their faces are blissfully content and united. The original theme is very different from the third version. In contrast to earlier iterations, this one places a strong emphasis on family time, shared meals, and happiness, all of which are cultural reflections of unity.



An essential part of Pakistani life is ritual. Mealtime, particularly at the dinner table, is frequently regarded as the most important social gathering in a family and offers an opportunity to restore mutual respect and trust as well as the roles that each member plays. Coke transforms from a beverage to an emotional companion by being connected to this crucial area of life, strengthening family customs. According to Skopos Theory, the new goal is to link Coca-Cola to emotional solidarity and family customs.

The change is being made thoughtfully. In contrast to the advertisements, which viewed happiness as a universal emotion, the campaign emphasizes happiness as the outcome of shared values and experiences, with the bottle symbolizing the unique cultural identity of Pakistan. The transcreator attempts to highlight the value of communal meals in Pakistani middle-class customs while maintaining the brand's emotional core.

The writings of the slogan “چلو ساتھ کھائیں” makes use of daily, accessible tone with which one can imagine seniors or relatives asking others to have their meals together. Rather than urging customers to buy, it is sentimental. This is in line with higher degrees of uncertainty avoidance. The imagery has nothing to do with anything alien or dangerous. Everything about the setting, including the table settings, the family's attire, the atmosphere, and the disposition, is cozy and evokes fond memories. As the comparison demonstrates, transcreation entails more than merely aesthetic adjustments.

It entails limiting the underlying values, social context, and emotional core. The joy of pleasure is reformulated in Pakistani versions as something that is shared by everyone, whereas the original discusses personal joy. This highlights the collectivist tendencies that are prevalent in Pakistani society. Additionally, Coca-Cola's goals vary depending on the campaign. It starts out as a company that makes people happy, but in a later adaptation, the product represents equality and tradition instead of peace, as it did in the original Pakistani version. These shifts highlight how businesses must modify their linguistic, emotional, and symbolic communication to remain relevant in various markets. The examination of these three Coca-Cola commercials demonstrates how important transcreation is to effective global branding. The application of Skopos Theory highlights how each advertisement's goal is modified to conform to the emotional and cultural values that its target audience expects.

Global brands can become extremely relevant to a local market without losing their universal appeal, as demonstrated by the translations into Pakistani. Instead, its examination of family bonds and parental love in Coca-Cola ensures that the product is linguistically and emotionally

suited to the Pakistani market, enabling its universal tagline to be emotionally compelling and targeted in the local market. The key to successful transcreation and a crucial tactic for companies looking to enter international markets is the capacity to strike a balance between local cultural subtleties and global consistency.

Example 2

McDonalds

In the trend towards global branding, the McDonald's transcreation—rather than a mere translation that incorporates cultural adaptation is crucial, especially for service-oriented businesses operating in multicultural environments like Pakistan. A great illustration of how brand identity is modified for cultural values, consumer behaviors, and the need for local emotional quenching is McDonald's and its well-known worldwide tagline, "I'm Lovin' It." The focus of this study is on two distinct visual campaigns created by McDonald's. The global campaign is called "I'm Lovin' It," while the local statement in Pakistan is "Powerplay your match time!" The analysis that follows looks at how market expectations and cultural ideologies affect how brand messages are adapted from the perspective of Skopos theory.

McDonalds Original Advertisement

The initial design of the McDonald's campaign is simple and welcoming. The scene features a contemporary McDonald's restaurant with bright blue lighting. The lone golden arches that radiate light above the scene, along with the rather straightforward but appealing caption, "I'm Lovin' It," stand out against this background. "I'm loving it." The commercial consciously focusses on communicating the McDonald's brand while paying close attention to professional standards and quality. Food products, human portraits, or any other kind of cultural imagery are not shown. Furthermore, the advertisement highlights the unique image and architecture. The advertisement becomes a unique illustration of a homogeneous international strategy meant to establish a consistent brand message on the global scene by eliminating any social context.



This slogan was designed to be open-ended and has a positive, informal tone. It leaves room for personal significance by not asking the customer to specifically describe what they value about the food, the ambiance, or the service. This flexibility shows how McDonald's guarantees universal brand recognition across all of its locations. The first person is specifically singularized in the slogan, evoking the person's joy, contentment, and emotional reaction. The

strengthening of global brand memory and emotional ties with customers worldwide will be the main goals of this advertising, according to Skopos theory. Despite the lack of localization, the message's effectiveness is grounded in its scope. In Western Europe and the broader United States, where marketing values individual experiences over group affiliations, this approach appeals to LCCs.

Transcreated Advertisement

"Powerplay Your Match Time!" is a transcreated advertisement from Pakistan that uses an entirely different communication strategy. There is a lot of movement in this picture. Around a monitor, excited Pakistanis watch a cricket match. Their stance conveys a sense of unity, joy, and celebration as well as intense emotional engagement. We can see a vast array of McDonald's snacks stacked on top of them beneath their feet, including burgers, fries, and Coca-Cola bottles with the words "Happy to Share" prominently displayed. For Pakistani viewers, the scene, colour scheme, and nonverbal clues all work together to create an immediate atmosphere.



After the slogan's subject matter and wording have been examined, the largest change becomes apparent. The catchphrase "Powerplay Your Match Time!" is a powerful statement that embodies the ideals of Pakistani culture. The phrase "Powerplay" has additional meaning in Pakistan, the home of cricket. "Powerplay" is a term used in cricket to describe a phase that heightens match excitement with more thrilling moments of greater difficulty. By using this language, McDonald's connects with the spirit of a Pakistani viewer who views this sport as more than just a form of amusement; it is more than a symbol of unity, national identity, or passion. In this way, the brand subtly responds and becomes an active part of people's collective cultural experience.

McDonald's status shifts from a worldwide phenomenon to a powerful local presence as the communication goal shifts from general emotive marketing to a deliberate conversation with culture. In contrast to the original commercial, this version only makes sense in collectivist, cricket-focused cultures like Pakistan. The commercial's design successfully conveys a joyful, celebratory feeling while also capturing local mood psychology. Vibrant reds, yellows, and oranges abound in this scene, conjuring up images of warmth, joy, and vitality emotions strongly linked to cricket matches in South Asian cultures. The focus on food is so evident that

dining at McDonald's is more than just a quick snack—it's a significant part of group gatherings.

In the commercial that ran alongside McDonald's, Coca-Cola was used in an effort to highlight the act of sharing with a stronger sense of community. The structuring of emotions and the use of symbolism to convey their meaning are clearly different. The Pakistani adaptation conveys intense emotion through people's faces, body language, and boisterous behavior, while the original advertisement is devoid of any people and instead concentrates on the design and its message. There are no people present, emotions are basic, the cricket match is a unique situation, and there are distinct group identities (friends at a celebration).

This strategy fits in with societies that value clarity and straightforward emotional expression and have high levels of uncertainty avoidance. In the same process, McDonald's shows that it intends to create a cultural experience and do more than just promote its products. It is offering an experience that is lived with significant national identity and local customs. To sit atop the regional customs and identities of distinct markets, the company reimagines its global brand.

Not everyone uses the following phrase in the same way: Designed to appeal to a local audience, the campaign functions as a clear icon that instantly elicits a cultural and emotional reaction in Pakistan. One proactive move in the brand's communication is to move away from an individual viewpoint ("I'm Lovin' It") and use a direct motivating phrase ("Powerplay Your Match Time!").

While the modified ad actively reaches out to the audience, pushing to be a part of it and sandwiching McDonald's in one's cricket festivities, the original ad evokes a sense of a potentially subtle emotional attachment. The use of language strategy in transcreation, which aims to influence consumer behavior in a culturally sensitive manner, is demonstrated by this careful word change. You can see how crucial transcreation is to reaching a variety of audiences when you compare McDonald's original and localized advertisements side by side.

The original "I'm Lovin' It" commercial aims for global homogeneity, universal sentiments, situational contentment, and celebrity. "Powerplay Your Match Time!" is the advertising slogan used in Pakistan. adopts the brand and gives it a local cultural perspective based on shared experiences, a love of cricket, and emotional ties. This change demonstrates how to intuitively assess cultural values and consumer attitudes in addition to being an example of creative selection. It highlights that brands must adapt to local environments of all kinds, including cultural ethos, emotional appeal, and sense of identity, in order to succeed abroad.

Example 3

Dove's "Real Beauty" Campaign

The Dove "Real Beauty" campaign, which is well-known throughout the world for its progressive role, challenges traditional notions of beauty by emphasizing the importance of empowerment, inclusivity, and honesty. Dove opposes the idealized portrayals of women and flawless bodies that are prevalent in popular culture, as opposed to idealistic notions of beauty. However, the intended message will inevitably change as this advertisement is modified for global consumption. Global ads are adapted ideologically, emotionally, and through aesthetics to appeal to the specific needs and feelings of their target audience in markets with unique ethnic demographics (like Pakistan).

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**Real beauty
Embracing Authenticity
Dove**



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Their genuine, full beauty is interspersed with their physical experiences. In this way, women's bodies are not constrained by the norms of traditional media, nor are they portrayed as objects or subjects. In order to challenge constrictive beauty standards that have historically been associated with youth and thinness as well as the Eurocentric ideal of whiteness, the campaign actively promotes inclusive body positivity. It is unmistakably founded on an intellectual philosophy that honors liberty and personal expression. This advertisement asserts a collective and cosmopolitan beauty vision, in contrast to the conventional youthfulness, narrow waists, and European beauty ideals. It's more than just a marketing tactic. It is an example of a cultural intervention.

Skopos Theory states that the campaign's goal (skopos) is to redefine what societal beauty means, not just make money. The intention is to boost viewers' self-esteem, particularly that of women, whose representation is under-represented in the media. Here, the advertiser is relying on viewers who think that emotional freedom, self-expression, and self-acceptance are important. As a result, the goal is to give viewers psychological power, which is linked to

improved emotional well-being due to brand recognition. The ad accomplishes its goal by using imagery that universally represents joy, self-assurance, and a sense of belonging.

The use of white and unremarkable cosmetics highlights themes of innocence and truth. The diverse range of models and skin tones conveys an inclusive message that suggests everyone is naturally beautiful. According to Skopos' theory, every image used in the advertisement is purposefully chosen to support a larger communication goal beyond just product promotion. The campaign openly embraces diversity and challenges established norms without fear of opposition or unfavorable reactions, with little effort made to avoid ambiguity.

It encourages a tolerance for ambiguity and change by calling on women to "embrace authenticity." Additionally, the advertisement employs a short-term approach, emphasizing temporary acceptance and self-comfort over long-term change or even moral advancement.

Transcreated Advertisement

Through a culturally relevant plot centred on tenacity, modesty, and moral integrity, the transcreated advertisement offers a new definition of beauty. Rather than presenting a montage, a testimonial style is used, emphasising well-known figures. The women are displayed in front of a simple, white background while wearing shalwar kameez and serous. The chosen colour scheme is restrained, noble, and emotionally soothing. The slogan, "Real Beauty Series – Starts with Resiliency," shifts the focus from outward appearance to inner strength, emotional fortitude, and community impact.



While its Pakistani counterpart portrays women as symbols of power, dignity, and respectability, emphasising their moral core, the global advertisement showcases diversity in terms of physical appearance and variety. Their social and moral backgrounds are valued more than their physical prowess or artistic ability. Their accomplishments, words, and demeanor, rather than their physical appearance, are what make them beautiful. Their roles as thought leaders in the broader message overshadow their outward appearance. Therefore, the way women are portrayed no longer has a visual impact; rather, it speaks to their intelligence and respect. The ad's association with media figures lends it a certain level of credibility and emotional appeal.

By promoting renowned public intellectual and motivational speaker Sidra Iqbal, the campaign reaches people whose minds frequently direct them to powerful figures who they can turn to for moral guidance. According to this measure, beauty is an expression of inner strength rather

than outward appearance, which is politically astute and considerate. The Skopos Theory states that this transcultural advertisement's goal is different from the original's foreign origin.

Although it modifies its approach to accommodate the unique needs and attitudes of the local society, it keeps the most crucial point regarding the establishment of limited standards of beauty. The goal is to connect the brand to the local values of strength, dignity, and dedication to family relationships. It offers a gentle tale of strength and self-acceptance rather than advocating for a radical acceptance of who we are. Beauty is subtle endurance, not rebellion. Skopos Theory's central tenet is that a message's form and content should align with specific objectives established for the target culture.

It is assumed that the Pakistani audience is more sceptical of western liberal ideologies and leans conservative and values close relationships. The advertisement reworks its presentation to minimize potential issues and promote progressive empowerment in order to overcome the challenges posed by cultural sensitivities. While staying loyal to the brand, it makes the message culturally relevant by incorporating global concepts into the local heritage fabric. A culture with a high power distance is reflected in the advertisement's messaging. The campaign emphasizes the importance of authority by virtue of social status by using well-known individuals rather than anonymous ones.

The message is validated by power figures. The opinions of Sidra Iqbal are more ideologically significant than those of an unnamed individual. It also aligns with collectivism. While the international adaptation supports the portrayal of an individual achieving individuality, the advertisement emphasizes social consensus and shared values. Resilience is portrayed more as a moral and social trait than as a way to enhance one's own wellbeing. The portrayal of true beauty serves to uplift communities, families, and national pride.

The commercial's subdued emotional tone aligns with a masculine viewpoint that values emotional control and inner resolve over outspoken individuality. The commercial avoids visual ambiguity, keeps behavior and attire sophisticated, and uses an all-to-familiar visual language with the goal of avoiding confusion. The moral of the story is clear: beauty is determined by one's capacity to resist social pressures rather than by one's uniqueness. In turn, mentioning traits like moral fortitude, endurance, and perseverance conveys an interest in long-term virtues.

This ad tells a different story than the global campaign, which celebrates beauty as something that is encouraged through life's challenges and praises "being beautiful now." Despite being part of the same worldwide campaign, these two advertisements present opposing ideologies. The global ad asserts that, regardless of recognition, beauty is a free state and a natural right. It suggests that a person's identity is determined by them, which is the essence of liberal democracy.

The Pakistani ad, on the other hand, questions the traditional definition of beauty by highlighting a moral attribute that merits acceptance and acknowledgement from the community and culture. as acknowledging personal pride while keeping it within the bounds of social norms. This adaptation transmits ideas rather than a literal translation. It chooses to use cultural icons to tell the desired story, reinterprets empowerment, and grounds the emotional appeal. The transition from "embracing authenticity" to "initiating with resilience" reflects a keen awareness of cultural and emotional contexts.

While beauty as resilience resonates with Pakistanis, a message of beauty as defiance may seem alienating. Instead of being portrayed as diverse physical manifestations of visual autonomy, women are now portrayed as leaders who exemplify moral and cultural authenticity. Women



are featured prominently in one of the advertisements. Conversely, every other feature acknowledges women, which is intentional and has the contexts' ideological significance. Dove's Real Beauty ad demonstrates that effective transcreation entails changing the cultural, emotional, and ideological landscape in addition to translating the language. Personal empowerment and original beauty standards are the main themes of the first commercial.

The advertiser's core values of moral integrity, social resilience, and cultural familiarity are highlighted by the adaptation to the Pakistani market. Skopos Theory states that these two advertisements are not differences in a single message, but rather different sets of values. This study shows that a brand can stay true to its values while adapting to cultural diversity by examining Dove's transcreation strategy. The commercial can preserve its emotional core and significant connections between various regions by employing culturally appropriate techniques. In order to diagnose the strategy, the justification, and the target audience—all crucial for the theory underlying translation and the development of international campaigns—the analysis moves beyond surface-level content.

Discussion

It is clear from this study's comparison of global and transcreated commercials that transcreation is more than just translation; it is a transformation grounded in cultural and ideological contexts. The case studies of McDonald's, Coca-Cola, and possibly even Dove demonstrate how multinational corporations completely alter emotional messages, visual symbols, and social representations of themselves to appeal to their target audiences' cultural sensibilities in Pakistan. In every campaign that was examined, a distinct pattern emerged.

The Pakistani adaptation of these stories emphasizes family unity, parental love, toughness, and communal harmony, while the international advertisements place more emphasis on individual enjoyment, independence, and broad emotional impact. Such adjustments are an illustration of paying particular attention to local markets and tackling Pakistan's ingrained tendencies, such as its strong collectivist tendencies, high power distance culture, and uncertainty avoidance, all of which have an effect on consumer sentiment and emotional involvement.

McDonald's slogan, "I'm Lovin' It," has been reframed in Pakistan as "Powerplay your match time" and "Apno ke saath ka khaas time," which promote social cohesion and family bonding over sports and relaxation. Transcreation reshapes the campaign purpose in this rebranding, shifting the focus from individual satisfaction to nationality and collective identity, which are based on cricket and similarities in family scenes.

Coca-Cola's global tagline, "Open a Coke, Open Happiness," suggests that happiness stems from spontaneous, individual moments. However, through the dynamics of relationships, the transcreated Pakistani ads localize joy. The adaption “جب کہی ان کہی، تو کہلیں خوشیاں” (When the unspoken is expressed, happiness opens) employs culturally coded silence to convey parental affection, whilst “چلو ساتھ کھائیں” (Let's eat together) integrates Coca-Cola into the emotionally revered custom of communal dining. Transcreation is essential for integrating communications into cultural contexts because of these changes, which represent varying emotional tones at the cultural level.

Furthermore, this trend is demonstrated by the Dove Real Beauty campaign, which shifts from visual elements of body diversity and self-actualization to a narrative that highlights moral bravery and strength. In the global campaign, women are portrayed as advocates for their own authenticity; however, in the Pakistani version, prominent figures like Sidra Iqbal are shown on screen with a dash of academic excellence, dignity, and humility. The campaign portrays



women more in terms of their social standing and moral principles than their physical attributes, which is a conservative gender norm in Pakistani society. Skopos Theory is particularly helpful when attempting to comprehend the changes that result in relevant strategies.

Every transcultural campaign will modify its objectives in accordance with the cultural values of the society it is intended to reach. Transcreators need more than just the same words. Narrative structures are changing from a single character to a community, from loud to quiet, and from visually appealing to thematic. This theory has clarified a basic underlying principle that has been observed in all of the examined advertisements by demonstrating that meaning is contingent upon the context and the context of the scene's message. This study demonstrates the diverse ways in which gender concepts are reinterpreted across cultures.

In Pakistan, empowerment for women is reinterpreted as inner resolve, steadfastness, and respect, typically expressed through fundamental societal symbols. In the West, empowerment is linked to visibility, control over one's body, and the expression of multiple identities. That demonstrates how different ideological systems shape perceptions of sentiment, beauty, and empowerment, all of which are characterized by regional rather than international norms. These advertisements ultimately demonstrate the necessity of purposeful, ideologically aware transcreation in the field of international marketing.

Additionally, it highlights how to effectively critique the adaptation of messages in different regions by using theoretical models like Skopos. This study advances our understanding of translation and advertising, aids professionals in producing cross-cultural content, and highlights the value of employing culturally sensitive methods that go beyond a literal translation to establish genuine global-local ties. It is based on earlier research.

Key Findings and Results

This study provides a wealth of evidence that transcreation is a serious, culturally specific process that goes beyond simple language translation. In all of the case studies, McDonald's, Coca-Cola, and Dove featured global ads that were meticulously tailored to Pakistani social customs, emotional expectations, and cultural norms. While the personalized advertisements emphasized moral values, family ties, and group interaction, the original foreign advertisements placed more emphasis on independence, personal fulfillment, and imagery.

McDonald's shifted its focus from personal freedom to group enjoyment. Dove transformed beauty from outward appearances to inner strength and honor, while Coca-Cola redefined happiness as reflecting parental warmth and a friendly dinner. The study illustrates how the communicative goal influences the selection of transcreation techniques using Skopos Theory. These results show that successful transcreation preserves brand identity and fosters emotional bonds through ideal alignment, demonstrating how culturally biased communication raises brand relevance across markets.

Future Recommendations

The results offer a backdrop of fascinating topics for further research and firmly support the need for culturally appropriate transcreation in international branding. Future studies should examine various industries, cultural aspects like gender and religion, and generational divides where transcreation might yield fresh perspectives in order to broaden these findings. Studies on cultural affinity for regions like Pakistan and its neighboring nations, like India or the Middle East, offer important proof of how international brands are adapted for these cultural groups.

. Researching audience reception through surveys or interviews would yield important insights into how localized messages are emotionally absorbed and received. The shift to digital advertising calls for a more thorough investigation of transcreation in influencer marketing,



social media, and customized digital platforms. It is essential to understand how cultural adaptation functions in these dynamic environments. Marketers and content creators should consider transcreation a significant, ethical, and culturally sensitive approach. Campaign success and cultural sensitivity can be ensured by collaborating with local storytellers and experts.

Conclusion

This piece demonstrates that a key component of culture-centered, goal-defined global branding is transcreation. This study examines the transcreation strategies of McDonald's, Coca-Cola, and Dove in Pakistan. It explains how these companies adapt their global narratives to promote and communicate local values, such as community identity, moral standards, and family ties. The study shows that transcreation is effective because it guarantees that the message reflects the cultural goals of the target audience, as demonstrated by the use of Skopos Theory as the study framework. The findings demonstrate that transcreation can serve as a cultural bridge to help global businesses maintain their message while developing closer ties with local clients. This study advances our knowledge of intercultural advertising and offers useful tactics for advertisers aiming to reach multicultural audiences.

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