

CASE STUDY



PROJECT

ENGLISH TO SPANISH TRANSLATION

Identify the English to Spanish translation option that resonated the most among Hispanic consumers.

CLIENT



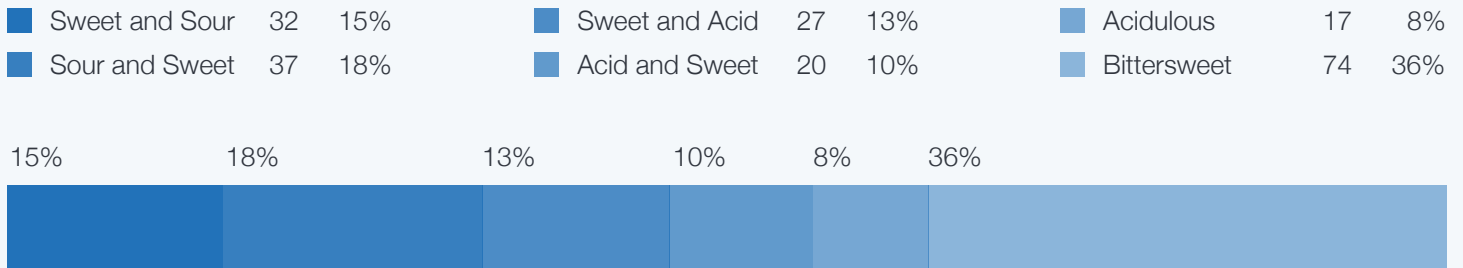
OBJECTIVES

A well know candy brand had identified multiple correct English to Spanish translations to describe the flavor of its candy. The translation and description would be used in on-screen advertising and digital promotion of the candy.

Univision assisted the brand conducting research via a CivicScience poll to identify the translation that resonated to most among Hispanic Spanish-speaking consumers.

INSIGHTS & FINDINGS

The Univision audience is most likely to describe the candy brand as “bittersweet”, 1 in 3 people. 1 in 4 would describe it as either “sweet and sour” or “sour and sweet”. Any choice with the word “acid” or “acidulous” was the least favored choice.



How would you describe a **Brand X** candy? > Unweighted

Margin +/- 7% 207 responses from 12/12/2016 to 12/14/2016
Generated by CivicScience on June 14, 2018 at 11:54:26 EDT

OUTCOME

The research allowed Univision to strengthen the relationship with its client by giving them access to unique Hispanic insights not available elsewhere. Univision positioned itself as the market expert in Hispanic audiences and gained the trust of its client to advise them in Hispanic marketing strategy.