

# Interpreting in Market Research

For businesses on an expansion journey, market research is an essential tool to understand global audiences. Through qualitative methods such as interviews, focus groups or discussions, they can gain a deeper insight into their new consumers' preferences, likes and dislikes to shape an international strategy.

Interpreting, in its different modes and through different channels, provides the linguistic bridge for these multilingual contexts, allowing agencies and firms to connect with consumers effectively, no matter the language.

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## Challenge:

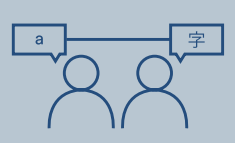
A new organic food brand hired a UK-based market research firm to launch a line of savoury snacks in six markets in the Americas: the US, Canada, Mexico, Argentina, Chile, and Brazil. It is trying out different flavours and wants to gauge reactions from consumers between the ages of 18 and 35 to figure out which flavours are better suited for the different markets. The market research agency has already run a series of online surveys and questionnaires. At this stage, they want to get more in-depth feedback via interviews and discussion groups, so they need language services to help them liaise with Portuguese, Spanish and French speakers. The food firm's top priority is to have a detailed understanding of the consumers' comments. It is also mindful of turnaround times, since they want to launch during the last quarter of 2021.

## How THG Fluently can help



### Initial assessment

THG Fluently's team of dedicated market research specialists will discuss the end client's needs with the market research agency to understand which solution would be best suited for the project. Together, they explore the different possible options:



### Sim trans

Interpretation is carried out in real time, with a linguist either on site or through videoconference. This method has the main advantages of speed, as the discussion is rendered into the target language immediately, and high accuracy, due to the interpreter's native knowledge of the source language.



### Asynchronous interpreting

The interviews and discussion groups are carried out and recorded in the source language. An interpreter then records a target language version to match the original content. This approach will be as accurate as sim trans, but having the final, target language version of the meetings requires a few extra steps.



### Transcription & translation

A transcript of the sessions is generated with the help of a human transcriber or by using voice-to-text software. A human linguist is on-hand to review the quality of the output and make amendments if needed. The transcript is then translated into the target language either by machine translation or a human linguist. Combining the voice-to-text transcription with machine translation will be the fastest solution as well as the most cost efficient; however, it might not be the best option if accuracy is a top concern. Working with human linguists instead of machine-aided methods would be a good idea to boost quality.



Because the end client's top concerns are speed and accuracy, after careful consideration **the teams decide to use the sim trans option**, to ensure all linguistic nuances and local expressions are captured in full. Due to travel restrictions, the interpreters will connect to the sessions via videoconference.



### Selection of linguists

THG Fluently will select native-to-market interpreters with relevant industry expertise from its 6,000+ network of linguists. As the interpreters don't need to be on site, there is a wider choice of available talent.



By selecting the most effective interpreting mode for the project at hand, the discussions and interviews are carried out smoothly. The market research firm is able to put together a report for the end client with accurate insights into multiple markets, highlighting the relevant takeaways from each of the target markets. Combined with insights from previous quantitative research, this report is shared with the food company's marketing team. Based on the findings, the end client makes a highly informed decision as to which snacks will go to which market, and begins working on a launch strategy for the separate audiences.