SLOGAN LOCALISATION AT WORK: THE REXONA WEBSITE

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Abstract

Websites are the main PR tool of today's companies as they can be employed to broadcast information on products, events or news and keep customers close. However, each market needs to be catered for individually, even when they share the same language.

Keywords: website localisation, website marketing, explicitation, coinage, slogan translation, slogan adaptation, slogan localisation

In previous papers (Lako, 2013, 2014) I argumented that in many cases there is no translation process involved in the case of various global markets that still share the same language. So *slogan translation* is not appropriate to encompass this phenomenon. US, UK, Australian or any other English language version websites often display different message. While the message can be unitary on all the markets, the wording may be different. That is, while the purpose of the message is the same, the semantic realisation is different. So this could be considered text adaptations to the different markets. Some website use coinage, others explicitation, and some both coinage and explicitation. However, different markets regulate advertising differently, and, furthermore, advertisements and slogans are produced considering general cultural and psychological profile, legal aspects and buying power. Therefore it is more appropriate to use the *slogan localisation* syntagm. In the following pages I analyse the homepages of several national Rexona websites.

Case study: Rexona is British-Dutch brand owned by Unilever, and it stands for a range of deodorant and antiperspirant products. These products are branded as Rexona in most countries, but as Sure in the U.K., Ireland and India. In the U.S. and Canada it is marketed as Degree. For the sake of simplicity I will focus this time on the main web page and product advertised and its textual representation for each of the country websites. The study was conducted in July 2016.

REXONA - Website analysis: English[2]

USA - **THE WORLD'S NO. 1 ANTIPERSPIRANT** Body-responsive antiperspirant technology. Available in a range of formats for men and women.
UK - **THE WORLD'S NO. 1 ANTIPERSPIRANT** Body-responsive antiperspirant technology. Available in a range of formats for men and women.
Can - **THE WORLD'S NO.1 ANTIPERSPIRANT** Intelligent, body-responsive antiperspirant technology. Available in a range of formats for men and women.
Aus - **THE WORLD'S NO.1 ANTIPERSPIRANT*** Intelligent, body-responsive antiperspirant deodorant technology. Available in a range of formats for men and women. *based on volume sales

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[2] my underlining to point out differences

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Nz - **THE WORLD'S NO.1 ANTIPERSPIRANT*** Intelligent, body-responsive antiperspirant deodorant technology. Available in a range of formats for men and women. *based on volume sales
Ph - **THE NO.1 DEODORANT** Patented Motionsense technology, that is activated by movement. Available in range of formats for Men and Women.

Regarding the English versions, Interestingly, the Can, Aus and NZ websites use the adjective *Intelligent* as a further persuasive term for their product, and the *based on volume sales* used as argument for the chosen slogan (The No.1 deodorant).

The English version of the website for the Philippines uses a rather different slogan *THE NO.1 DEODORANT Patented Motionsense technology, that is activated by movement*, text used by the other English websites in an explanatory context. Also, the first letter of *men* and *women* are capitalized.

REXONA - Website analysis: German

DE - **DIE NR.1 DEOMARKE DER WELT** Intelligente, auf den Körper reagierende Antitranspirant-Technologie. Erhältlich in einer großen Auswahl an Produkten...
AT - **DIE NR.1 DEOMARKE DER WELT** Intelligente, auf den Körper reagierende Antitranspirant-Technologie. Erhältlich in einer großen Auswahl an Produkten...
CH - **DIE NR.1 DEOMARKE DER WELT** Intelligente, auf den Körper reagierende Antitranspirant-Technologie. Erhältlich in einer großen Auswahl an Produkten...

All German versions are similar, and because of text length *for men and women* is not displayed in the main text but only when clicked. The adjective *Intelligente* is also used.

REXONA - Website analysis: Spanish[3]

ES - **REXONA, EL DESODORANTE NÚMERO 1 DEL MUNDO**** Tecnología Motionsense™. Disponible en una amplia gama de formatos para hombre y mujer. (**Líder mundial en ventas de desodorantes. Fuente: Nielsen, MAT Diciembre 2014)
US - **EL ANTITRANSPIRANTE NÚMERO UNO EN EL MUNDO** Tecnología antitranspirante que responde a las necesidades del cuerpo. Disponible en una gama de productos para hombres y mujeres.
MEX - **REXONA®, EL ANTITRANSPIRANTE NÚMERO UNO DEL MUNDO** Tecnología antitranspirante inteligente, sensible al cuerpo. Disponible en una gama de formatos para hombres y mujeres

Before looking into the differences, it has to be mentioned that many brands begin to acknowledge the Spanish speaking population living within the borders of the US, hence the US Spanish version and Rexona is no exception.

For the European Spanish version the advertiser uses a coined word, as for the website for Philippines, *Tecnología Motionsense™*, whereas the US and the Mexican Spanish versions use the explicitation versions of the concept, the same as with the most of the English versions and all of the German versions: *Tecnología antitranspirante que responde a las necesidades del cuerpo, Tecnología antitranspirante inteligente, sensible al cuerpo, Intelligent, body-*

[3]my underlining

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responsive antiperspirant deodorant technology, Intelligente, auf den Körper reagierende Antitranspirant-Technologie.

Also, notice that there is no brand name in the slogan of the American Spanish version. The European Spanish website adds to its slogan a very powerful argument to its message: *Líder mundial en ventas de desodorantes. Fuente: Nielsen, MAT Diciembre 2014*. Such an argument has the role to determine potential buyers that the product has a proven history or to reassure existing buyers of the quality of the product.

REXONA - Website analysis: French

FR - **LE DÉODORANT N°1 DANS LE MONDE[1]** Des formules anti-transpirantes conçues pour vous. Une grande variété de formats, pour femmes et pour hommes. (1 Leader mondial du marché déodorants en ventes volume annuelles cumulées en 2014 en HMSMHD – Rapport Nielsen du 16 mars 2015.Leader mondial du marché déodorants en ventes volume annuelles cumulées en 2014 en HMSMHD – Rapport Nielsen du 16 mars 2015.)
CAN - **L'ANTISUDORIFIQUE NO. 1 AU MONDE** Un antisudorifique intelligent et qui répond aux besoins du corps. Disponible dans une variété de formats pour hommes et femmes.

The French versions use different explicitation versions *Des formules anti-transpirantes conçues pour vous* vs. *Un antisudorifique intelligent et qui répond aux besoins du corps*. European French also makes use of a Nielsen report, and even provides more details on it. It is also interesting to notice that the part that refers to the public target all websites say *for men and women*, in each of the particular language. European French is the exception. The text says *pour femmes et pour hommes*.

REXONA - Website analysis: Romanian, Hungarian, Portuguese

RO - Deodorantele antiperspirante Rexona Women ofera 48 de ore de protectie antiperspiranta eficienta. In plus, Rexona Women are un beneficiu unic - MotionSense System™ - microcapsule care elibereaza prospetime la fiecare miscare.
HUN - **ÉLJ TÖBBET a Motionsense™-szel!** Az új technológia mozgás hatására aktiválódik. Több mozgás, nagyobb hatékonyság.
PT - **FAZ: MAIS com motionSENSE™**, uma nova tecnologia que é ativada sempre que te moves. Quanto mais te moves, mais protegido ficas.

In the case of the Romanian, Hungarian and Portuguese websites, the design is similar among the three but completely different from the others mentioned previously, showing more animations, and more information, The top product is not always *motionSense* (with various text capitalization). Also products for men and women are presented separately. There does not seem to be a slogan for Romanian, which in all other cases is also marked graphically through an all caps technique.The text is a combination of explicitation, coinage and details (48 hours, microcapsules etc). Hungarian and Portuguese use the coined words in the slogans and explicitation further on. Romanian refers strictly to women.

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Further general observations:

- There is product label information on the US website
- Women and men (reversed order of the nouns in the case of European French, Romanian and Portuguese) but not in the case of Canadian French and all the other
- For Hungarian and Portuguese versions the idea of "for women" and "for men" is expressed only graphically
- User interface and websites may be different from country to country, as changes start from larger markets to smaller ones (see Ro, Hu and Pt websites which at the time of conducting the study had a different design and layout, but now they are all the same)
- German main web pages are the only one to display information about "**REXONA OHNE ALUMINIUMSALZE" (**WITHOUT ALUMINIUM SALTS**)**

Conclusions:

The Rexona website versions show that while the same range of products are being advertised, the slogans used are similar as purpose but the wording is different even when the same language is used (English, Spanish, French, Spanish, but not in the case of German). Legal requirements (the US English uses labels), health related regulations (German, WITHOUT ALUMINIUM SALTS), statistical data (Nielsen), economic arguments (*based on volume sales*), and different linguistic realisation (explicitation vs coinage), make up the localisation complex. Therefore, slogan and advertising localisation is an appropriate syntagm.

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