

Transcreation Samples

Below are some of my previous work in transcreating product slogans for clients in the retail industry. The goal was to create fresh and catchy taglines that would resonate with consumers. Each tagline was provided with two different versions for the clients' consideration.

Sneakers & sports apparel

Your workhorse with wings

御風展翼 · 淬鍊戰靴

堅毅戰靴 · 展翅高飛

Progress is key

循序漸進 · 步調由你

穩步前行 · 才是王道

Shatter the status quo

打破框架 · 穿出新格局

創新與經典 · 精彩融合

Action camera

Nightlife

夜拍一把罩

越夜越美麗

Swim naked

水下更輕盈

裸機輕鬆拍

This is Action

夠會玩

就愛玩

Every. Single. Angle.

零、死、角

精彩視角 · 絕不放過