## What Do You Need?

	Translation	Localization	Transcreation
Purpose	Factual	Original	Motivational
Adherence to source	Accurate	Authentic	Conceptual
Stakeholder engagement	Low	Medium - High	High - Very High
Type of asset	Text Email Chat Help Docs	Websites Email Training Product Info	Slogans & Taglines Campaigns Brochures Headlines

## Metaphrasis