

Traduzione Specializzata Inglese II

Lesson 2

Localization - Examples

Tuesday 13 November 2018

Localization (Localisation)

- 'Standardized' (one website for all countries)
- 'Semi-localized' (one site gives information for some countries)
- 'Localized' (a whole translated site for different countries)
- 'Highly localized' (translations plus country-specific adaptations)
- 'Culturally customized' (a new site completely immersed in the target culture)

Singh, Nitish & Arun Pereira, The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace, 2005

Standardized (No Localization)

House of Commons

The UK public elects 650 Members of Parliament (MPs) to represent their interests and concerns in the House of Commons. MPs consider and propose new laws, and can scrutinise government policies by asking ministers questions about current issues either in the Commons Chamber or in Committees.

Find Your MP

Enter your postcode, constituency or the name of an MP to find their contact details.

[Find](#)

[View all MPs](#)

House of Commons Twitter Feed

HouseofCommons UK House of Commons RT @CommonsHealth: .@jamieoliver came to Parliament today to speak to us about childhood obesity. Watch the full session here: <https://t.co...> 9 minutes ago

HouseofCommons UK House of Commons House of Commons votes 314 to 301 to reject New Clause 19 of the Sanctions and Anti-Money Laundering Bill #SAMLBill. <https://t.co/HpKpkF1rOR> 56 minutes ago in reply to HouseofCommons

Commons news [What's on](#)



Minister discusses agriculture post-Brexit

Welsh Affairs Committee examines Defra's proposals for the future of Welsh agriculture and trade

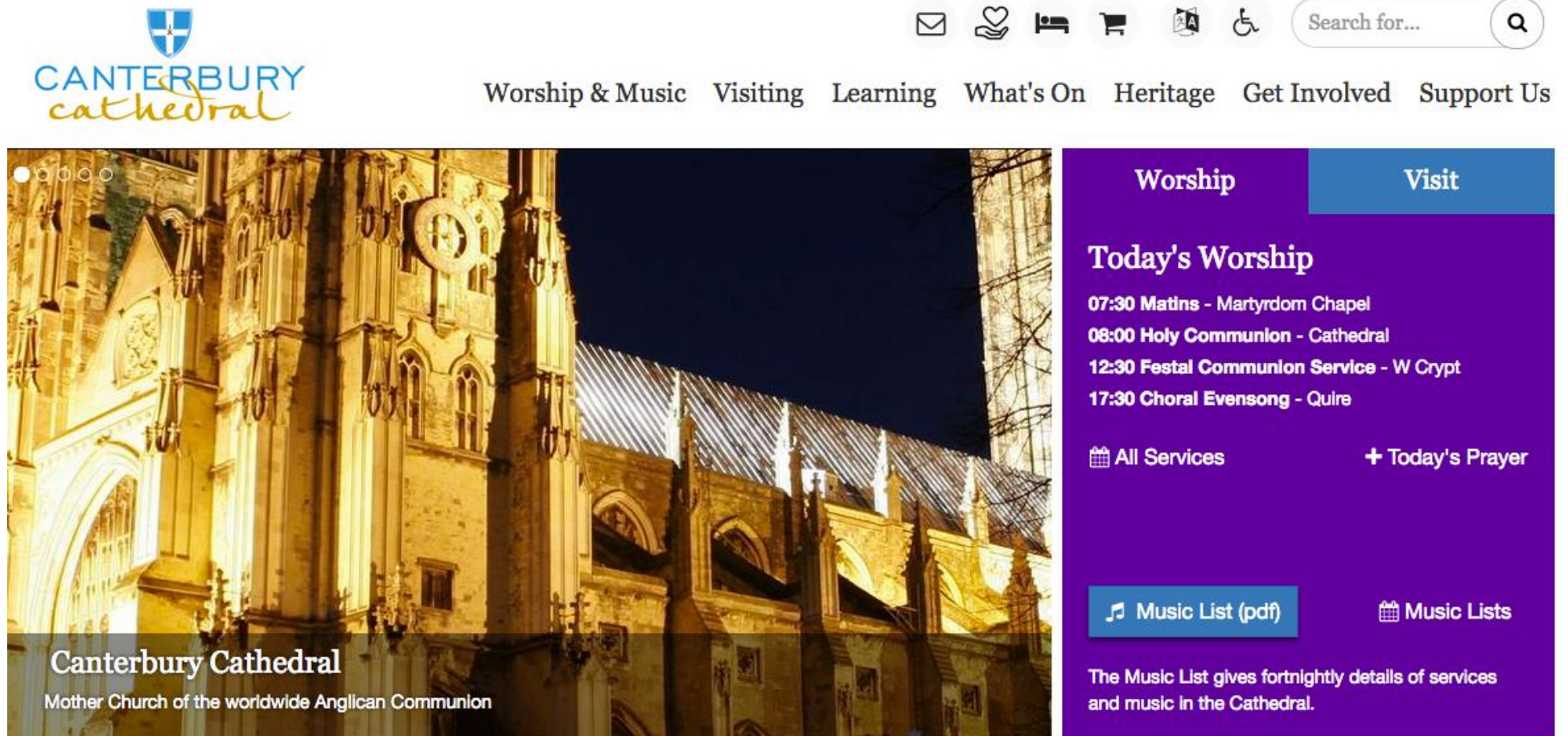


Secretary of State examined on oversight of non-DFID ODA International Development Committee takes evidence on the definition of ODA



Police response to vulnerable people examined The Home Affairs Committee examines police response to vulnerable people and neighbourhood policing

Standardized (No Localization)



The screenshot shows the homepage of the Canterbury Cathedral website. At the top left is the logo for Canterbury Cathedral, featuring a blue shield with a white cross and the text "CANTERBURY cathedral". To the right of the logo is a navigation menu with links: "Worship & Music", "Visiting", "Learning", "What's On", "Heritage", "Get Involved", and "Support Us". Above the navigation menu are several icons: an envelope, a heart, a bed, a shopping cart, a document with a magnifying glass, and a wheelchair. To the right of these icons is a search bar with the text "Search for..." and a magnifying glass icon.

The main content area is divided into two sections. On the left is a large image of the exterior of Canterbury Cathedral at night, illuminated by warm lights. Below the image is the text "Canterbury Cathedral" and "Mother Church of the worldwide Anglican Communion". On the right is a purple sidebar with two tabs: "Worship" (selected) and "Visit". Under the "Worship" tab, the heading "Today's Worship" is followed by a list of services: "07:30 Matins - Martyrdom Chapel", "08:00 Holy Communion - Cathedral", "12:30 Festal Communion Service - W Crypt", and "17:30 Choral Evensong - Quire". Below the list are two links: "All Services" and "Today's Prayer". At the bottom of the sidebar are two more links: "Music List (pdf)" and "Music Lists". A paragraph of text at the bottom of the sidebar reads: "The Music List gives fortnightly details of services and music in the Cathedral."

Welcome to Canterbury Cathedral

<https://www.canterbury-cathedral.org/>

Standardized (No Localization)

≡
MENU



RESERVATIONS

FOLLOW US



[https://www.theritzlondon.com /](https://www.theritzlondon.com/)

Semi-Localized



Her Majesty The Queen



MENU =



<https://www.royal.uk/home-royal-family>

Semi-Localized



The image shows a dark blue navigation menu for the website of Her Majesty The Queen. At the top left is the Royal Coat of Arms. The text 'Her Majesty The Queen' is displayed in a large, light blue font. To the right of the text is a search icon and a 'CLOSE X' button. Below the main title, a list of navigation items is shown in white text: 'The Royal Family', 'The Commonwealth', 'Residences, Art and History', 'The Royal wedding', and 'Working for us'. At the bottom left, there are social media icons for Twitter, Facebook, Instagram, and YouTube. At the bottom right, there are links for 'Contact Us', 'Privacy Policy', 'Media Centre', and 'About this site', followed by language options 'Cymraeg' and 'Gàidhlig'. The footer text reads 'The Royal Household © Crown Copyright'.

Her Majesty The Queen

Her Majesty The Queen

The Royal Family

The Commonwealth

Residences, Art and History

The Royal wedding

Working for us

[Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#)

[Contact Us](#) [Privacy Policy](#) [Media Centre](#) [About this site](#)

[Cymraeg](#) [Gàidhlig](#)

The Royal Household © Crown Copyright

<https://www.royal.uk/her-majesty-the-queen>

Semi-Localized



Cymraeg



MENU =

Croeso

Ers deg canrif, fe fu'r Frenhiniaeth yn rhan ganolog o fywyd y Deyrnas Unedig. Fel Pennaeth y Wladwriaeth, mae'r Frenhines yn cyflawni nifer o ddyletswyddau cyfansoddiadol a seremonïol. Mae'r Frenhiniaeth hefyd yn:

- helpu i ddiffinio pwy ydyn ni fel cenedl
- cynnig sefydlogrwydd mewn cyfnodau o newid
- gwobrwyo rhagoriaeth a chyflawniadau
- hybu'r ddelfryd o wasanaethu cyhoeddus a gwirfoddol.

Mae'r wefan yma'n cynnig:

- gwybodaeth am waith Y Frenhines yn ein cymdeithas ni heddiw
- bywgraffiadau o rai o aelodau'r Teulu Brenhinol
- hanes brenhinoedd a breninesau'r oesoedd cynt
- gwybodaeth gefndirol am y cartrefi a'r casgliadau celf Brenhinol
- gwybodaeth am ddigwyddiadau ac ymrwymïadau diweddar y Teulu Brenhinol.



Semi-Localized



Gàidhlig



MENU =

Fàilte

Le eachdraidh a tha a' dol air ais còrr is mìle bliadhna, tha àite sònraichte aig a' Mhonarcachd ann am beatha na Rìoghachd Aonaichte. Mar Cheann Stàite, tha iomadach dleastanas reachdail agus deas-ghnàthach aig a' Bhànrigh. Tha a' Mhonarcachd cuideachd cudthromach a thaobh dearbh-aithne nàiseanta: tha i a' toirt dhuinn seasmhachd tro chaochladhean an t-saoghail, tha i a' toirt seachad urraman dhaibhsan a tha airidh orra agus tha i a' cur air adhart prionnsabalan seirbheis, an dà chuid poblach agus saor thoileach.

Anns an làraich-lìn seo tha fiosrachadh air obair na Bànrìghe san latha a th' ann; eachdraidhean-beatha muinntir an Teaghlach Rìoghail; eachdraidh rìghrean agus bhànrìghrean tro na linntean; fiosrachadh air lùchairtean Rìoghail; agus iomraidhean air na tachartasan agus tadhalaichean Rìoghail a tha air a bhith ann o chionn ghoirid.



Semi-Localized



MyRSC | Log In | 



We create theatre at its best, made in Stratford-upon-Avon and shared around the world.

We perform Shakespeare's plays, as well as works by Shakespeare's contemporaries and plays by today's writers. We want as many people as possible to be able to access theatre at its best, so we bring our work to the widest possible audience through:

- **Touring and residencies** – UK and worldwide
- **Broadcasts to cinemas** Live From Stratford-upon-Avon – UK and worldwide
- **Online** activity
- **Education** work reaching out to 530,000 children and young people, including free **Schools' Broadcasts**
- **Making our theatre more accessible**

MADE IN STRATFORD-UPON-AVON

Our shows begin life in our Stratford workshops and theatres, where we design and build the sets, costumes and props, and rehearse and perform the plays in our three theatres: the **Royal Shakespeare Theatre**, the **Swan Theatre** and the Studio Theatre at **The Other Place**.

<https://www.rsc.org.uk/about-us>

Semi-Localized



MyRSC | Log In | Q



Benvenuti alla Royal Shakespeare Company, la più famosa compagnia di teatro del mondo. La nostra sede si trova a Stratford-upon-Avon, la città in cui nacque ed è sepolto il drammaturgo William Shakespeare. Siamo aperti tutti i giorni e saremo lieti di ricevervi e mostrarvi la nostra sede.

Durante la visita potrete:

- Assistere a una rappresentazione (Di solito, recitiamo in lingua inglese e le opere di Shakespeare vengono recitate nella lingua inglese del periodo elisabettiano)
- Visitare gratuitamente le nostre esposizioni.
- Servirvi dei nostri servizi di caffetteria, bar o del ristorante situato sulla terrazza all'ultimo piano dell'edificio.
- Godervi i panorami dalla nostra torre di Stratford-upon-Avon e della campagna antistante.
- Partecipare alla visita guidata del teatro

Se desiderate che il vostro interprete conduca la visita del teatro, è necessario effettuare prima la prenotazione.

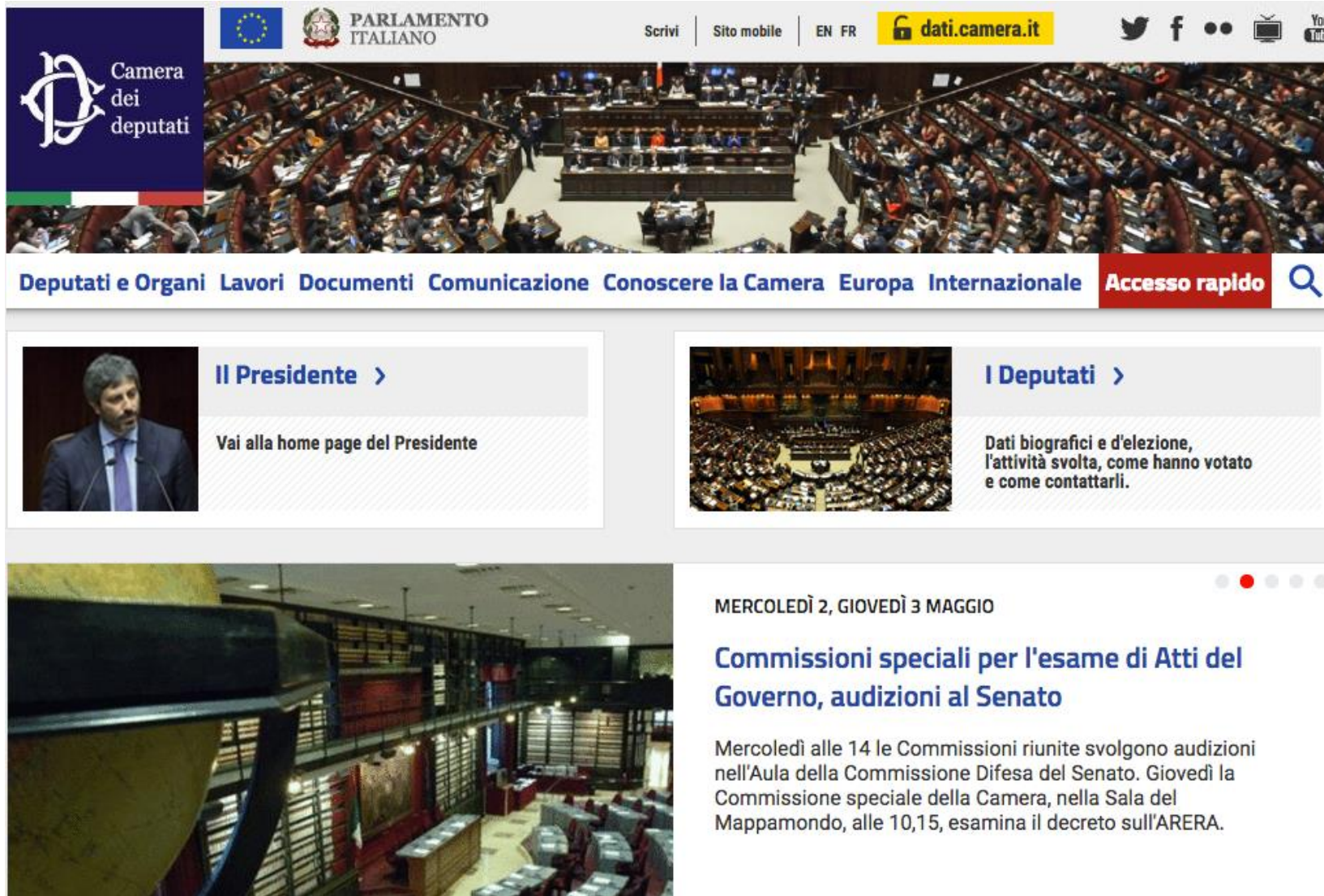
Il nostro edificio dispone di accesso facilitato ed è perfettamente adatto ai bambini. È dotato infatti di spazi adibiti al cambio dei più piccoli e a rampe di accesso per sedie a rotelle e passeggini.

Per prenotare o avere maggiori informazioni inviate un'email a info@rsc.org.uk.

Si noti che gran parte del nostro sito Web è in Inglese.

<https://www.rsc.org.uk/welcome/italian>

Semi-Localized



The screenshot displays the website for the Italian Chamber of Deputies. At the top left is the logo for the Chamber of Deputies (Camera dei deputati) with the Italian flag. To its right are the European Union flag and the Italian Parliament logo (PARLAMENTO ITALIANO). The top navigation bar includes links for 'Scrivi', 'Sito mobile', 'EN FR', and a search bar for 'dati.camera.it'. Social media icons for Twitter, Facebook, and YouTube are also present. Below the navigation bar is a large image of the Chamber of Deputies in session. A secondary navigation bar contains links for 'Deputati e Organi', 'Lavori', 'Documenti', 'Comunicazione', 'Conoscere la Camera', 'Europa', and 'Internazionale', followed by a red 'Accesso rapido' button and a search icon. The main content area features two featured sections: 'Il Presidente >' with a photo of the President and the text 'Vai alla home page del Presidente', and 'I Deputati >' with a photo of the Chamber and the text 'Dati biografici e d'elezione, l'attività svolta, come hanno votato e come contattarli.' Below these is a news section with a photo of the Chamber and the headline 'Commissioni speciali per l'esame di Atti del Governo, audizioni al Senato'. The date 'MERCOLEDÌ 2, GIOVEDÌ 3 MAGGIO' is displayed above the headline. The text of the news item reads: 'Mercoledì alle 14 le Commissioni riunite svolgono audizioni nell'Aula della Commissione Difesa del Senato. Giovedì la Commissione speciale della Camera, nella Sala del Mappamondo, alle 10,15, esamina il decreto sull'ARERA.'

<http://www.camera.it/leg18/1>

Semi-Localized

ITALIAN REPUBLIC

Legal Notice Cookie E-mail Site map IT | FR |

Chamber of Deputies

You are in: Home

PRESIDENT [Go to the page](#)

MEMBERS [Go to the page](#)

DISCOVERING THE CHAMBER OF DEPUTIES

Welcome to the website of the Chamber of Deputies of the Italian Parliament.

Here you will find information on the Chamber, the President, the Members and on the activities of the Plenary and other bodies.

You can also get knowledge of the fundamental laws of the Italian Republic as well as information on the Chamber's activities at European and international level.

Specific sections are dedicated to the Administration of the Chamber and to the communication with the general public.

Chamber of Deputies	European affairs	International relations
		

<http://en.camera.it/>

Semi-Localized

The screenshot shows the website interface for the Italian Presidency. The top navigation bar includes a menu icon, the text 'MURM', the Presidential Seal, 'PRESIDENZA DELLA REPUBBLICA', language options 'IT | EN |', a search icon, and links for 'al Quirinale' and 'Visita Castelporziano'. A vertical sidebar on the left contains icons for Video, Foto, Discorsi, Comunicati, YouTube, Twitter, and GooglePlus. The main content area features a carousel of images, with the current slide showing a night view of the Quirinal Palace. Below the carousel is a news article titled 'FESTA DEL LAVORO' with a sub-headline 'MATTARELLA: «IL PRIMO MAGGIO È FESTA DELLA NOSTRA DEMOCRAZIA»'. The article text describes the ceremony at the Quirinal Palace, attended by President Sergio Mattarella and other officials. At the bottom of the article, there are icons for 'discorso' and 'foto'.

<http://www.quirinale.it/>

Semi-Localized

Home > English

ENGLISH

BIOGRAPHY



The President Sergio Mattarella

SPEECHES AND COMMUNIQUÉES

- Speeches and documents
- Communiquées

THE FUNCTIONS OF THE PRESIDENT

- The Supreme Council of Defence

- ❖ Biography
- ❖ Speeches and Communiquées
- ❖ The functions of the President
- ❖ The Symbols

sections:

- ❖ The Constitution (En)
- ❖ La Constitution (Fr)

<http://www.quirinale.it/qrnw/presidente/lingue/en/en.html/>

Semi-Localized

The screenshot shows the homepage of the Duomo di Milano website. At the top, a dark blue navigation bar contains the following menu items: **DUOMO**, **MUSEO**, **ARCHIVIO**, **ADOTTA UNA GUGLIA**, **BOOKING**, and **ACQUISTA BIGLIETTI** (with a sub-menu for **DUOMO, MUSEO, BATTISTERO E TERRAZZE**). To the right of the navigation bar are links for **Newsletter**, **Scarica App**, and **Eng**. Below the navigation bar is the Duomo di Milano logo and the text **DUOMO DI MILANO**. A search bar with the placeholder text "Cerca nel sito" and a magnifying glass icon is located to the right of the logo. Below the search bar is a horizontal menu with the following items: **VENERANDA FABBRICA**, **CHIESA CATTEDRALE**, **ATTIVITÀ CULTURALI**, **VISITA IL DUOMO**, and **DIARIO DEI CANTIERI**. The main content area features a large image of the Duomo di Milano's spires. Overlaid on the bottom left of this image is the text: **6 Marzo 2018**, **Visite guidate LAST MINUTE**, and **Scopri i segreti del Duomo con il servizio esclusivo di Itinerari Personalizzati**. To the right of the image is a vertical list of four buttons: **DONA ORA** (with a heart icon), **ORARI E BIGLIETTI** (with a clock icon), **FAST TRACK** (with a stopwatch icon), and **AVVISI URGENTI** (with a warning triangle icon).

<https://www.duomomilano.it/it/>

Semi-Localized

The screenshot displays the website for the Duomo di Milano. At the top, a dark blue navigation bar contains the following menu items: **DUOMO**, **MUSEO**, **ARCHIVIO**, **ADOTTA UNA GUGLIA**, **BOOKING**, a ticket icon, and **BUY TICKETS** (with subtext: DUOMO, MUSEUM, BAPTISTERY AND TERRACES). Below this bar, on the right, are links for **Newsletter**, **Download App**, and **Ita**. The main header features the Duomo logo on the left and the text **DUOMO DI MILANO** in a large, clean font. A search bar with a magnifying glass icon is positioned to the right of the header. Below the header, a horizontal navigation menu includes: **VENERANDA FABBRICA**, **CATHEDRAL CHURCH**, **CULTURAL ACTIVITIES**, **VISIT THE DUOMO**, and **RESTORATION JOURNAL**, each with a dropdown arrow. The main content area is dominated by a large image of the cathedral's spires against a blue sky with white clouds. Overlaid on the bottom left of this image is a text box containing the date **24 April 2018** and the headline **Weekends and Holidays, the Duomo terraces extend the opening hours**, followed by the sub-headline **From Friday to Sunday discover the Cathedral's spires until 8 pm**. To the right of the main image, a vertical sidebar contains four white buttons with icons: a heart icon for **DONATE**, a clock icon for **HOURS & ADMISSION**, a stopwatch icon for **FAST TRACK**, and a warning triangle icon for **URGENT NOTICES**.

<https://www.duomomilano.it/en/>

Semi-Localized



★★★★★ L

AMBASCIATORI PALACE

ROMA

Vieni a rivivere
la Dolce Vita

[HOTEL](#) [POSIZIONE](#) [CAMERE](#) [MEETING](#) [CERIMONIE](#) [OFFERTE](#) 

[PRENOTA](#)

[CONTATTI](#)


ROYAL GROUP

<http://www.royalgroup.it/ambasciatoripalace/it>

Semi-Localized



[HOTEL](#) [LOCATION](#) [ROOMS](#) [MEETINGS](#) [CEREMONIES](#) [OFFERS](#) 

[BOOK](#)

[CONTACT US](#)


ROYAL GROUP

<http://www.royalgroup.it/ambasciatoripalace/en>

Localized

The image shows a screenshot of the easyJet website. The top navigation bar includes the easyJet logo and links for Flight info, Holidays, Hotels, Cars, Business, and Manage Bookings. On the right side of the navigation bar, there are links for Check-in, Sign in, Help, and en-GB with a UK flag icon.

The main content area features a flight search form on the left and a promotional banner on the right. The search form includes tabs for Flights, Hotels, Cars, and Holidays. The 'Flights' tab is active, showing a search for a one-way flight from London (All Airports) to e.g. Nice. The departure and return dates are set to 'Departing...' and 'Returning...'. The passenger count is set to 1 adult, 0 children, and 0 infants. A 'Show flights >' button is visible at the bottom of the search form. A 'Special assistance >' link is also present.

The promotional banner is titled 'SUMMER IS LIVE' and features a large image of people in yellow swimwear posing in a pool. The text on the banner reads 'PRICES UP TO 30% LOWER THIS YEAR' and 'Why not?'. A 'Book now >' button is located at the bottom right of the banner.

Below the banner, there are four destination cards, each with a 'Book now >' button:

- Liverpool**: From Jersey, £9.49 (Nov 2017)
- London Luton**: From Inverness, £9.49 (Nov 2017)
- London Gatwick**: From Inverness, £9.49 (Nov 2017)
- Bristol**: From Inverness, £9.49 (Nov 2017)

<https://www.easyjet.com/en>

Localized

The screenshot shows the easyJet website interface in Italian. The top navigation bar includes the easyJet logo and links for 'Info voli', 'Vacanze', 'Hotel', 'Auto', 'Business', and 'Gestione prenotazioni'. On the right, there are links for 'Check-in', 'Accedi', 'Aiuto', and 'it-IT' with a small Italian flag icon.

The main content area is divided into a search sidebar on the left and a promotional banner on the right. The sidebar is titled 'Voli' and has sub-tabs for 'Hotel', 'Auto', and 'Vacanze'. It contains a search form with the following fields and options:

- Solo andata
- Da: Milano Linate (LIN)
- A: per es. Parigi
- Partenza...
- Ritorno...
- Adulti (16+) - 1 +
- Bambini (2-15) - 0 +
- Neonati (< 2) - 0 +
- [Mostra voli >](#)
- [Assistenza speciale >](#)

The promotional banner features a background image of people in yellow swimsuits floating in a pool. The text on the banner reads: 'PRENOTARE SUBITO LA TUA ESTATE Why not? Scegli tra 200 destinazioni e vola in Europa'. A large orange button at the bottom of the banner says 'Prenota subito >'.

Below the banner, there are four featured flight offers, each with a 'Prenota ora >' button:

- Londra Gatwick**
Da Milano Linate
29,28 € Mag 2017
- Parigi Charles de Gaulle**
Da Milano Linate
29,28 € Giu 2017
- Santiago di Compostela**
Da Milano Malpensa
19,68 € Mag 2017
- Napoli**
Da Venezia Marco Polo
19,68 € Mag 2017

<https://www.easyjet.com/it>

Localized

The screenshot displays the EasyJet website interface. At the top, the 'easyJet' logo is on the left, and '登录 帮助 (GB) zh-CN' is on the right. The main navigation bar has three tabs: '航班' (Flights), '酒店' (Hotels), and '汽车' (Cars). The '航班' tab is active, showing a search form with the following fields: '单程' (One-way) checked, '起点: 米兰 (LIN)', '终点: 例如巴黎', '出发时间...', and '返程时间...'. Below the form, there are passenger selection options: '成人 (16+)' with a count of 1, '儿童 (2-15)' with a count of 0, and '婴幼儿 (< 2)' with a count of 0. A '显示航班 >' button is at the bottom of the form, along with a '特别援助 >' link.

The background of the search interface features a large image of a man in a plaid shirt and cap riding a bicycle with a backpack, set against a cityscape. Overlaid on this image is the text '城市休闲' (City Leisure) and '感受欧洲主要城市的快节奏' (Experience the fast pace of major European cities). A '现在预订 >' button is also visible on the right side of the image.

Below the search interface, there are four flight offers, each with a '现在预订 >' button:

目的地	起点	价格 (11月 2017)
利物浦	泽西岛	\$13.68
伦敦 Luton	因弗内斯	\$13.68
伦敦 Gatwick	因弗内斯	\$13.68
布里斯托尔	因弗内斯	\$13.68

所示价格为两人用同一预订单共同出行时的单人票价。可能需要收取费用。每次航班最少提供 4 个可选席位，单程票，含税价。

<https://www.easyjet.com/cn>

Highly-Localized

iPhone X

Our vision has always been to create an iPhone that is entirely screen. One so immersive the device itself disappears into the experience. And so intelligent it can respond to a tap, your voice, and even a glance. With iPhone X, that vision is now a reality. Say hello to the future.

<https://www.apple.com/iphone-x/>

Highly-Localized

iPhone X

Da sempre immaginiamo un iPhone fatto di solo schermo. Un oggetto così coinvolgente che ti fa immergere in quello che vedi. E così intelligente che sa rispondere a un tuo tocco, a una parola, persino a uno sguardo. Con iPhone X quella visione diventa realtà. E il futuro può cominciare.

<https://www.apple.com/it/iphone-x>

Highly Localized

All-New Design

**The most durable glass ever in a smartphone, front and back.
Surgical-grade stainless steel. Wireless charging. Water and dust resistance.²**



<https://www.apple.com/iphone-x/>

Highly Localized

Nuovissimo design

Sullo schermo e sul lato posteriore, il vetro più resistente mai visto su uno smartphone. E in più: profilo in acciaio chirurgico inossidabile, ricarica wireless, e resistenza all'acqua e alla polvere.²



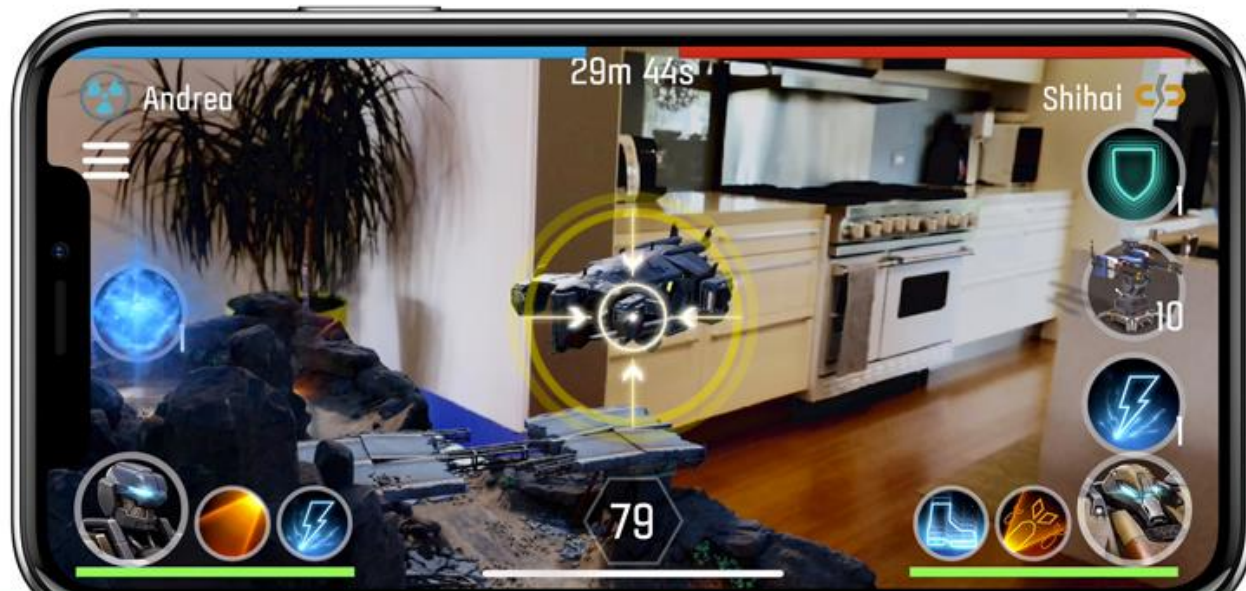
<https://www.apple.com/it/iphone-x/>

Highly Localized

Augmented Reality

Experience mind-blowing AR games and apps on the world's largest platform for augmented reality.

[Learn more about iOS >](#)



<https://www.apple.com/iphone-x/>

Highly Localized

Realtà aumentata

Scopri incredibili giochi e app in AR sulla più grande piattaforma al mondo per la realtà aumentata.

[Tutto su iOS >](#)



<https://www.apple.com/it/iphone-x/>

Culturally Customized

PASTA PER LINEA



I CLASSICI

Semplici ed essenziali, come le migliori abitudini



SPECIALITÀ

Tanti formati raffinati e originali



PICCOLINI

Piccoli nel formato, veloci da cuocere



EMILIANE

Sfoglia a Regola d'arte



INTEGRALE

I formati più amati, naturalmente ricchi di fibre



5 CEREALI

Dalla natura 5 ottimi motivi per essere ancora più buoni



SENZA GLUTINE



BIO



<https://www.barilla.com/it-it/prodotti/pasta>

Culturally Customized

PASTA BY BRAND



CLASSIC BLUE BOX

An Italian favorite for over 140 years



COLLEZIONE

Elevate your every day meals with artisanal cut pasta



GLUTEN FREE

Gluten Free Pasta with the classic pasta taste and texture



WHOLE GRAIN

100% Whole Grain goodness with the delicious taste and 'al dente' texture of traditional pasta



READY PASTA

Perfect pasta in 60 seconds.



<https://www.barilla.com/en-gb/products/pasta>

Culturally Customized

PASTA BY BRAND



CLASSIC BLUE BOX

An Italian favorite for over 140 years.



READY PASTA

Perfect pasta in 60 seconds.



COLLEZIONE

Elevate your every day meals with artisanal cut pasta.



GLUTEN FREE

Gluten free pasta with the classic pasta taste and texture.



WHOLE GRAIN

100% whole grain goodness with the delicious taste and "al dente" texture of traditional pasta.



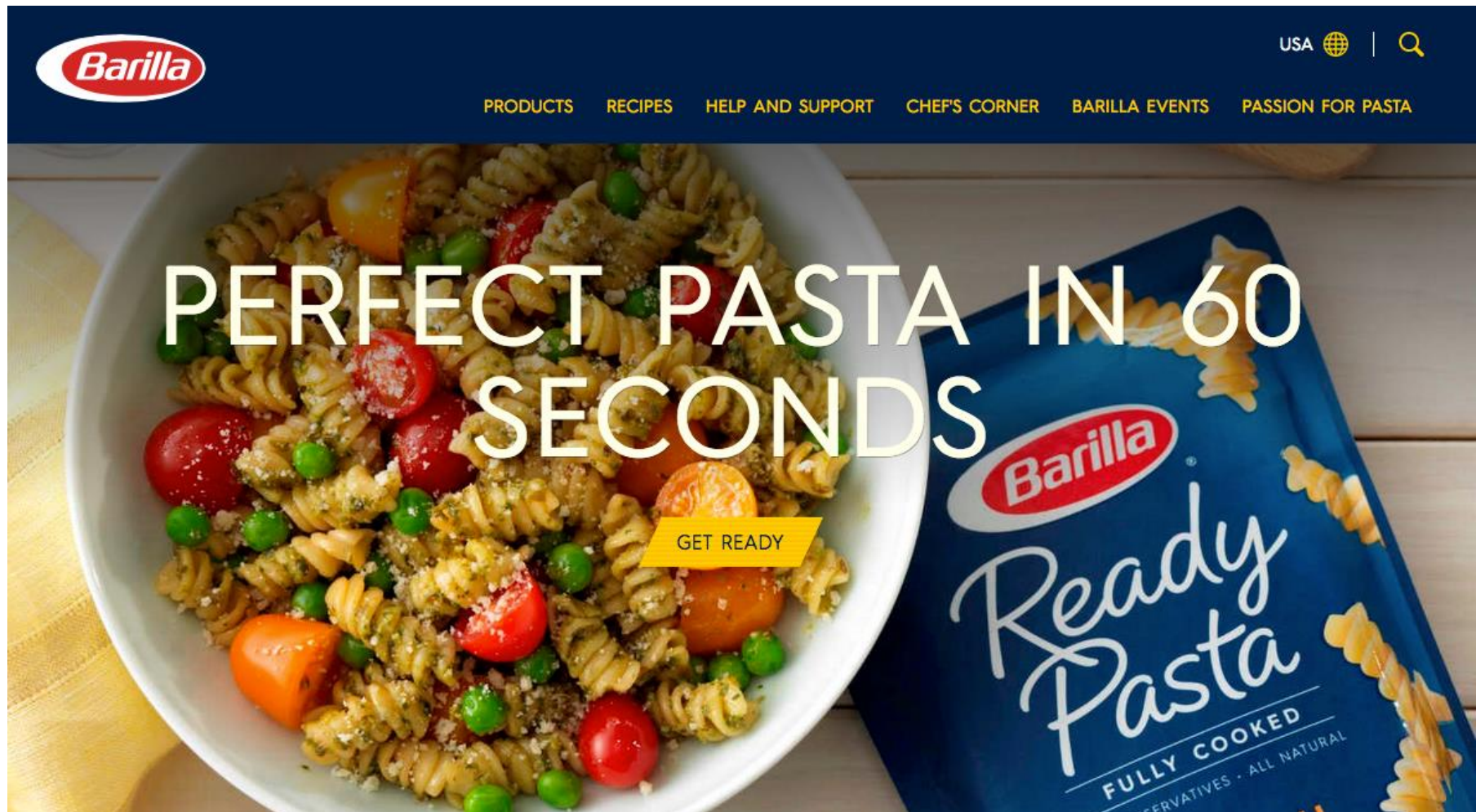
PROTEINPLUS®

Protein from simple ingredients to keep you satisfied



<https://www.barilla.com/en-us/products/pasta>

Culturally Customized



<https://www.barilla.com/en-us>

Culturally Customized



<https://www.barilla.com/it-it>

Culturally Customized



<https://www.barilla.com/ru-ru>

Website Translation/Adaptation

illy Caffè came from a desire to offer **authentic Italian coffee** and the **real traditional Italian bar** experience around the world.

The goal is ambitious and involves the values of what is beautiful and what is good, culture, skill, experience, and a constant search for perfection, which are the hallmarks of the company. They are the **quality catering outlets** where illy products can be found: in the best possible way, with top quality service. Ongoing training at the **Università del Caffè** (*University of Coffee*) and the illy quality system act as guarantees.

<https://www.illy.com/en-us/company/store-events/illy-caffe>

illy Caffè nasce dalla volontà di offrire in tutto il mondo **l'autentico caffè italiano e l'anima del bar di tradizione italiana**.

L'obiettivo è ambizioso e intreccia cultura materiale, valori del bello e del buono, competenza, esperienza, ricerca costante della perfezione che sono il marcatore genetico dell'azienda. Sono **i luoghi della ristorazione veloce di qualità** dove trovare tutti i prodotti illy: nel migliore dei modi immaginabili, con la migliore qualità di servizio. La formazione costante dell'**Università del caffè** e il sistema di **qualità illy** ne sono i garanti.

<https://www.illy.com/it-it/company/store-eventi/illy-caffe>

Localization Problems 1: KFC

When KFC entered the Chinese market the translation of the famous slogan “Finger lickin’ good!” into Chinese became “Eat your fingers off.”

Localization Problems 2: Electrolux

The vacuum cleaner manufacturer Electrolux had a successful advertising campaign in Britain with the slogan “Nothing sucks like Electrolux.”

However, in the United States, the slogan was less successful: in American English, “sucks” is a slang term applied to something awful or useless.

Localization Problems 3: Perdue

Perdue Farms' CEO Frank Perdue was one of the first CEOs to appear in advertisements promoting products. Perdue's famous slogan was "It takes a tough man to make a tender chicken," which commonly featured on advertising billboards with an accompanying photo of Frank Perdue himself clutching a rooster. The Spanish 'translation' of the slogan could be interpreted as "It takes a hard man to make a chicken aroused."