

Out Of The Box

Little doggie, big mistakes.

Amiel Moskona



El Alzheimer no significa que usted se olvide de cuidar.

El Alzheimer puede ser una enfermedad larga y difícil. Pero eso no significa que usted se olvide de la alegría de vivir. Si usted o alguien conocido padece de Alzheimer, llame a la línea de ayuda de la Alzheimer's Association. Proveemos apoyo, comprensión e información a las 24 horas, todos los días: 1-800-272-3900. Cuando se trata de la enfermedad de Alzheimer, recuerda, usted no está solo.

alzheimer's association
involuntarios, apoyamos y juntos ganamos

Llámenos primero al 1-800-272-3900
o visite www.alz.org.

Descarga gratis el libro "Cuidar de un familiar con Alzheimer"

This is an excellent example of a well-written ad that's gone to the dogs in the translation. Quite a shame, considering that it would have only taken some attention to detail to make this ad shine by conveying the emotional punch it intended to communicate.

For starters, the headline ("*El Alzheimer no significa que usted se olvide de cuidar*") is a too-literal translation of the English original (which probably read: "Alzheimer's Doesn't Mean You Stop Caring"). This awkward phrase misses the critical nuances in meaning of the English verb "to care" (Merriam-Webster: *intransitive verb* **1b** : to feel interest or concern; **2**: to give care <*care*

for the sick>) and the Spanish "*cuidar*", which although means "to look after" or "to care for" - provided it were followed by the object of the action, which in this case is missing - does not carry the same mental and emotional investment as expressed in the English verb.

Then there's the line: "*Proveemos apoyo, comprensión e información a las 24 horas...*" (which we believe is the intended translation of: "we provide support, understanding and information, 24 hours a day..."). Except that the word "*comprensión*" does not mean "understanding" as in the English version, but rather "the ability to understand" (by the possessor of such attribute). Perhaps the word "*compasión*" ("Sentiment of commiseration and pity towards those who suffer hardships or afflictions") might have been a better choice. And the preposition "*a*" [*las 24 horas*] is wrong and unnecessary.

Is this ad condemned to the doghouse? Probably not; most –if not all- readers will understand it. But with tight budgets, and audiences suffering from short attention span, advertisers must present their most impactful and memorable ads. This execution, we're sorry to say, leaves the reader panting for more.

A specialist in the Hispanic market, Amiel Moskona is the Creative Director at The Miami Herald/El Nuevo Herald. In addition to his full-time gig, he consults with many top advertising agencies and marketers. He can be reached at: AmielM@PerfectTranslations.com or 305-935-3244.