

Megan Kang

Avoiding “Lost in Translation”

一旦失窃要报警，切莫姑息又养奸

If you are stolen, call the police at once.



上海市公安局城市轨道交通分局

Urban Mass Transportation Branch Shanghai Public Security Bureau

儿童营养肉松

CHILD SHREDDED MEAT

原味 Delicious
Classic

Fuke
福



www.english.com

净含量: 118克

酥香爽脆
营养美味

Schweppes

Original: “Schweppes Tonic Water”

Italian Translation: “Schweppes Toilet Water”



American Dairy Association

Original: “Got Milk”

Translation: “Are you lactating?”



KFC

Original: “Finger Lickin’ Good”

Chinese Translation: “Eat Your Fingers Off”



So how do you get it right?

Culturally Impactful Outreach

1. Listen. Listen. Listen.
2. Sketch out their framework
3. Finding the right messenger
4. Make it their story



Recycle with PaintCare



understanding the audience

Listen. Listen. Listen.



此處回收顏料。

Recycle your paint here.

若要知悉本計劃接受哪些產品類型，請致電 (855)724-6809 洽詢您的銷售代表，或登入網站 www.paintcare.org 查詢。

To learn what products are accepted by the program either ask your sales associate, call (855)724-6809 or visit www.paintcare.org.



PaintCare 回收計劃
Recycle with PaintCare

不接受有滲漏、無標籤及空的容器。

Leaking, unlabeled, and empty containers are not accepted.

什麼是加州塗料管理計劃？

美國每年要銷售超過 7 億 加侖的建築塗料其中大約 10% 預計可用於回收處理。

迄今為止，未使用的、殘留的（消費後）塗料通常由當地和州政府機構運營和資助的計劃來管理。

自 2012 年 10 月起，加州法律規定，油漆和塗料行業必須制訂出在財政和環境方面可持續發展的解決方法，以管理消費後的建築塗料。在此項新計劃的指導下，塗料行業將透過設立於全州範圍內數以百計的處理站實現更加便捷的塗料回收，並且消費者可以于這些處理站拿取塗料。

PaintCare 還將針對分隔處理塗料和垃圾、購買正確數量的工程塗料以及用完剩餘塗料展開宣傳和教育。

列印於再生紙上。

計劃產品

以下產品加收費用可由處理站接收：

- 室內和室外建築塗料：
乳膠、丙烯酸、水基、醇酸樹脂、油基、搪瓷（所有類型的塗飾和薄膜材料，包括織紋塗料）
- 甲板塗料、地板塗料（包括彈性體）
- 底漆、密封膠、內塗層
- 染色劑
- 蟲膠、亮漆、清漆、聚氨酯橡膠（單組分）
- 防水混凝土/石造建築/木材填充劑和防護劑（非基於焦油或瀝青）
- 游泳池塗料（單組分）
- 金屬鍍層、防銹劑
- 牧場和草坪塗料

非計劃產品

- 塗料稀釋劑、礦質油漆溶劑、溶劑
- 氣溶膠塗料（噴霧罐）
- 汽車用、船用、交通/道路標線、藝術/工藝塗料
- 紋理料、環氧樹脂、膠水、粘合劑
- 塗料添加劑、染色劑、染髮劑、樹脂
- 木材防腐劑（含有殺蟲劑）
- 屋頂修補和維修
- 基於焦油和瀝青的產品
- 雙組分塗料
- 甲板清潔劑
- 工業維護 (IM) 塗料
- 原始設備製造商 (OEM)（車間應用）塗料和塗飾

注：處理站不接收洩露、無標記和空的容器。

如要瞭解有關非計劃產品之回收和適當處理的資訊，請聯絡您的垃圾搬運工、環境衛生機構或公共工程部。



PaintCare 與您共同助力回收

關於 PaintCare 計劃





Interviewer: _____ Location: _____ Date/Time: _____

PaintCare Chinese Messaging Services Intercept Survey

OBJECTIVES Determine barriers and motivators around recycling paint at paint stores among California's Chinese-speaking Communities and test initial message points to determine most effective messaging.

1. Do you have unused or leftover paint? 0. Refused 1. Yes 2. No

2. [IF Q1=YES] What are you planning to do with it? [Do not read options unless needed]

[IF Q1=NO] If you were to move into a new house and found unused or leftover paint in the basement, what would you do with it? [Do not read options unless needed]

0. Refused
 1. Take it to a Household Hazardous Waste collection center
 2. Donate and reuse it when I have other painting projects
 3. Holding it in boxes in storage for some time
 4. Throw it in the trash
 5. Other: _____

3. Did you know you could take leftover paint to a paint store for disposal? 0. Refused 1. Yes 2. No

4. How likely are you to take paint to a paint store for disposal? 0. Refused 1. Likely 2. Not Likely 3. I don't know

5. What makes it difficult for you to take paint to the paint store for disposal? _____

6. What positives are associated with taking paint to the paint store for disposal? _____

7. Is there anyone who ever asks you to take paint to the paint store for disposal? _____

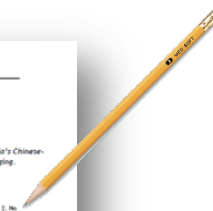
8. [IF Q7=YES] How much does their opinion matter?
 Not at all _____ 1 2 3 4 5 6 _____ Matters greatly

9. Which of the following messages would most motivate you to take paint to the paint store for disposal?

0. Refused
 1. Want to get rid of leftover used paint? Drop off your leftover used paint at participating paint stores near you! (convenience)
 2. It's time to get rid of your leftover paint and spring clean your house! (spring cleaning)
 3. Recycling Paint is great for the environment. Please do your part. (environmental)
 4. For everyone's safety, don't try to dump off your leftover paint at a collection center. Go to a participating paint store for FREE. (safety)
 5. Other: _____

10. How do you most prefer to get information?

0. Refused		DENOGRAPHIC INFORMATION	
1. Chinese TV	Favorite Station: _____	1. Interviewer ID #	01 or Contractor
2. Chinese Radio	Favorite Station: _____	2. Age	18-24 25-34 35-44 45-54 55-64 65+
3. Chinese Print	Favorite Outlet: _____	3. Gender	Female Male
4. Online	Favorite Website: _____	4. Primary language	Standard Cantonese
5. Other	Favorite Outlet: _____	5. California Region	SoCal NoCal



analyzing the data

Sketch Out their Framework

	General Audience	Chinese Audience
Barriers	Inconvenience	Lack of Awareness
Motivators	Environmental Concerns	责任 - Fu Zeren responsibility, liability, duty, blame, trust

to reach the audience

Finding the Right Messenger





Multi-American

How immigrants are redefining 'American' in Southern California

SUBSCRIBE TO MULTI-AMERICAN 📡

How do you say 'paint recycling' in Chinese?

Josie Huang

July 07 2014

The PaintCare stewardship program is trying to encourage more Californians to recycle unused paint. The nonprofit is broadening its reach by marketing in Korean and Chinese.

ALLISON CARTER VIA FLICKR





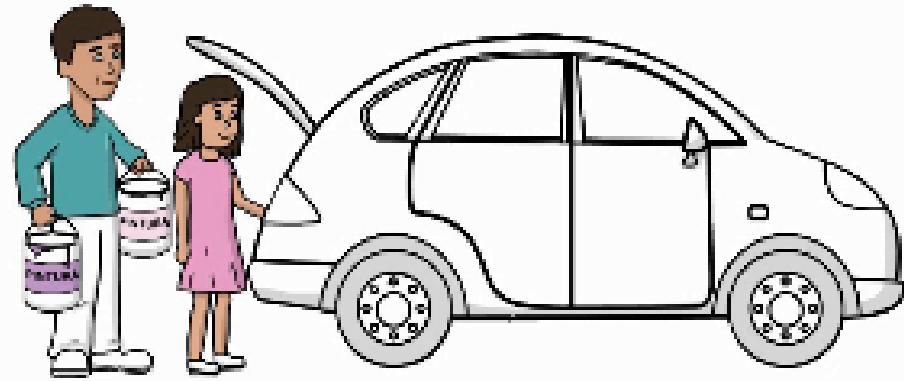
Recicle con PaintCare



PaintCare es una organización establecida por la Asociación Americana de Revestimiento (ACA, por sus siglas en inglés) para implementar programas de administración de pinturas por mandato de los estados, de parte de los fabricantes de pintura en cada estado que adopta una ley de la administración de pintura.

[Encuentre un Centro de Entrega](#)

	General Audience	Latino Audience
Barriers	Inconvenience	Rules, Cost, Awareness
Motivators	Environmental Concerns	Family/children and community norms



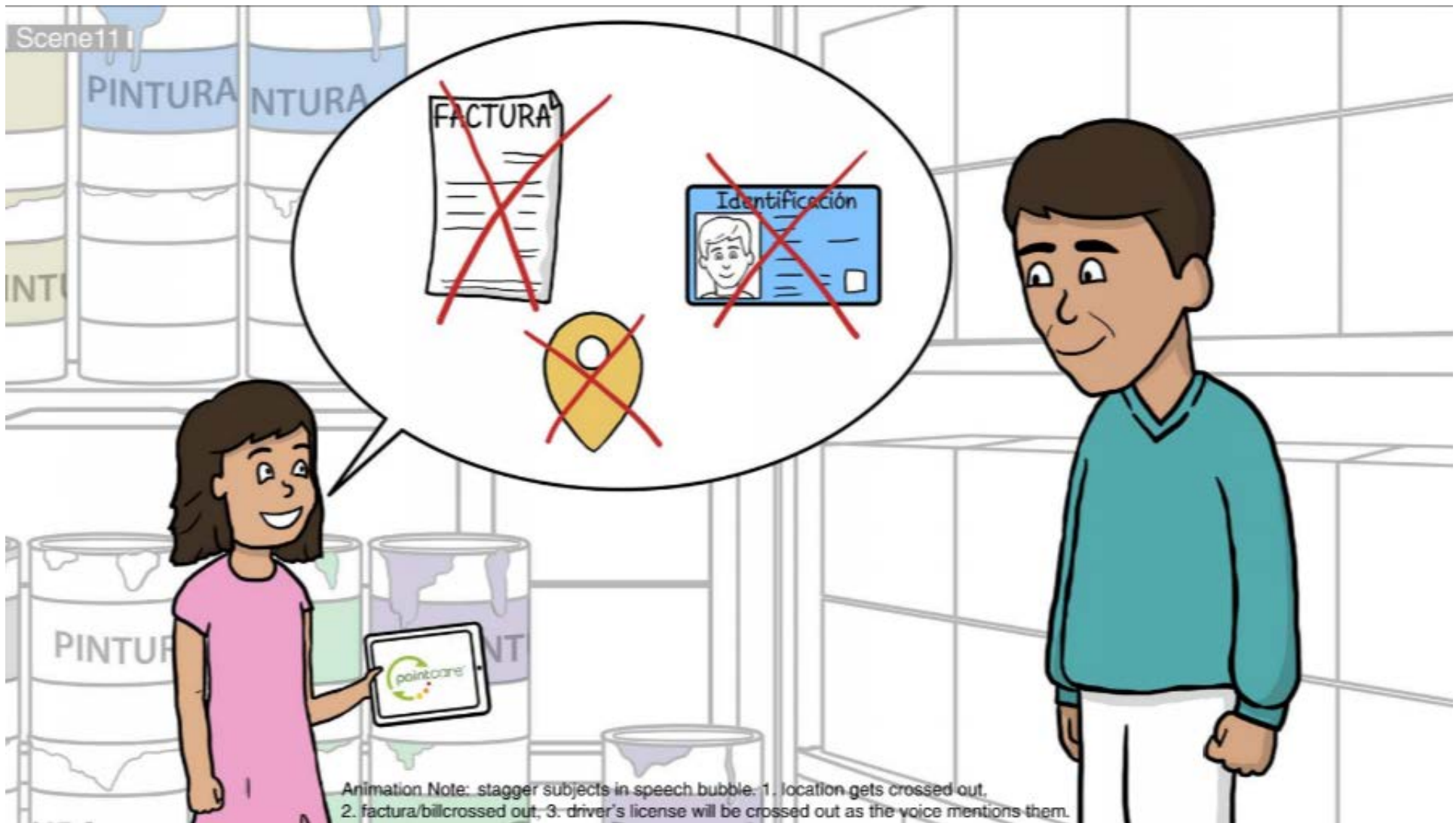
Tienda Aliada





Scene10







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