Sports brands no longer lost in translation thanks to London-based firm

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A London company is helping sports brands to break down language barriers and access lucrative foreign markets.

First Touch Translations, based in Enfield, provides translation services to the growing number of sports businesses looking abroad for growth opportunities.

“Sports brands are realising that, to stay competitive, they need to start reaching beyond the English-speaking world,” said Joe Jeffries, the company’s founder and managing director.

“Few of them, though, have the in-house expertise and cultural knowledge to sell themselves properly in other languages. That’s where companies like mine can help.”

First Touch works with a network of professional, sport-specialist linguists to craft written translations in all major languages.

The company has seen increasing demand from brands targeting markets in Germany, Russia, Latin America and Asia. And, as Jeffries explains, it is easy to understand why.

“Sports brands are simply going where the money is,” he said. “A brand that communicates in Russian, for example, has access to a growing sports market and a vast population that increasingly has money to spend.”

“It’s why you see football clubs like Liverpool and Manchester City translating their websites and Twitter feeds into so many different languages,” Jeffries added. “Each language opens up a whole new market and adds millions to their potential fanbase.”

“For them, and other sports brands like them, investing in translation makes financial sense. And it’s a trend that will only increase in the years ahead.”

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NOTES FOR EDITORS

About First Touch Translations
First Touch is a boutique sports translation agency based in London, UK. It is one of the very few translation companies in the world that specialise purely in sport. Led by Joe Jeffries, an experienced sports translator, the company helps high-end sports brands connect with foreign audiences and get better results.

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