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# Welsh language

Whether you're a fluent Welsh speaker or otherwise, using some Welsh can be a positive marketing tool for your business. Visitors are often intrigued and fascinated by the Welsh language and it can add a new and unique dimension to their stay with you as they discover and explore a different heritage and culture.



## Marketing bilingually

The unique nature of the Welsh language brings with it its own brand value and potential benefits to businesses within the tourism sector. Customers will often be looking for a certain sense of identity that will separate your offer from others, and this is where the value of bilingualism within your business can come to the fore.

If some of your staff are Welsh-speaking, then a good first step is for them to wear badges reminding others that they're happy to converse in either English or Welsh. Also, make the most of any cultural events that you can tie-in with, such as St David's Day.

It's important that if you do have a bilingual website that the language and grammar are correct in both languages. If you are unsure, there is no harm in seeking professional guidance – it would be better than giving the wrong impression of your business and potentially putting off prospective customers. There are professional translation and copywriting services available locally in Ceredigion.

## Some good examples

Brands such as Ty Nant, Penderyn Whiskey and Llaeth y Llan are all well-known and successful brands that have all made the most of the Welsh language to push their businesses further. In fact, after a period of flat rate growth in 2011, Llaeth y Llan decided to switch back to being bilingual, resulting in a 15% growth in turnover. In short, using Welsh as a key element in your brand will make you stand out – it will make you unique! Try and know the meaning of any Welsh word associated with your business, or even its location - Welsh names are often very evocative, describing their location or a special feature and can help develop your business image or 'brand'.

Marketing through the medium of Welsh can open doors to new markets and even the most basic of bilingual branding and marketing can benefit your company through offering a competitive differentiator. Foras na Gaeilge - the body responsible for the promotion of the Irish language throughout the island of Ireland – has noted that through branding and marketing, especially visual communications, corporate materials (headed paper, business cards, invoices, etc.), signage (external and interior), and marketing materials (printed and electronic) there are several ways in which the Irish language has become an added unique selling point for its Irish businesses. As a result, many have been able to capitalise on the application of the Irish language regardless of the fluency of staff or clients.

Make the most of relevant events, such as S'mae, Shwmae day, or St David's Day, to not only show a light hearted, fun side, but to reach a Welsh speaking audience more easily. Between 8pm and 9pm on Wednesday, you can make the most of the Welsh hour on Twitter, and by using #yagym in a Welsh language tweet be guaranteed a retweet from this weekly service.

## Information and support

### Welsh Language Commissioner

The Welsh Language Commissioner offer a wealth of information and resources to help businesses operate bilingually in Wales. Visit their page and see how you can turn the use of Welsh language and culture into a competitive advantage:

<http://www.comisiynyddygydraeg.cymru/hybu/en/home/Pages/home.aspx>

### Translating services

Cymdeithas Cyfreithwyr Cymru is the association of Welsh interpreters and translators and also offer practical advice, along with a list of approved translators and interpreters:

<https://www.cyfieithwycymru.org.uk/en/>

## Welsh vocabulary card

[http://www.shwmae.cymru/?page\\_id=462&lang=en](http://www.shwmae.cymru/?page_id=462&lang=en)

### Cysgliad

Cysgliad is a software package that includes two main programs: Cysill – a grammar and spell-check; Cysgeir – a digital dictionary. You can buy Cysgliad from the website, or alternatively, to use Cysill online, you can use its online version.

### Online Dictionaries

There are various Welsh-English, English-Welsh dictionaries online. Most notable is Geiriadur yr Academi, Y Termiadur Addysg and Gweiadur. Tools such as Google translate can be useful for single words or short phrases, but always check to make sure it makes sense to a native speaker. Idioms do not usually translate well, and words may have more than one meaning, depending on their context.

**Tip** Try to translate the meaning, rather than literally each individual word, and as a quick test, try translating it back to the original language. For translations of Welsh place names, head over to Enwau Cymru. [http://www.e-gymraeg.org/enwaucymru/chwilio\\_en.aspx](http://www.e-gymraeg.org/enwaucymru/chwilio_en.aspx)