

Vocabulaire anglais communication

Français => Anglais

Accroche => Headline	Cycle de vie => Life cycle
Achat d'espace (publicitaire) => Media buy, space buying	Demande consommateur => Consumer demand
Achat impulsif => Impulse buying	Dépliant => Leaflet
Affiche => Poster	Design => Design
Affinité => Affinity scale	Détournage (visuel) => Clipping
Agence de publicité => Advertising agency	Diffusion => Circulation
Agence de communication => Communication agency	Directeur artistique => Art director
Annonceur => Advertiser	Directeur de communication (dircom) => Director of communications
Argumentaire de vente => Sales pitch book	E-business => Ebusiness
Audit marketing => Marketing Audit	Encart => Insert
Audience => Traffic, penetration, audience	Echantillon (sondages) => Sample
Audimétrie (foyer) => Set-meters	Éditeur => Publisher
Audimétrie (individu) => People-meters	Effet de source => Source effects
Audience moyenne par numéro => Average issue audience	Email marketing => Email Marketing
Avantage concurrentiel, compétitif => Competitive advantage	Emballage => Packaging
Avantage de coût => Cost advantage	Emblème de marque : Brand identity
Avantage-produit (ou bénéfice-produit) => Product advantage	Encart => Insert
Base de données (BDD) => Database	Enquête => A survey
Bénéfice client (ou bénéfice consommateur) => Customer advantage	Enquête par Internet ou enquête en ligne => Online survey
Bilan de campagne => Post test	Enquête par téléphone => Telephone survey
Test à l'aveugle => Blind test	E-pub => E-pub
Bon à tirer => OK proof, Press proof, OK to print	Etude, sondage => Survey
Bouche à oreille => Word-of-mouth	Etude de marché => Market research
Branding => Branding	Etude de marché en ligne => Online market research
Brainstorming => Brainstorming	Etudes qualitatives => Qualitative studies
Campagne (de publicité, de relations publiques...) => Campaign	Fait principal (d'une copy-stratégie) => Key insight
Campagne publicitaire => Advertising campaign	Fichier => List, file
Canal de distribution => Distribution channel	Fichiers numériques => Electronic files
Capital de marque => Brand equity	Fidélisation => Customer loyalty management
Centre d'achats => Buying center	Fidélité => Loyalty
Centre d'appel => Call center	Force de vente => Sales force
Centres commerciaux => Shopping Center	Fidélité => Loyalty
Chaîne graphique => Printing process	Flou => Blur
Chargé de clientèle => Account manager	Foire aux questions => Frequently asked questions (FAQ)
Charge publicitaire => Ad to content ratio	Fond => Background
Charte de marque => Brand guidelines	Foyer => Household
Charte graphique => House style, graphic standards	Franchise (forme de distribution) => Franchising
Chef de marque => Brand manager	Gamme => Range
Chef de produit => Product manager	Générique (produit) => Generic product
Chef de publicité => Account executive/director	Géomarketing => Geomarketing
Chef de fabrication => Production manager	Globalisation => Globalization
Cible de la communication => Communication target	Gondole => Shelf display
Cible marketing => Marketing target	Grand magasin => Department store
Cible média => Target group	Graphisme institutionnel => Corporate design
Cible publicitaire => Target Audience	Graphiste => Graphic designer
Classes sociales => Social Class	Graphiste Web => Web designer
Cible => Target	Grossiste => Wholesaler
Client => Customer	Groupes de références (groupes de pairs) => Peer groups
Co-branding => Co-branding	Grandes surfaces spécialisées(GSS) => Category killer
Cœur de cible => Core target	Guérilla marketing => Guerilla marketing
Co-branding - Collaborative marketing, Customer made	Guerre des prix => Price war
Commerce associé => Franchise dealership	Grille => Grid
Commerce de détail => Retail	Halo (effet de) => Halo effect
Commerce de gros => Wholesale	Hard discount => Hard discount
Commission d'agence => Agency commission	Heures d'audience maximale (tv-radio) => Peak time
Commission d'affiliation => Affiliate commission	Heures de grande écoute (tv-radio) => Prime time
Communication corporate => Corporate communication	Hierarchie des effets => Hierarchy-off-Effects Theory
Communication événementielle => Event communication	Hors-médias => Below-the-line
Communication de crise => Crisis communication	Hypermarché => Hypermarket
Communication interactive => Interactive communication	Image de l'entreprise => Corporate image
Communication interne => Internal communication	Impact => Impact
Communication produit => Product communication	Indice de popularité => Popularity link
Communiqué de presse => Press release	Identification (positionnement) => Identification
Concurrence => Competition	Identité visuelle => Visual brand language, visual identity
Concurrent => A competitor	Identité de marque => Leading identity
Conditionnement => Packaging	Illustration => Artwork
Conditions générales de ventes (CGV) => General terms of sales	Image (étude d') => Brand equity study
Conférence de presse => Press conference	Image de marque (ou d'un produit) => Brand image
Contenu rédactionnel => Editorial content	Image de soi => Self-image
Couverture => Reach	Impact visuel => Visual impact
Couverture médiatique => Media coverage	Implication => Involvement
Créatif (d'agence) => Copywriter et Art director	Influenceur => Influencer
Création de marque => Branding	Infographiste => Computer artist
Cross selling (ou ventes croisées) => Cross selling	Innovation => Innovation
	In pack => In-pack promotion
	Insight consommateur => Consumer insight
	Intentions d'achat => Buying intension
	Intervalle de confiance => Confidence interval
	Jingle => Jingle

Journal => Newspaper
 Lancement => Launching
 Lancement de produit => Product launch
 Leader sur le marché => Market leader
 Lecteur => Reader
 Lettrage => Lettering
 Liste de diffusion => Mailing List
 Low cost => Low cost
 Magazine d'entreprise => Consumer magazine
 Maquette => Layout, artwork
 Marché => Market
 Marché cible => Target market
 Marché fragmenté (ou atomisé) => Fragmented market
 Marketing sur les moteurs de recherche => Search Engine Marketing
 Marketing viral => Buzz marketing
 Marque => Brand
 Mécénat => Sponsorship
 Ménagère => Housewives
 Mensuel => Monthly
 Meilleures ventes => A best seller
 Mix-médias => Media mix
 Mot clé => Keyword
 Moteur de recherche => Search engine
 Newsletter => Newsletter
 Normes sociales => Social norms
 Notoriété => Awareness
 Offre => Supply
 One to one => One-to-one marketing
 Packaging => Packaging
 Page de vente => Sales page
 Page Rank => Page Rank
 Panel => Panel
 Panier moyen => Average basket
 Parrainage (sponsoring) => Sponsoring
 Part de marché => Market share
 Plan marketing => Marketing Plan
 Pictogramme => Dingbat
 Pied de page => Footer
 Pénétration => Penetration rate
 Périodicité => Frequency
 Personnalisation => Customization
 Plan marketing => Marketing plan
 Planner, planning stratégique => Account planner, Strategic planner
 PLV (publicité sur le lieu de vente) => In-store advertising
 Positionnement => Ranking
 Presse => Press
 Presse grand public spécialisée => Consumer magazine
 Preuve d'achat => Proof of purchase
 Présentoir => Display
 Prix tarif => Base price
 Produit => Product
 Produit numérique => Digital product
 Promesse publicitaire => Claim
 Promotion des ventes => Sales promotion
 Prospect => Prospect
 Publicité directe => Direct advertising
 Publi-rédactionnel => Advertorial
 Publicité => Advertisement
 Publicité sponsorisée => Sponsored Advertising
 Publicité sur le lieu de vente => Point-of-sale advertising
 Qualité perçue => Perceived quality
 Question => Question
 Questionnaire => Questionnaire
 Rapport annuel => Annual report
 Rapports de positionnement => Ranking report
 Rapport qualité prix => Value for money
 Recherche => search
 Récompenses => Rewards
 Rebond (taux de) => Bounce rate
 Référencement naturel => Search engine optimisation (SEO),
 Régie (publicitaire) => Media agency
 Réputation en ligne => Online reputation
 Réseaux sociaux => Social media
 Réseautage => Networking
 Réservation d'espace publicitaire => Space reservation
 Retirer de la vente => To recall
 Responsable d'un site web => Webmaster
 Retour sur investissement => ROI (Return on Investment)
 Rotation des stocks => Stock turnover
 Segmentation => Segmentation
 Seuil de confiance => Confidence limits
 Signalétique de marque => Brand specs, Brand visual language
 Signalétique => Signalling system
 Site internet => Web site
 Site référent => Referer
 Situation gagnant-gagnant => Win-win situation
 Slogan => Slogan
 Storyboard => Storyboard
 Succes-story => Success-story
 Stratégie => Strategy
 Street marketing => Street marketing
 Style de vie => Lifestyle
 Support publicitaire => Advertising medium
 Taux de conversion => Conversion rate
 Taux de rebond => Bounce rate
 Technique de vente => Salesmanship
 Témoignage => Testimonial
 Tête de gondole (TG) => Shelf end
 Tirage => Print run
 Titre => Magazine title
 Trafic du référencement naturel => Organic traffic
 Trafic => Traffic
 Tracking publicitaire => Ad tracking
 Trade marketing => Trade marketing
 Typologie => Typology
 Typographie numérique => Digital typesetting
 Valeur perçue => Perceived value
 Validation => Acceptation
 Veille => Watch
 Veille => Competitive intelligence
 Vente croisée => Cross Selling
 Vente à distance (VAD) => Home shopping
 Vente supplémentaire => Additional sale
 Webdesigner => Webdesigner