

French communications vocabulary

French => English

Accroche => Headline

Achat d'espace (publicitaire) => Media buy, space buying

Achat impulsif => Impulse buying

Affiche => Poster

Affinité => Affinity scale

Agence de publicité => Advertising agency

Agence de communication => Communication agency

Annonceur => Advertiser

Argumentaire de vente => Sales pitch book

Audit marketing => Marketing Audit

Audience => Trafic, penetration, audience

Audimétrie (foyer) => Set-meters

Audimétrie (individu) => People-meters

Audience moyenne par numéro => Average issue audience

Avantage concurrentiel, compétitif => Competitive advantage

Avantage de coût => Cost advantage

Avantage-produit (ou bénéfice-produit) => Product advantage

Base de données (BDD) => Database

Bénéfice client (ou bénéfice consommateur) => Customer advantage

Bilan de campagne => Post test

Test à l'aveugle => Blind test

Bon à tirer => OK proof, Press proof, OK to print

Bouche à oreille => Word-of-mouth

Branding => Branding

Brainstorming => Brainstorming

Campagne (de publicité, de relations publiques...) => Campaign

Campagne publicitaire => Advertising campaign

Canal de distribution => Distribution channel

Capital de marque => Brand equity

Centre d'achats => Buying center

Centre d'appel => Call center

Centres commerciaux => Shopping Center

Chaîne graphique => Printing process

Chargé de clientèle => Account manager

Charge publicitaire => Ad to content ratio

Charte de marque => Brand guidelines

Charte graphique => House style, graphic standards

Chef de marque => Brand manager

Chef de produit => Product manager

Chef de publicité => Account executive/director

Chef de fabrication => Production manager

Cible de la communication => Communication target

Cible marketing => Marketing target

Cible média => Target group

Cible publicitaire => Target Audience

Classes sociales => Social Class

Cible => Target

Client => Customer

Co-branding => Co-branding

Cœur de cible => Core target

Co-marketing – Collaborative marketing, Customer made

Commerce associé => Franchise dealership

Commerce de détail => Retail

Commerce de gros => Wholesale

Commission d'agence => Agency commission

Commission d'affiliation => Affiliate commission

Communication corporate => Corporate communication

Communication événementielle => Event communication

Communication de crise => Crisis communication

Communication interactive => Interactive communication

Communication interne => Internal communication

Communication produit => Product communication

Communiqué de presse => Press release

Concurrence => Competition

Concurrent => A competitor

Conditionnement => Packaging

Conditions générales de ventes (CGV) => General

terms of sales	Force de vente => Sales force
Conférence de presse => Press conference	Fidélité => Loyalty
Contenu rédactionnel => Editorial content	Flou => Blur
Couverture => Reach	Foire aux questions => Frequently asked questions (FAQ)
Couverture médiatique => Media coverage	Fond => Background
Créatif (d'agence) => Copywriter et Art director	Foyer => Household
Création de marque => Branding	Franchise (forme de distribution) => Franchising
Cross selling (ou ventes croisées) => Cross selling	Gamme => Range
Cycle de vie => Life cycle	Générique (produit) => Generic product
Demande consommateur => Consumer demand	Géomarketing => Geomarketing
Dépliant => Leaflet	Globalisation => Globalization
Design => Design	Gondole => Shelf display
Détournage (visuel) => Clipping	Grand magasin => Department store
Diffusion => Circulation	Graphisme institutionnel => Corporate design
Directeur artistique => Art director	Graphiste => Graphic designer
Directeur de communication (dircom) => Director of communications	Graphiste Web => Web designer
E-business => Ebusiness	Grossiste => Wholesaler
Encart => Insert	Groupes de références (groupes de pairs) => Peer groups
Echantillon (sondages) => Sample	Grandes surfaces spécialisées(GSS) => Category killer
Éditeur => Publisher	Guérilla marketing => Guerilla marketing
Effet de source => Source effects	Guerre des prix => Price war
Email marketing => Email Marketing	Grille => Grid
Emballage => Packaging	Halo (effet de) => Halo effect
Emblème de marque : Brand identity	Hard discount => Hard discount
Encart => Insert	Heures d'audience maximale (tv-radio) => Peak time
Enquête => A survey	Heures de grande écoute (tv-radio) => Prime time
Enquête par Internet ou enquête en ligne => Online survey	Hiérarchie des effets => Hierarchy-off-Effects Theory
Enquête par téléphone => Telephone survey	Hors-médias => Below-the-line
E-pub => E-pub	Hypermarché => Hypermarket
Etude, sondage => Survey	Image de l'entreprise => Corporate image
Etude de marché => Market research	Impact => Impact
Etude de marché en ligne => Online market research	Indice de popularité => Popularity link
Etudes qualitatives => Qualitative studies	Identification (positionnement) => Identification
Fait principal (d'une copy-stratégie) => Key insight	Identité visuelle => Visual brand language, visual identity
Fichier => List, file	Identité de marque => Leading identity
Fichiers numériques => Electronic files	Illustration => Artwork
Fidélisation => Customer loyalty management	
Fidélité => Loyalty	

Image (étude d') => Brand equity study	Notoriété => Awareness
Image de marque (ou d'un produit) => Brand image	Offre => Supply
Image de soi => Self-image	One to one => One-to-one marketing
Impact visuel => Visual impact	Packaging => Packaging
Implication => Involvement	Page de vente => Sales page
Influenceur => Influencer	Page Rank => Page Rank
Infographiste => Computer artist	Panel => Panel
Innovation => Innovation	Panier moyen => Average basket
In pack => In-pack promotion	Parrainage (sponsoring) => Sponsoring
Insight consommateur => Consumer insight	Part de marché => Market share
Intentions d'achat => Buying intension	Plan marketing => Marketing Plan
Intervalle de confiance => Confidence interval	Pictogramme => Dingbat
Jingle => Jingle	Pied de page => Footer
Journal => Newspaper	Pénétration => Penetration rate
Lancement => Launching	Périodicité => Frequency
Lancement de produit => Product launch	Personnalisation => Customization
Leader sur le marché => Market leader	Plan marketing => Marketing plan
Lecteur => Reader	Planner, planning stratégique => Account planner, Strategic planner
Lettrage => Lettering	PLV (publicité sur le lieu de vente) => In-store advertising
Liste de diffusion => Mailing List	Positionnement => Ranking
Low cost => Low cost	Presse => Press
Magazine d'entreprise => Consumer magazine	Presse grand public spécialisée => Consumer magazine
Maquette => Layout, artwork	Preuve d'achat => Proof of purchase
Marché => Market	Présentoir => Display
Marché cible => Target market	Prix tarif => Base price
Marché fragmenté (ou atomisé) => Fragmented market	Produit => Product
Marketing sur les moteurs de recherche => Search Engine Marketing	Produit numérique => Digital product
Marketing viral => Buzz marketing	Promesse publicitaire => Claim
Marque => Brand	Promotion des ventes => Sales promotion
Mécénat => Sponsorship	Prospect => Prospect
Ménagère => Housewives	Publicité directe => Direct advertising
Mensuel => Monthly	Publi-rédactionnel => Advertorial
Meilleures ventes => A best seller	Publicité => Advertisement
Mix-médias => Media mix	Publicité sponsorisée => Sponsored Advertising
Mot clé => Keyword	Publicité sur le lieu de vente => Point-of-sale advertising
Moteur de recherche => Search engine	Qualité perçue => Perceived quality
Newsletter => Newsletter	
Normes sociales => Social norms	

Question => Question	Slogan => Slogan
Questionnaire => Questionnaire	Storyboard => Storyboard
Rapport annuel => Annual report	Succes-story => Success-story
Rapports de positionnement => Ranking report	Stratégie => Strategy
Rapport qualité prix => Value for money	Street marketing => Street marketing
Recherche => search	Style de vie => Lifestyle
Récompenses => Rewards	Support publicitaire => Advertising medium
Rebond (taux de) => Bounce rate	Taux de conversion => Conversion rate
Référencement naturel => Search engine optimisation (SEO) ,	Taux de rebond => Bounce rate
Régie (publicitaire) => Media agency	Technique de vente => Salesmanship
Réputation en ligne => Online reputation	Témoignage => Testimonial
Réseaux sociaux => Social media	Tête de gondole (TG) => Shelf end
Réseautage => Networking	Tirage => Print run
Réservation d'espace publicitaire => Space reservation	Titre => Magazine title
Retirer de la vente => To recall	Trafic du référencement naturel => Organic traffic
Responsable d'un site web => Webmaster	Trafic => Traffic
Retour sur investissement => ROI (Return on Investment)	Tracking publicitaire => Ad tracking
Rotation des stocks => Stock turnover	Trade marketing => Trade marketing
Segmentation => Segmentation	Typologie => Typology
Seuil de confiance => Confidence limits	Typographie numérique => Digital typesetting
Signalétique de marque => Brand specs, Brand visual language	Valeur perçue => Perceived value
Signalétique => Signalling system	Validation => Acceptation
Site internet => Web site	Veille => Watch
Site référent => Referer	Veille => Competitive intelligence
Situation gagnant-gagnant => Win-win situation	Vente croisée => Cross Selling
	Vente à distance (VAD) => Home shopping
	Vente supplémentaire => Additional sale
	Webdesigner => Webdesigner