

ADAPTING THE GLOBAL MESSAGE FOR THE LOCAL CULTURE

The best advertising slogans work because they reflect the current values, aspirations and language of our society and connect us with the product or service being promoted.

Writing good advertising copy is probably the most difficult of all creative writing skills because it demands an intuitive and intimate understanding of the lifestyle and value system of the target consumer or customer.

For global campaigns, the communications challenge is even more difficult. An advertising concept that appeals to one culture may be totally meaningless, inappropriate, or even insulting in another.

Who can you trust to help ensure that potentially costly and brand-damaging errors are avoided and concepts that sound like a great idea in one culture don't start a riot in another?

TRUST WORDBANK

At Wordbank, we have the marketing communications localization experience to help global organisations meet their commercial and communications objectives for their international advertising campaigns.

Don't forget that it isn't just the words that need to be translated – culture is so much more than words. It embraces religion, morals, manners, tastes, symbols and colours – and can only be truly understood by someone who lives within it.

Conquest is Wordbank's concept testing and copy adaptation service for international advertising campaigns and focus groups to ensure that the message in every country is the one that was intended.

CONQUEST – WORDBANK'S ADVERTISING COPY LOCALIZATION SERVICE

- **Analysis** of the creative brief and proposed copy to ensure a clear understanding of communications objectives, target audiences and product or service proposition
- **Briefing** Wordbank's in-country language specialists and providing them with supporting reference material
- **In-country copy and concept evaluation** to assess appropriate approach for each local market
- **Production of a selection of foreign language adaptations** and literal English back-translations to enable local countries and/or focus groups to decide on the best solution for their market while reflecting the spirit of the English source material
- **Creative discussion and review** of final language versions with the client team if required.

Wordbank's Conquest service is regularly used by global companies and brands such as D & B, adidas, The Body Shop, Goodyear, Aer Lingus, Britvic, and EA Sports in up to 30 languages.

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Bringing home the global message

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