

Marketing Content Localization Services



Your brand is your reputation. Your business is built on it. It is your values, your ethos and the way you communicate and represent yourself in everything you do. It is not just about the language you use, so taking your brand into a new market is not as simple as translation into the local language. When adapting highly branded content, careful consideration has to be given to the culture and preferences of the target region. Your marketing efforts have to be adapted to account for the nuances of how to communicate specifically to your new audience. Everything needs to be focused on maintaining the emotional momentum you built with the audience in your home market.

At RWS Moravia, we help our clients with all aspects of localizing their brand for maximum impact in any region. When it comes to introducing brands to new cultures, we customize our portfolio of services to the exact needs of each client. We offer:

- › **Marketing localization**—We research your desired new market and creatively translate your original content. Whether it is text, images, videos or other media-rich content, we adapt it to fit the target market.
- › **Transcreation**—Beyond mere translation, highly branded content needs to be recreated so that it remains faithful to your original message. Our creative in-country bilingual marketing professionals shape your content so it remains true to your brand, while fitting into the culture of your new customers.
- › **In-country copywriting**—Our international team of copywriters and marketing professionals live in the countries you are entering and create original content in the target languages. They have extensive marketing experience and understand the language, people and specific culture of the region.

Often, different content types require different approaches, which is why we focus on bespoke solutions with one common goal—to help you enter new markets authentically while maintaining the identity that has helped you succeed.

	Marketing Localization	Transcreation	In-country Copywriting
Purpose	To influence	To inspire, to cause emotions	To be local
Relationship to Source	Exact, faithful	Conceptual	None
Process	Translation	Adaptation	Creation
Content Types	Websites, emails, catalogues, datasheets, product information and specs, blogs, press releases	Marketing collateral: brochures, flyers, brand and style guidelines, video scripts, any creative ad copy	Slogans and taglines, tweets and social media posts, in-market reviews, product descriptions

“Marvel”ous Transcreation

A massively popular superhero brand adapted one of their most recognizable characters in order to crack the second most populated market in the world.

We are talking about Marvel, Spiderman and India, and it just was not working. Indian audiences could not relate to the web-slinger, so producers created an Indian-born Spiderman, “Pavitr Prabhakar”, who wears a dhoti and fights the demon Rahshasa in locations such as the Taj Mahal. The result? In less time than it takes for a radioactive spider to bite you, a country with 1.4 billion people embraced the character and created lucrative new revenue streams for Marvel.

If Spiderman can adapt, survive and thrive, so can your brand.

We are RWS Moravia.

We are a top-tier language services company with a team of experts ready to bring your brand authentically to new markets and engage with new cultures. Connect with us at rws.link/moravia.