



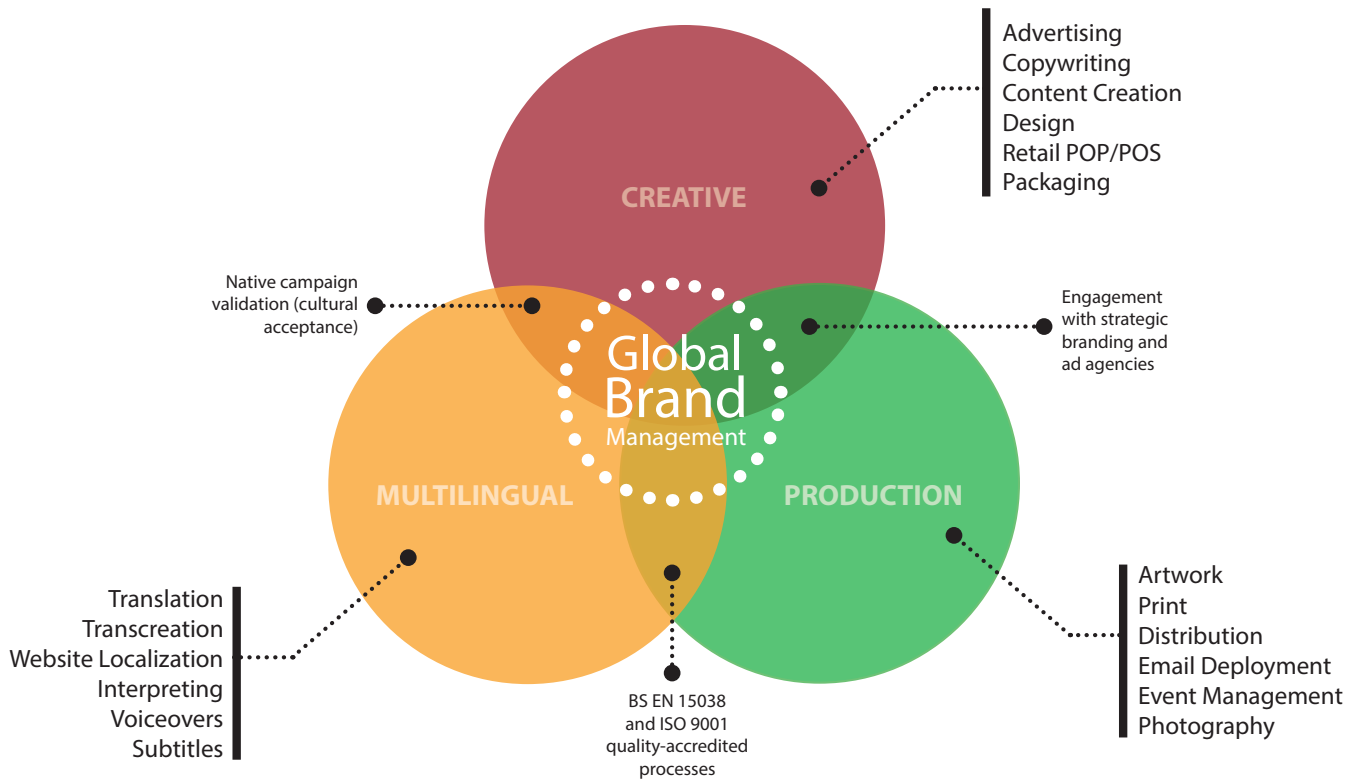
“ Multilingual Campaign Implementation ”

We love how PUSH uses their range of services to help us implement global communications campaigns.

International child safety brand

Operational marketing specialist PUSH International delivers below-the-line multilingual production services. Agencies need to play to their strengths; brand and marketing strategy, top-level creative development or ad campaign creation demand very different skillsets to implementation.

Once a brand message or comms strategy has been created, multilingual operationalists PUSH will implement the work for your non-native markets. We *only* focus on deploying on and offline multilingual campaigns. We do it quicker, better and more cost-effectively; because it is our specialism.





Media campaigns
Press releases
Presentations
Emailings
Sales promotions
Aftersales campaigns
Multilingual events
Product brochures
Information leaflets
Advertising
Online media
Instore POS/labelling



Implementation

Work that campaign. In 40+ countries!

When looking to develop a campaign for multiple international locations it's vital to engage specialists who are able to take simultaneous control over a wide range of elements such as project planning, interpretation of creative guidelines, language co-ordination, production and multilingual implementation. This process is complex and multifaceted and requires an understanding of all the individual activities involved.

Perhaps you are considering a tactical consumer email deployment or a new product channel communication mail shot? In order to be successful, each must be fully interrogated for relevance in terms of audience, message and cultural references.

Behind the scenes, process management, time management and communication cycles take place continually; especially if your campaign is linked to a promotion which involves a response mechanism requiring fulfilment. Our native speakers will sift, collate, and analyse the response results and report these back to our project leaders who will compile and deliver final statistics back to you for integration into overall campaign findings.

Copywriting & Editing

Start with the end in mind

Your above-the-line agency develops the copy strategy, the tone of voice, style guides and objectives. We implement the guidelines to create master English content which is brand compliant yet suitably neutral to enable it to be easily translate into other languages.

In-country partners are used to provide native insight, taking into consideration variables such as local brand penetration, cultural preferences and customer attitudes. Subsequently the platform becomes the go-to reference for all translatable content used across print-based and online campaigns.



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Creative Solutions

Style AND substance

Design is subjective. Each market will have its own level of cultural acceptance of colours, logos, sales messages and calls to action. PUSH will develop frameworks for creative adaptation which will factor in such variables.

Using this framework, native master layouts of email templates, advertisements, leaflets, web pages, press releases, brochures or any other marketing materials are created; all suitable for multilingual use.

The templates will utilise your corporate style guides, fonts and images so you retain control of how your brand communication materials look. When deployed in-market you can be confident the work will resonate with its intended audience and deliver a response in line with expectations.

Studio Production

Production values

Production is the mainstay of what we do. All downstream (below the line), activity is based on conceptual or branding work carried out by creative and advertising agencies. This is filtered down through our copy creation, translation and design/layout departments to final artwork, in the language or languages which are needed. It's here the real attention to detail happens with artwork specialists carefully creating a master native file and from this, they reversion multilingual variants retaining as many of the original attributes as possible.

Once completed the file can simply be returned as a high resolution PDF or we will arrange printed versions to be distributed, or emails deployed, to your specification.



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International Websites

Windows on the world

Websites are the most powerful marketing tool available; ideal for pushing brands or products into new markets and delivering instant audience reach. Before taking the international plunge, it's vital to have website content translated.

Sometimes this can seem daunting, both in terms of volume of words and technology involved. But website localization has been a key PUSH International service for many years, and we've developed a number of technology tools to help with content analysis. We'll work closely with developers and agencies and, via our bespoke API, will interface directly with the CMS and extract/analyse content seamlessly.

If budget is an issue, let's talk about staged translations. Priority pages can be realised as translated and SEO-ready, with additional multilingual pages being rolled out progressively as budgets permit.

Translation & Transcreation

Take it multilingual

Going global? Then translation services are an absolute must for locations that don't speak native English. But what translation is best? For highly conceptual and creatively-written copy, transcreation is needed. This will clearly articulate brand communication to the target audience, retaining the core attributes of the brand while making it relevant in target locations.

For more general texts a translation should suffice, but perhaps if required, with the added benefit of an independent edit using a suitably qualified marketing linguist.

It goes without saying that extensive workflow and management processes are in place to ensure smooth and accurate language translation, using tech tools specific to the industry. This includes a secure language portal available free to all customers where new projects can be uploaded, quotations approved and project status viewed. And while all activities are carefully managed and coordinated from our UK Head Office, all linguists reside in their native countries, and form integral part of our approved partner network.

Document Management

Straight Ahead ↑↑

Asset Management

Get your ducks in order

Store multilingual assets in a central location so global stakeholders can quickly access the correct versions of shared collateral. Plus set your permission levels centrally. The PUSH secure asset management solution makes it easy to store and preview files, images, documents and presentations logically and with a full audit trail via a central, cloud-based repository. There is no time wasted searching for missing documents or using out of date versions; our ridiculously simple to use 24/7 system will get you where you want to be. Quickly.

Services Summary

Content creation	Print production
Copywriting	Campaign implementation
Translation	Subtitles/voiceovers
Transcreation	Multilingual websites
Design & layout	Event interpreting
Multilingual artwork	Asset management



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Say hello to the world

PUSH International masterfully implements brand communication initiatives in international markets. A full range of marketing support activities is available from our management and production facility. This means advertising, promotions, brochures instore POS and online initiatives are delivered as meaningful global campaigns every time.

For more information or to arrange an informal discussion/presentation please call or email PUSH; the specialists in multilingual campaign implementation.

www.push-international.com