

Textappeal

Unlocking the power of international brands

OLICE

A bride in traditional Indian attire, including a red and gold sari and a heavily jeweled necklace, is seated on a white surface. She is holding a small, ornate, square box decorated with colorful beads and stones. The background is a warm, orange-toned setting with draped fabric.

253 cultures
151 markets
1 solution

Introduction

We believe the goal of global marketing is to produce maximum impact in all markets.

The single most important factor in the success of a multi-market campaign is not just the quality of its translation, but its deep cultural connection to their different audiences in different geographies.

Our clients trust us not only to provide the best possible work, but also for our unique ability to bring deep cultural insight to every brief.

About Us



What we do

Textappeal provides localisation services for translation, creative adaptation, and cross-cultural consultation, empowering brands with their international marketing or when launching into new territories.

With a highly-vetted talent pool of sector-specific writers based in local markets around the world, centrally co-ordinated by our multilingual project management team in London, our insightful, reliable and flawless service is depended upon by some of the world's highest profile brands.

Our Services



Creative Consultation

Concept research for foreign market suitability including checks on style, language, design, cultural relevance, local sensitivities, type style and, if required, translation of any research materials.



Creative Translations

Covering press and outdoor, broadcast scripts for radio and TV (subtitling or dubbing) and digital assets such as display advertising, websites and social media



Creative Writing

Copy origination, based on a detailed creative and planning brief.



Global Rights Management

Casting, negotiating and contracting talent around the world on your behalf



Subtitling & Embedded Content

Cost-effective repurposing of international spoken content (and assisting the deaf and hard of hearing community)



Local Market Coordination

Management of approvals from local offices and third parties to help streamline projects and meet tight deadlines, regardless of time zones differences.



Back Translation

English back translation as a source of information for the client on how the copy reads in the other language.



Project Management

Writing briefs, planning, proofreading and providing continual feedback on all translation work.



Centralised Voice Library

Over 700 voice profiles available to review and select from at one time



State of the Art Recording Studios

Highly qualified engineers and session directors ensure premium quality audio content for your brand

People

Our central project management team consists of intelligent, trained and multilingual staff, speaking a total of 45 languages between themselves.

With extensive experience in managing language and transcreation projects for a breadth of high-profile advertisers, you can trust our skilled team to look after you, your projects and your brand.



Vee Pankhania
Head of Languages

Vandana (or Vee) boasts a wealth of transcreation experience, hailing from ad agencies Ogilvy and adam&eveDDB, with a strong emphasis on centralised production management. Having handled campaigns for some of the biggest advertisers in the world, Vee is a true expert in her field.

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Yuliya Borys
Account Director

Yuliya leads client services on accounts such as Nikon, Sea Life and Vertu. Originally from Belarus, Yuliya has lived in the US and Italy, before coming to London. Yuliya studied linguistics at Westminster, and speaks an impressive five languages.

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Clients

We support some of the world's leading brands and work in partnership with global agencies:



What our clients say about us

"Textappeal provides in-market understanding you can trust."

Susan L. Jurvics, Global SVP Marketing, Sony

SONY

"Working with Textappeal is a great experience. They are fast, reliable, and their transcreations have always been approved the first time."

Lauren Wilson, International Brand Manager, Costa Coffee



"Textappeal helps us make the right local choices for our brand.

We trust them."

Giuseppe Puglisi, Advertising Manager, Nikon Europe



A large flock of sheep is shown in a black and white photograph. The sheep are densely packed and looking in various directions. In the lower right foreground, one sheep is highlighted with a vibrant red color, making it stand out from the rest of the monochrome group.

The Textappeal Difference

The Textappeal Difference

Textappeal has led the market for the past 20 years, setting the standard for other transcreation agencies. Our expertise and opinions are valued by world-leading marketers and international brands.

Key facts about the industry's top transcreation company:

- Textappeal is the only transcreation agency ever to have headlined at the renowned Cannes International Festival of Creativity;
- We are key partners to ACT Responsible, the Swiss-based not-for-profit organisation that promotes sustainable and responsible business practice in the marketing communications industry;
- Our long-running and successful Advisory Board is proud to have permanent members from global brands such as Huawei, Asics & Sony.



Our central project management team speak 45 languages



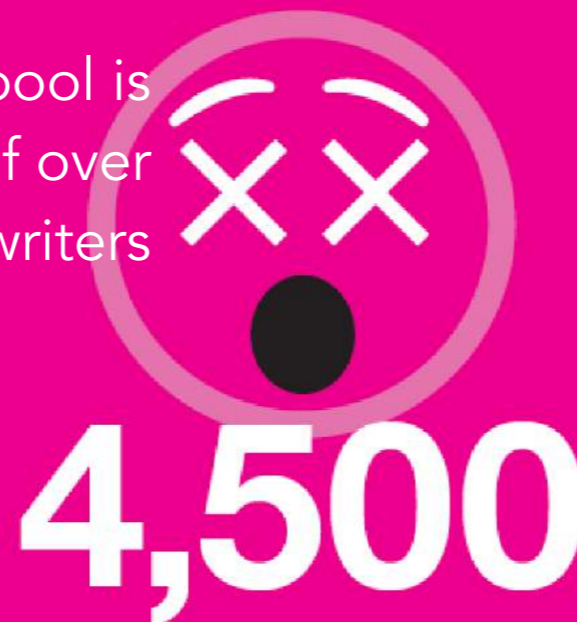
Only 1% of applicants make it through our screening process

What sets us apart...



We have a 20-year track record helping brands

Our talent pool is made up of over 4.5k writers



Structure



Structure

Textapeal is a wholly-owned subsidiary of Loveurope, the UK's leading, independent creative production group. Our wider services include the following:



Post & Audio Production

- On and offline editing
- Colour grading
- VFX
- Versioning, supers and tags
- Music sourcing and sound design
- Voiceover and subtitling



CGI

- CGI and motion graphics
- Pack updates and animation
- Pack exchanges and localisation
- Pack label replacement and label localisation
- 3D acquisition and lighting



Press and OOH Production

- Global media schedule management
- Artwork adaptation
- Specialist colour management
- Reprographics
- Hard & soft proofing



Print Production

- 6 Colour digital presses
- Display graphics & vinyl
- DM personalisation/mail
- Collateral print & mailing
- Merchandising & gifts
- Large format/litho print
- Specialist finishing



Digital Production

- Banners & rich-media
- Digital OOH
- Microsite adaptation
- Social media content
- Mobile app production



Video Production

- Original brand video
- Event filming
- Editorial and interviews
- Corporate and talking heads
- Infographics and presentation graphics
- Voiceovers and international subtitling



Photographic Retouching

- Image composition
- Beauty retouching
- Colour and image correction
- Pack shots
- Location and studio shoots



Creative and Design

- Tactical creative
- International and native copywriting
- Brand guideline development
- Adapted creative (from international)
- Design and typography
- Layout mastering
- Visualising and original illustration



Project Management

- Approvals & amends
- Quality control
- Regulatory clearance
- Media owner communication
- Budget control

Thank you

For further information please do not hesitate to contact either Vandana or Yuliya.

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