



Guide

Meeting of Creative Minds



Comtec

Your translation partner

Creativity that unlocks the world

\$10 million. That's how much it cost HSBC to change its global tagline after a translation failed to make sense. Fashion giants D&G are blocked from two major Chinese e-retailers and had to shut three shops after a culturally insensitive ad campaign sparked a social media backlash.

***Bad translations cost brands.
Whether it's their reputation or their bottom line.***

But don't let these blunders put you off. Good translations go unnoticed, they are what makes brands like Airbnb, Coca Cola and Lego global successes. These brands understand the nuance of balancing global campaigns with a local mindset. Tapping into the hearts, culture and language of their customers – they harness the power of great translations.

And you can too.

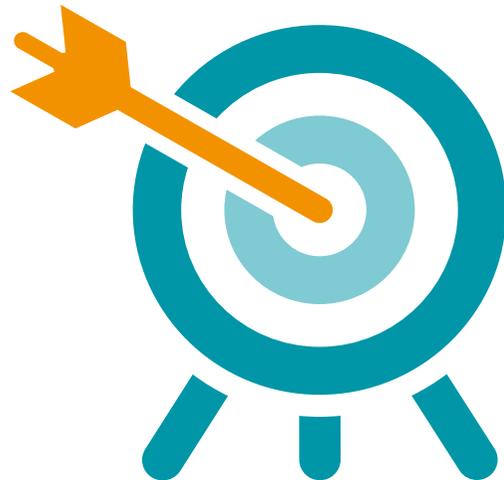


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Who we are: your global translation partner

For 40 years, we've helped creative agencies to deliver complex global communications that meet and exceed their clients' needs. We've worked with creative agencies to deliver work for global brands, including McDonald's, Huawei and Lego.



Our localisation services bring together our friendly team and linguistic excellence with the latest translation technology and bespoke processes. Delivering the very best multilingual content that's on time, on brief and on budget. From transcreation and copywriting to video subtitling and website localisation, we enable agencies to meet even the most challenging of client requests in every language.

In short, if your client has something meaningful to say, we'll make sure it's just as engaging, accurate and effective in every language.

By working together you'll be able to:

- Deliver the consistent, compelling and cost-effective translations your clients need, enabling you to pass on cost savings to your clients
- Use our team as an extension of yours to work with your clients' local markets and other stakeholders
- Implement effective and streamlined processes
- Tap into our network of over 4,000 native-speaking, market-based linguists with specialist knowledge and skills in over 200 languages
- Free up your creative teams to do what they do best: spending more time producing new content, and less time managing translations
- Improve your clients' return on investment
- Get access to decades of translation know-how and best practice that you can apply to wow prospects and win pitches

What we do: linguistic superpowers at your service

We can help you with more than just words. We don't just translate, transcreate, copywrite, localise, project-manage, reassure, juggle, subtitle, interpret and do voiceovers. We can even update your campaign artwork so it's ready to go in any of over 200 languages.

Here are just a few of the services we offer to make your life easier. Need help working out what service you need to meet your client's goals? We're highly adaptable and always here to help – get in touch for advice.



Translation, Transcreation and Copywriting

Our native-speaking linguists and creative marketing translators adapt written copy so it's effective in every market. We offer a full range of localisation services so there's always an option to suit your clients' needs and budget.

Suitable for: any written copy, including social media, websites, blog posts and slogans.



Video Localisation

Video has earned its place at the heart of marketing, elearning and internal comms, but video localisation is a specialist field. Our professional subtitlers and voice artists work from translated scripts to ensure your clients' videos are relevant, engaging and shareable in every language.

Suitable for: interviews, promotional and instructional videos, advertisements and films.



Artworking and Desktop Publishing

Our skilled desktop publishers update artwork, layouts and fonts to ensure that translated documents are visually perfect and adhere to your client's brand guidelines – providing peace of mind and freeing you up to focus on other things.

Suitable for: brochures, posters and imagery created in InDesign or Illustrator.



Interpreting

Our experienced interpreters provide support in every possible scenario. Options include Zoom interpreting, simultaneous interpreting, whispered interpreting and multilingual sign language.

Suitable for: meetings, presentations, events, site visits, phone and video calls, and conferences – both on and offline.



Website Localisation

By creating multilingual websites, your clients have the potential to reach a global audience of 3.5 billion internet users. Our specialist website translation, localisation and optimisation (SEO and PPC) services are designed to help you every step of the way.

Suitable for: websites created in content management systems (CMSs), such as WordPress, Joomla, Umbraco and Drupal.



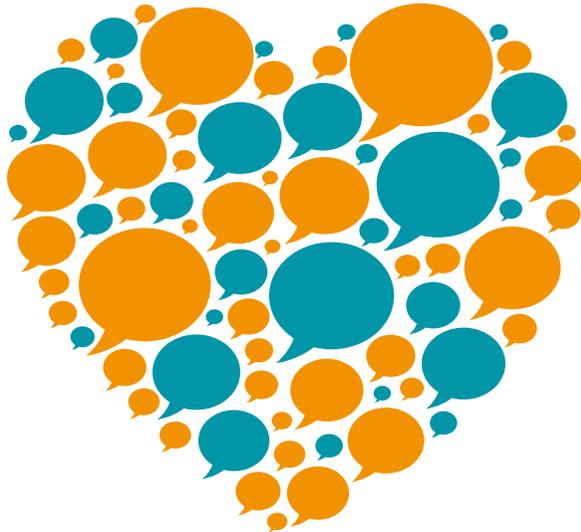
Brand Name Analysis

What's in a name? A lot. Our in-market linguists will carry out extensive research and analysis of your client's brand and product names to establish any linguistic, cultural or political associations, avoiding potential embarrassment or offence and enabling confident business decisions.

Suitable for: overseas product launches, pronunciation assessment, comparison of possible brand, service or product names, with comprehensive reports on findings.

By your side from the get-go

Whether you'd like us to support you from behind the scenes, or in direct contact with your clients, we'll deliver excellent results for your clients – and make you look good – from day one.



Making the impossible possible

From recruiting Christmas elves to sign for deaf children to coordinating creative campaigns across 40+ territories, we're capable of meeting even the most unusual of translation needs. So, the next time one of your clients has a bright idea, you'll feel more confident about saying 'yes'.

Working as a seamless extension to your team, we'll always find a way to help you add value to your services – whether that's streamlining processes to save money or helping you and your clients free up internal resources.

Conquering new markets

If your client acquires a company in a new territory or wants to expand into a new market, the chances are we've got it covered. We work with over 4,000 professional linguists who are fluent in over 200 languages – as well as being rigorously vetted and familiar with the Comtec approach.

As well as helping you manage your clients' translations, our skills and services increase your capabilities as an agency and reduce the risk of losing your growing clients to another agency.

Reducing the hassle of in-country reviews

Your client may have in-country colleagues who can help provide feedback on the translations for their market. Although it might seem hard to juggle this process, it's well worth doing and, with us as your translation partner, we can help get the plates in the air and keep them spinning.

By streamlining processes and integrating local market reviews, we'll save you – and them – time, frustration and effort. We always ensure translations are reviewed and approved quickly and efficiently, preventing unnecessary and costly delays.

Boosting return on investment

Our comprehensive resources, streamlined processes and use of the latest translation technology (including translation memories) enable us to deliver accurate and engaging multilingual translations on time, every time.

Your clients will be pleasantly surprised by how far their budgets can stretch when there is a stronger focus on getting translations right the first time – especially when they're achieving economies of scale in the process.

Ultimately, we don't just help you and your clients measure ROI, we're dedicated to actively improving it. Working with Comtec makes it easy for you to prove your worth, retain clients and justify future marketing spend.

Together is better: making the process work for you

Building trust with a new business partner or supplier requires a leap of faith, and it can take time to get used to new ways of working. The good news is that you don't need to adapt to accommodate our approach. Instead, we develop a customised service that's right for you and your clients.

Quality every time



Quality is at the heart of everything we do. As a longstanding member of the Association of Translation Companies, it's a commitment we take seriously.

We were one of the first UK translation companies to hold both ISO 9001 (quality management) and ISO 17100 (translation management) certification, and we are also certified to ISO 18587 (post-editing of machine translation) standards.

The emphasis we place on quality eliminates the frustrations and risks associated with poor translations, helping you to protect your reputation and enhance your clients' brand integrity.

Partner with Comtec, and you'll benefit from our six-step quality-assurance guarantee, designed to ensure you get the outcome you want.

1

Once we understand your clients' products, services, goals and constraints, we'll work with you to explore the best ways in which we can deliver seamless translations that meet their needs.

2

We'll search our global network of over 4,000 translators and select native-speaking linguists with the right sector-specific experience and skills for your client's project, so they can hit the ground running.

3

Our translators are fully briefed and have everything they need to deliver consistent, faultless translations for multiple markets. We'll work with you to collate a style guide and glossary of terms, and test them with some sample translations, giving you the confidence to take a step back.

4

We'll project-manage the entire translation process for you – including budgets and deadlines – so you can focus on other tasks. Your dedicated account manager will provide regular updates throughout the process, helping you to keep your clients informed and happy, and feel in control even in the thick of complex global campaigns.

5

We'll speed up the translation process and win the trust of your client's local market reviewers by gathering their feedback using state-of-the-art review tools. And we'll keep your style guides, glossaries and translation memories up to date so they never have to correct the same text twice.

6

Once your translations are complete, we'll deliver them in your desired format so your client can use them straight away. We'll even replace the text in your artwork with the new translations and localise any inappropriate images if it helps you.



You'll be in great company

Our loyal client base of international brands spans every sector and includes household names, such as **Aston Martin, Aardman Animations and Amtico** (and that's just the As).

However challenging your clients' requests...

When other providers turned them down, we helped global creative agency, FCB Inferno, recruit the sign language interpreters and presenters that Huawei Mobile needed for a project in conjunction with award-winning Aardman Animations.

The resulting collaboration – the innovative StorySign app for deaf children – successfully launched in ten countries.

[WATCH HERE ▶](#)

“The Comtec team were brilliant at recruiting for our project, finding us the best people without very much notice!”

Hannah Richmond
Senior Interactive Producer,
Aardman Animations

“Comtec consistently provides us with great quality translations. They are the team we trust with all of our translation and transcreation needs.”

Issy Rawson
PRISM

“Comtec deliver when they say they will deliver and have an openness to be involved to best meet our clients' needs.”

Sara Gibson
Programme Director,
The Marketing Store



With our expertise at your fingertips...

For over a century, luxury car manufacturer, Aston Martin, has carefully honed its messaging to resonate with its exclusive audience.

Content marketing and digital agency, London Illustrated News, produces three editions of Aston Martin's high-end print and digital brand magazine, AM, each year. Alongside this, brand-centric sports and entertainment agency, PRISM, has the challenging task of delivering beautifully designed and copywritten brochures to global dealerships in advance of each new model's spectacular reveal. We support the work of London Illustrated News and PRISM to translate these luxury and nuanced materials into six languages.

...you'll be able to deliver!

Customer engagement agency, The Marketing Store, asked us for help translating a series of short children's stories into around 40 languages. The translated books were to be given away with McDonald's Happy Meals.

Having already impressed The Marketing Store by streamlining their production process, we wowed them by recruiting translators and proofreaders with specialist experience in transcreating books for children.

Your perks for partnering with us

For 40 years thriving and ambitious agencies have relied on us for practical advice and exceptional quality. We stay ahead of the latest thinking in global communications and translations, and regularly produce useful guides, blogs and webinars to share strategies and best practices with clients.

Here are just a few of the benefits of working with Comtec:

Work with an expert partner

Reduce the time you spend briefing translators, managing translations and correcting copy by working with Comtec as your trusted translation partner. Taking a centralised approach to your clients' translations enables you to benefit from our full range of services.

Develop cross-market appeal

Making sure your copywriters know how to optimise their copy for translation reduces the need for extensive localisation and keeps your costs under control. Don't worry if they're new to writing for a global audience – we're here to help, and are always happy to provide helpful checklists and plenty of support.

Design with multiple audiences in mind

We'll provide clear guidelines to help your designers make their artwork translation-ready, to ensure each version of your clients' comms maintains its aesthetic integrity and impact. We'll even update your artwork with the translated copy and localised images if you need us to – freeing up valuable design resources.

Recruit local market experts

Establishing teams to help with the briefing and approval processes within your clients' local markets ensures their translations are accurate and appropriate for each territory. Getting it right from the start saves time and money, and helps you and your clients build better working relationships around the globe. We'll review your translation process and include a detailed and professional review stage – proving your commitment to providing local markets with the high-quality translations they need.

Create style guides and glossaries

We'll ensure your clients' global brand messaging, style and market-specific preferences are captured throughout your translations by providing our team of skilled translators with comprehensive reference materials. By involving your clients' local market experts early on in the process, you'll help to speed up future translations and let them know their contribution is valued.

Track back

We'll help you put in place ways to track and measure the success of your clients' multilingual marketing campaigns. Doing so provides valuable insights for your next project as well as helps you prove the effectiveness – and the worth – of your partnership, approach and services.

Get in touch today



Speak to James Brown, our Head of Commercial, about your language needs. James has worked with leading agencies to bring creative ideas and intent to life around the globe. No matter how many languages or how complex your project may seem, we can help.

Drop James an email on jbrown@comtectranslations.com or book a 10-minute discovery call [here](#) to see how we can support you to deliver effective global campaigns for your clients.



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