

**GLOBAL
CREATIVE
PRODUCTION**



**TAKE
GLOBAL
FURTHER.**



We provide integrated creative production services within a framework where 'global' is the start point – not an afterthought.

The multiplication of markets, channels and content formats often leads to tighter budgets, shorter turnaround times and fragmented production models – driving duplication of effort and assets.

By consolidating creative production, transcuration and translation, we are better able to streamline processes and ensure brand integrity across markets.

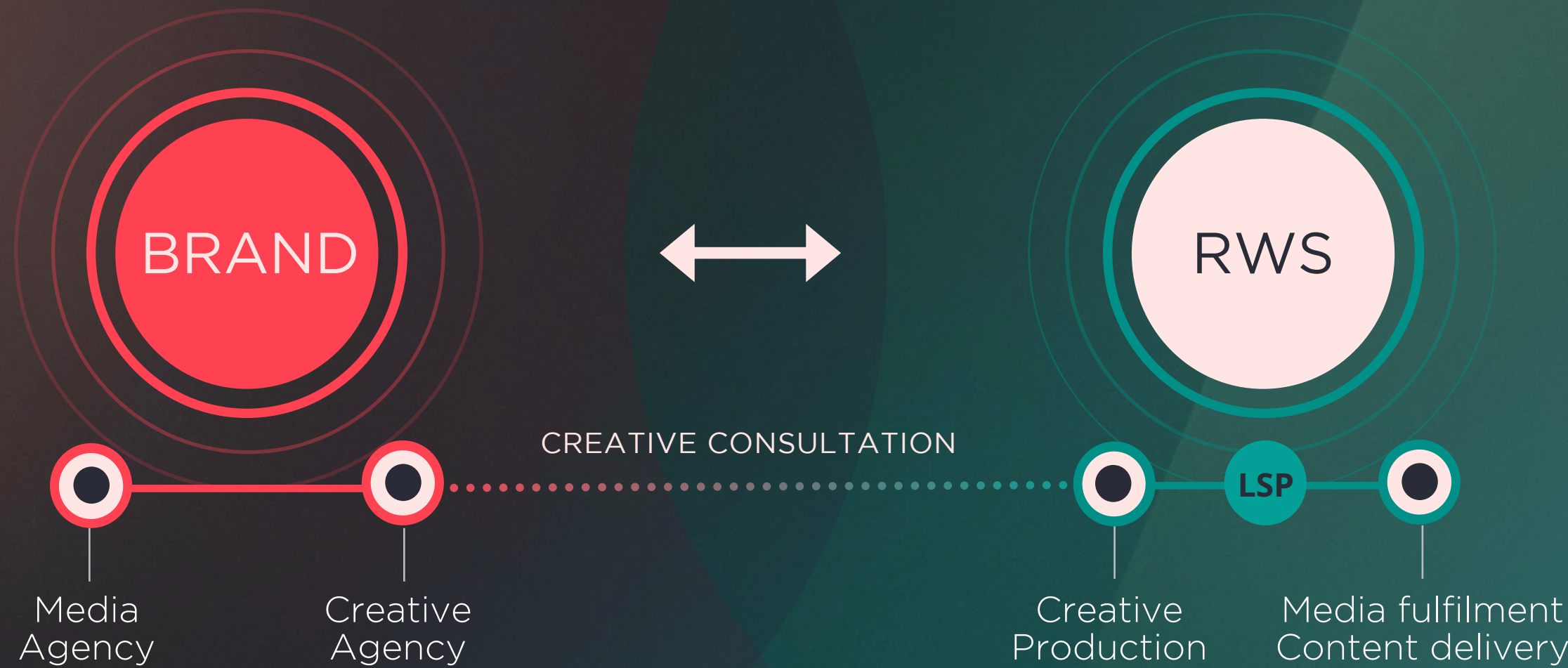


We are a full-service Creative Production partner, combining our integrated offering with the wider RWS language and technology solutions.

We take a flexible approach to working with you and your agency partners. As we have no affiliation with an agency group, we're free to offer independent expertise and able to work with anyone.

Our deep understanding of language and cultural adaptation can be applied at any step of the content development and delivery process to help truly connect with your customers around the world, while keeping creativity alive.

This enables brands to take a more coherent and joined-up approach that allows global campaigns to go to market faster with a brand that speaks consistently in every language.



**GLOBAL
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Resonate with your global audience, speak consistently in every language, drive production efficiencies, while keeping creativity alive.

Take global further

SERVICES

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We have developed end-to-end services that allow creative content to reach an international customer base, with checkpoints throughout to minimize risk of cultural, linguistic or production issues in a time-sensitive delivery model.

Our services are fully modular and can be applied as standalone services, or combined into a tailor-made, best practice delivery model.



CREATIVE CONSULTATION

- MARKET INSIGHTS
- CAMPAIGN STRATEGY VALIDATION
- CULTURAL CONSULTATION
- ART DIRECTION & DESIGN
- GLOBAL SHOOT CONSULTATION

CREATIVE LANGUAGE

- COPY ORIGINATION
- TRANSCREATION
- COPY EDITING
- INTERNATIONAL SEO

PRODUCTION & ADAPTATION

- DESIGN EXTENSION & CONTENT CREATION
- CREATIVE ADAPTATION & LOCALIZATION
- VOICE OVER MANAGEMENT
- MEDIA FULFILMENT
- INTEGRATED PRODUCTION MANAGEMENT

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SERVICES

**CREATIVE
CONSULTATION**

GLOBAL
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CREATIVE CONSULTATION SERVICES

We offer a range of consultation services that target the beginning of the creative lifecycle for global campaigns and marketing content.

Our services complement those delivered by brand teams or creative agencies, and inform the rest of the creative lifecycle – ensuring the best starting-point for successful global campaign roll-outs.

Implementing this service ensures that any issues around translation and cultural adaptation are factored in at the beginning of the campaign, rather than tackled post hoc, when costs can quickly escalate.

Take global further

MARKET INSIGHTS

We provide tailored local market insights that give you, or your creative agency, a detailed understanding around consumer trends, competitor trends and brand perceptions, which help inform campaign planning and ideation.

CAMPAIGN STRATEGY VALIDATION

Our network of in-market creatives includes experienced planners and strategists. We engage with them through a briefing process to review and validate creative campaign strategy and planning for global campaigns.

CULTURAL CONSULTATION

We provide creative feedback on content and campaign ideas and concepts, with consideration for local cultural, linguistic, political, and regulatory variations. These findings are compiled as a report with a summary review, followed by country-by-country specifics.

ART DIRECTION & DESIGN

We offer design and brand guideline extension and brand guardianship to ensure your global creative framework considers all local market design needs – including typographic consultation, layout and format considerations.

GLOBAL SHOOT CONSULTATION

We provide pre-production support and planning services for global campaign shoots – from regulatory and technical consultation (such as retouching pictures for localization), through to on-location creative support for language and cultural insights and considerations.

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**CREATIVE
LANGUAGE**

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CREATIVE LANGUAGE SERVICES

We provide a tiered offering of language services for global advertising and marketing content.

By engaging in-market copywriters to recreate the intent of your content (focusing on tone of voice, style and cultural nuance) for each market, coupled with SEO specialists and our in-house linguists, we can deliver creative marketing content that feels genuinely local and really connects with your local audiences – all while maintaining a single, global brand voice.

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COPY ORIENTATION

We provide copywriting services in most languages – specifically for brand marketing and advertising content – through our global network of in-market creative copywriters, with oversight from our Creative Language Director.

TRANSCREATION

We use in-market copywriters to adapt global campaign content culturally as well as linguistically, based on a transcreation brief and framework. The output is quality controlled by in-market linguists and includes alternative adaptations with English back-translations and rationales throughout.

COPY EDITING

We provide creative translations for longer-form marketing and brand content. These are edited by in-market copywriters, who apply creative 'nous', brand style and tone of voice, plus appropriate cultural references – utilizing the speed and accuracy of our in-house linguistic teams with the creative input of a copywriter.

INTERNATIONAL SEO

We help extend your SEO strategies internationally through our global network of in-market SEO specialists. Our SEO services are primarily centred around content enhancement to help sites perform better in organic search – and go hand-in-hand with our content development and localization services.

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SERVICES

**PRODUCTION
& ADAPTATION**

**GLOBAL
CREATIVE
PRODUCTION**

PRODUCTION & ADAPTATION SERVICES

**Amplify and extend your campaign
and creative marketing content across
any market, channel or media type.**

We take a consultative approach and can advise on and manage the end-to-end creative production lifecycle for you – from brief to delivery and everything else in between. Our ability to combine translation, transcreation and production services means we see the whole picture and can ensure that your brand is communicated consistently wherever it appears in the world.

Take global further

CREATIVE ADAPTATION

We offer a range of services aimed at supporting creative agencies and/or client brand teams to adapt master files for local markets – ranging from digital campaign production, artwork production and post-production, to art direction, design, photography and retouching.

DESIGN EXTENSION AND CONTENT CREATION

We can use current or adapted brand guidelines to extend master content across all channels – be that moving image, digital or print – to ensure your content delivers local market impact while remaining on-brand.

VOICE-OVER MANAGEMENT

We facilitate voiceover (VO) recording for TV ads, social content and brand video/films – including session management, international VO casting, buy-out and management of talent and usage rights. This can include in-language talent direction using our network of in-market creatives, who will work to a brief and approved script to direct voice talent efforts for TV and social advertising.

MEDIA FULFILMENT

We can help with the management of pre-clearance and clearance processes for broadcast, video on demand and online content with local regulatory bodies and channels to ensure final versions are approved and documented. Partnering with agencies and brands, we export to delivery specifications, and distribute media assets to publishers and platforms across all channels.

MARTECH AND WORKFLOW CONSULTATION

We offer a discovery service to help you evaluate your current MarTech stack and the processes you have in place to support your central and local marketing teams. Our review focuses on how to extract the best from what you have in place today, and complements that with selected technologies and process optimization techniques that support more efficient creative production lifecycles in multilingual environments.

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To find out more about how we can help you visit
www.rws.com/creative-production

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About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com