

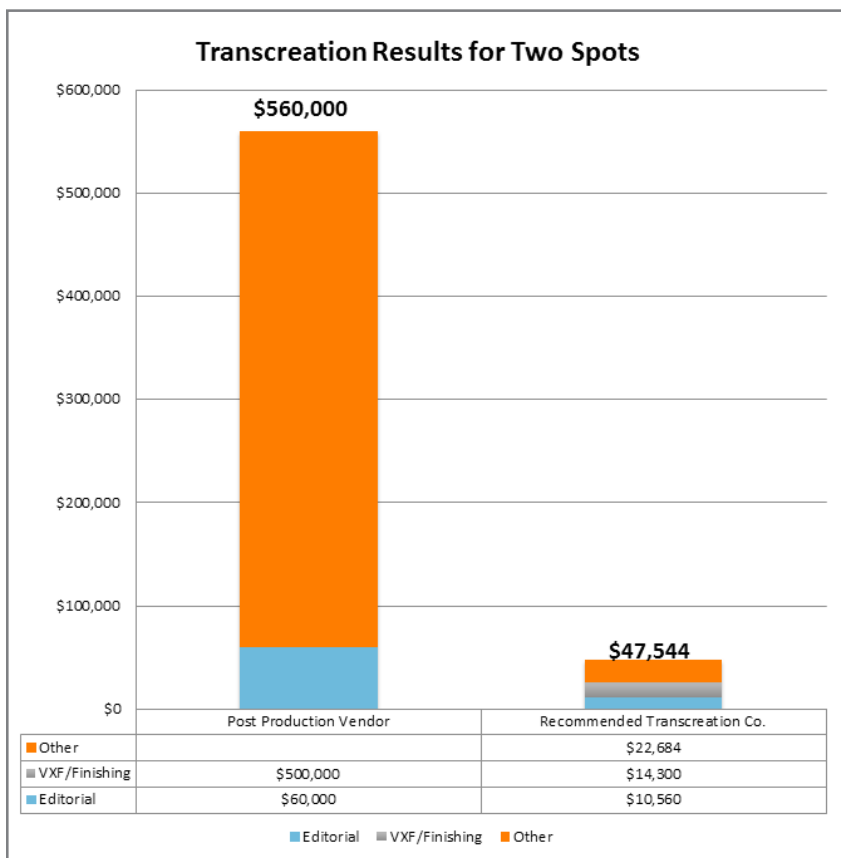
TRANSCREATION CASE STUDY

BACKGROUND

An international beverage company wanted to leverage U.S. produced creative assets for international versioning. The advertiser was working with an AOR who recommended a post-production facility, more aptly identified as a creative editorial facility, to handle adaptations for eight markets. The versioning process is a more back-office edit function which requires less creative and more technical skills that are provided by Transcreation services. These services specialize in adaptations and leverage their volume to reduce costs.

APR ACTIONS

- Introduced a transcreation partner designed specifically for global versioning
- Audited the spend
- Analyzed needs deliverables
- Negotiated and validated rate card
- Briefed all stakeholders
- Liaised between client and agency
- Set standards for on-going relationship between client, agency and vendor



RESULTS

Client saved over \$500K or 91% of costs on 2 spots.

Established a process moving forward with the Transcreation service to version all future TVC's.