BRAND CHECKING – CHECKLIST

Colours and numbers can have negative associations in some countries. In the UK some hotels don't have room number 13 as this is considered an unlucky number, whereas in China, 4 is problematic. Photographs also need careful consideration depending on your target market. In addition, the name of your product could have a negative, rude or funny meaning in another language and so needs to be carefully considered.

Our global force of local linguists are ideally positioned to research any sector and any market. They can report on their findings and recommendations and make any necessary adaptations to your corporate material and content.

Products being launched into several international markets require complex cultural and linguistic research. We will conduct multi-faceted analysis, and provide recommendations for each of your target markets.

We refer you to our terms and conditions of business; ask us if you need a copy.

We advise that you consider the following points when communicating with us about your requirements:

- Which language(s) do you require?
- Where is your intended market?
- Have you considered the perspectives of different genders and age groups?
- Do colours and numbers need to be checked?
- Which specific elements require brand checking ? *(Logos, names etc.)*
- Do you have any special instructions for the brand checker?
- Are your photographs and pictures suitable for your intended market?
- Does the product name have another meaning or unhelpful connotations?
- Has the product name been used already?
- Do units of weight, measurement and currency need to be adapted?
- Do cultural references need to be considered?