CULTURAL INSIGHT - CHECKLIST

This service involves reviewing and adapting text, branding, content, services or planned business developments to ensure they are culturally acceptable and will have the desired impact in the required context.

Our specialists 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.

If your requirements relate to products being launched into international markets, we will conduct multi-faceted analysis, and provide recommendations for each of your target markets. We can:

- Complete a full brand and sales/marketing message/new market audit
- Protect your reputation by cross-checking colloquial, cultural or comprehension issues
- Adapt/localise your 'language' to make the best first impression

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

We also advise that you include the following information when communicating with us about your requirements. This will enable us to provide you with the best possible service:

- What specifically would you like us to review? (*brand, market, sector, content, service)*
- What is your brand/service/product?
- What is your target international market?
- What is the target demographic for your product/service/brand?
- What is your motivation for requesting this service?
- In what format would you like to receive our completed work? (*report, presentation etc).*
- Do you require us to localise text or other written content as part of this project?
- Does this text require translation? What languages are required?
- If so, how will you provide us with this content?
- In what format would you like the content returned to you?

Continued overleaf

- Are there any parts of the material/text that do not require localisation? *(If so, please specify)*
- When is your deadline?
- Who is proofreading the work?
- Is there any further background or context which you can provide about your product, business or service?
- Do you have any further instructions or comments?