



## VISUAL ADAPTATION



### A Picture is Worth a Thousand (Multilingual) Words

When you're creating a truly global campaign, you need to make sure every element of your message—from text to imagery to video—resonates with customers in every location. We can help.

We offer a platform dually powered by people and technology. Our technology-enabled Digital Experience and Creative Production Teams seamlessly work together to execute cutting-edge, cross-discipline briefs that help our clients excel on the global stage.



## Our Path to Your Success

We help you succeed with our connected global team that collaborates within a single platform across every production stage. We steer the successful completion of each brief without driving up costs or timelines.



### Managing Your Asset Build and Transfer

Managing the creative lifecycle of a global or regional campaign can be stressful. By allowing us access to your creative agency during ideation, you enable agreement on asset format delivery and enable us to identify culturally relevant elements for your shoot and design that will minimize the risks of lengthy, costly post-production practices.



### Localizing Your Content

Transcreation is the process of recreating content specifically for a target language and market, while preserving creative and emotional intent. Leveraging our proven global in-market copywriter network, we guarantee improved quality, reach, and relevance of your global marketing content, from online product descriptions to email marketing and multimedia campaigns.

Transcreation is key when:

- Expanding high-value, high-concept content to new markets
- Brand voice and style are central to messaging
- Adapting taglines, slogans, and headlines
- Invoking specific humor, language, or cultural references
- Localizing voice and audio content



### Multimedia Adaptation and Creative

Our Creative Production Team bridges our clients with their consumers by producing fully-integrated campaigns that deliver impactful results globally across all media platforms. Our audiovisual sub-team utilizes video, animation, and audio to produce cutting edge-videos that meet our clients' objectives and pack a punch with their customers.

Lionbridge can offer a seamless process to create and implement:

- Ideation and design
- Global, regional and local master creation
- Repurposing of assets to optimize the digital experience
- 3D and illustration
- Subtitling
- Supers and onscreen text localization
- Voiceover

## Choose Lionbridge



### SPEED

- Streamlined process
- One brief to execute in multiple regions and media
- Rapid response to tactical requirements and change requests



### COST

- Reduced duplication and waste
- Continuous improvement, innovation, and standardization
- Average savings between 20 and 40%



### CONTROL

- Visibility and oversight through workflow tracking and auditable processes
- Brand consistency and quality assurance

## Get Started

Contact us today to talk with an expert and learn how Lionbridge can improve the adoption, usability, and success of your global products and services.

[LIONBRIDGE.COM](https://www.lionbridge.com)

**LIONBRIDGE**

