



patagonia[®]

PATAGONIA + WORDBANK

HOW WE CAN HELP YOU ACHIEVE YOUR
MARKETING LOCALIZATION GOALS

W

WORDBANK

A UNIQUE BLEND

We offer a unique blend of traditional localization and marketing capabilities; we think beyond translation service delivery and help our clients to get **business results** in market by engaging local audiences and driving action.



LOCALIZATION AGENCY



W



MARKETING AGENCY

Translation and localization providers rarely think strategically about marketing goals.

Domestic marketing agencies rarely have the infrastructure to support strategic localization.

INTERNAL EXPERTISE, LOCAL EXECUTION

OUR GLOBAL REACH + SCALE



W DENVER

W LONDON

W XI'AN

W TOKYO

118 COUNTRIES | **4,000 MULTILINGUAL RESOURCES** | **200 LANGUAGES**

LINGUISTS • COPYWRITERS • DIGITAL MARKETERS • DESIGNERS • RESEARCHERS

Managed by our in-house staff of 68 marketing localization professionals, our global resource network comprises native-speaking professional, international, and US-based freelancers with subject-matter expertise fully aligned to marketing and communication goals; connected directly with your local content stakeholders wherever needed.

HOLISTIC + GOAL-DRIVEN

OUR CAPABILITIES

STRATEGY

- In-country resourcing
- Online marketing strategy
- UX & design
- Content strategy
- Style & terminology
- TM strategy
- Marketing centralization
- Workflow solutions
- Process engineering

LINGUISTICS

- Copywriting
- Concept adaptation
- Transcreation
- Translation
- Linguistic QA
- In-country Review
- Translation memory
- Glossary management

MEDIA

- Graphic design
- Print collateral & ads
- Product packaging
- Event marketing
- Website creation & localization
- Landing pages & microsites
- Mobile sites & apps
- Video & animation
- eLearning
- Online QA
- Voiceover & subtitling

MARKETING

- International PPC
- Multilingual SEO
- Keyword research
- Display & programmatic
- Social media
- Video marketing
- Email marketing
- Analytics & tracking



EXPERIENCE YOU CAN COUNT ON

THE COMPANY WE KEEP

In our 32 years, we've helped more than 700 global brands go international with their marketing communications. Valuing clients large and small, from startups to established businesses, B2B, B2C and non-profits, below are a few of the companies we've worked with.



Herman Miller



THE COMPANY WE KEEP

FASHION & APPAREL BRANDS

NINE WEST



Barbour



GUCCI
The Gucci logo is a black interlocking "G" symbol.

JAEGER



aden
+
anais™



stella & dot

adidas The Adidas logo is a black trefoil symbol.

Keds



GET IN TOUCH

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