

## Success cases by industry

### Lifestyle

#### Customer:



#### Service Rendered:

Translation and Localization of Documents.



#### Challenge



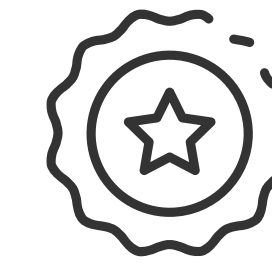
#### Context

The players in the world of luxury spirits have launched themselves to expand their market share, for this reason more often they have the need to translate their brand manuals into Spanish and Portuguese.

These documents are originally generated in Europe or the United States and require a single translation and localization that works for all of Latin America, ensuring that natural, cultural and linguistic barriers do not interfere with the description of their luxury products.

Brands such as Edrington Webb (US), Pernod Ricard (US) and Remy Cointreau (US) have entrusted us with the task of translating some of their brand manuals.

Again, research here plays a fundamental role since assigning the appropriate term to each element is key to generating the satisfaction of a demanding customer, as it will receive future comments from its distributors in each country.



#### Achievement

It is hard work, which in some cases has been accompanied by graphic design and requires at least two continuous months of careful translation and localization. The final document explains from the basic why of typography and the use of color, to the smallest detail of the promotion and putting the product on the market.

Being able to accurately describe the experience, the aroma, the color and the senses that are awakened when tasting each of these distillates are our greatest satisfaction in this industry.

