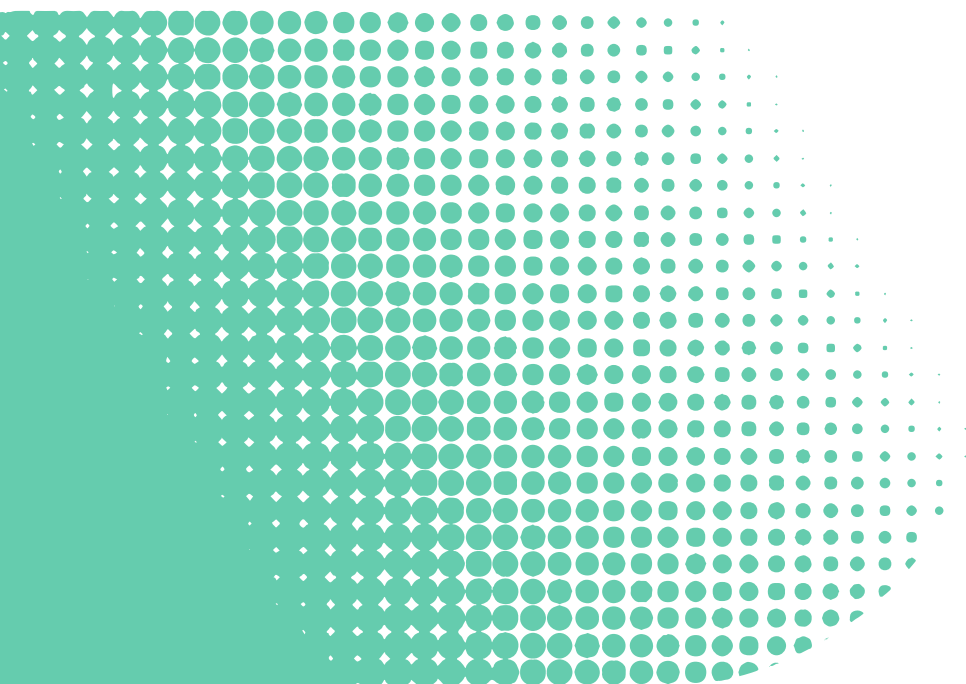




Brand Checking Checklist

August 2024



Brand Checking

Colours and numbers can have negative associations in some countries. In the UK, some hotels don't have room number 13, which is considered an unlucky number, whereas in China, the number 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, so it needs to be carefully considered.

Our global force of local linguists is ideally positioned to research any sector and 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 a multi-faceted analysis and provide recommendations for 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 target market?
- What are the different genders and age groups in your target market?
- Do colours and numbers need to be checked?
- Which elements (i.e. logos, names, etc.) require brand checking?
- Is your creative (photographs, pictures) suitable for your target 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?
- Do you have any additional or special instructions for the brand checker?