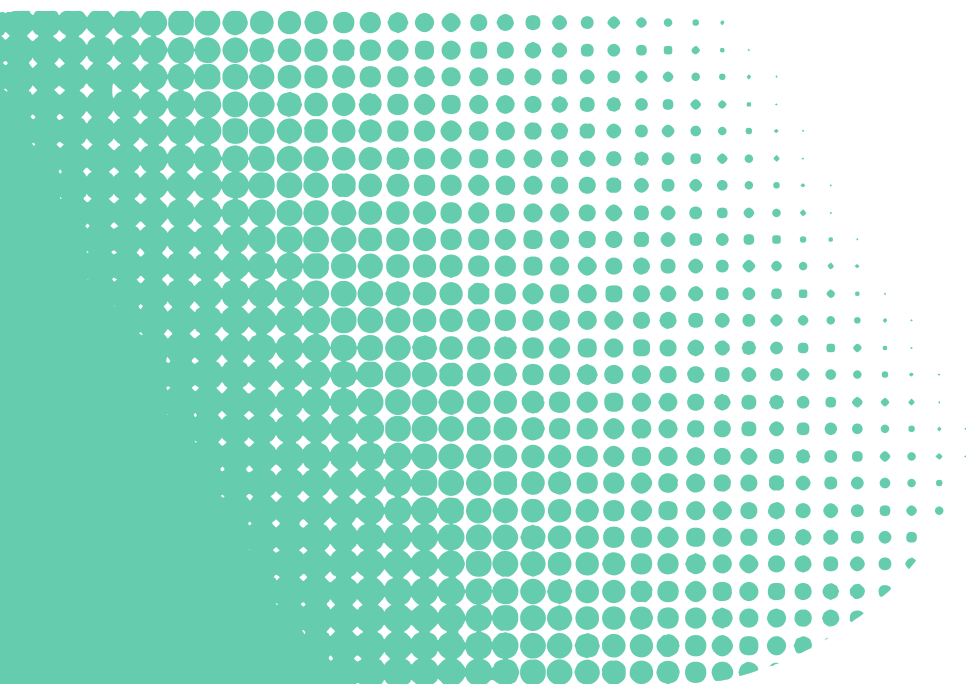




Cultural Insight Services Checklist

August 2024



Cultural Insight Services

This service involves reviewing and adapting text, branding, content, services or planned business developments to ensure they are culturally acceptable for a new target market. Our specialists are ideally positioned to research any sector and market, reporting on their findings and making recommendations and any necessary adaptations to your corporate material and content.

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

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; please ask us if you need a copy.

For us to provide you with the best possible service, here are some questions to ask and things to remember when contacting us about your translation project:

- 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?
- In what format would you like to receive our completed work? (report, slide presentation etc).
- Do you require us to additionally localise text or other written content as part of this project?
- Does this text require translation? If so:
 - What languages are required?
 - How will you provide us with this content?
- Are there any parts of the material or text that do not require localisation? (If so, please specify)
- When is your deadline?
- Who will be proofreading the work?
- Is there any further background or context you can provide about your product, business, or service?
- Do you have any further instructions or comments?