



Background

The creative powerhouse KEKO was entrusted with the task of capturing the essence of the iconic brand, Porsche, through global marketing content. KEKO needed a partner capable of localising their meticulously crafted copy and seamlessly integrating it with graphics and creative elements. Their goal was ambitious: to bring Porsche's advertising and offline marketing materials to life in multiple materials, spanning catalogues, picture cards, brochures, showroom collateral, merchandise, and product information.

Challenge

Ensuring that the importance of Porsche's message stayed the same throughout all the different languages localised into.

Benefits

- Through our tailored solutions, KEKO's creative vision transcended languages barriers. The fusion of translated copy with captivating visuals breathed life into Porsche's marketing materials, resonating with worldwide audiences.
- The success established a robust foundation for a long-term partnership. KEKO was empowered to envision and execute groundbreaking campaigns for Porsche and other esteemed clients.
- Collaborative workflow streamlined processes, ensuring swift turnarounds. Each translated piece bore the stamp of linguistic accuracy, cultural sensitivity, and creative finesse, enhancing the impact of Porsche's global campaigns.



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