



MOTHER
TONGUE
writers

Brand: Barclays Wealth
Markets: over 10 markets, including China, France, Greece, India and the UAE
Type of copy: various ATL creative materials – including print ads – as well as Facebook ads
Service: transcreation, cultural consultation

COMBINING CREATIVITY AND FINANCIAL FLAIR

Back in 2009, a top creative agency in London approached us to work with them on adapting highly creative ATL materials for a range of campaigns for Barclays Wealth.

As well as regular transcreation of print ads and Facebook ads, we were also tasked with carrying out cultural consultations to check that the images or symbols used in the campaigns had the right connotations in the target markets. One campaign, for example, cleverly compared investors' financial personalities to certain animals, such as an owl. In Western culture, the owl represents a wise investor and is seen as something very positive. But in the UAE and some areas of China, it is seen a symbol of bad luck, so the image was not deemed appropriate at all. An eagle was therefore suggested as an alternative for China, while a falcon was seen as more fitting for the UAE.

The press ads for Barclays Wealth often proved challenging to transcreate due to the strong ties between the image and the headline. One ad, for example, showed a speed boat cutting through the

water in a curve, with the headline "Be ahead of the curve". The line cleverly implies "with us, you can predict the future" without explicitly saying so. It is also used in a financial context, referring to the curve of a graph to explain financial success. And then there's the link to the image. Quite a big ask!

To tackle these sorts of challenges, our experienced and talented in-market native copywriters not only had to stay on brand with the right tonality and correct financial terminology, they also needed to find an equivalent wordplay that linked the image and the headline. Doing this ensured that the copy resonated in just the right way with the wealthy individuals and investors targeted by Barclays Wealth and had the same punch and flow as the original.

The client summed it up nicely when they wrote:

"We are very happy with the quality and timings you've provided, and you are always so amazingly quick to reply to our usually urgent emails, so thank you!"

