



MOTHER
TONGUE
writers

Brand: hp
Markets: over 30 markets, including China, France, Germany, Russia, Turkey and the UAE
Type of copy: all of hp's ATL and BTL materials, including press, digital, internal marketing, TV, web and social media copy
Service: transcreation, translation and copywriting

AN OMNICOM SOLUTION FOR HP

Towards the end of 2012, Mother Tongue and eg+ successfully pitched for the global hp marketing production implementation and transcreation business.

hp were looking for improvements in global consistency and cost-efficiency. They also wanted an integrated Omnicom solution, with BBDO and Rapp in charge of creative work, and eg+ and Mother Tongue heading up implementation and transcreation.

It took just four months for us to take over the workload from hp's previous suppliers. The on-boarding process was made easier by the fact that Mother Tongue had already worked with hp for two years through their previous creative agency, and therefore had a deep understanding of the subject matter, terminology and process preferences.

Everything was carefully put in place for a successful and smooth transition. Teams of production managers and language-specialist account handlers were set up in three key hubs – EMEA, APAC and the Americas – using a combination of existing and new full-time employees to manage hp's requirements around the clock. Low-cost production facilities in Poland, China and Mexico were also geared up to provide cost efficiencies when necessary.

We also carried out a comprehensive assessment of our throughput capabilities and recruited additional copywriters and translators in the necessary markets.

From the word go, we have leveraged our state-of-the-art, cloud-based translation memory tool, XTM, to ensure consistency across all hp materials. Another great benefit of XTM is how it enables us to automate many steps – for instance, we can effortlessly work with source layout files in IDML format, add our translations in XTM, and return client-approved target IDML files – all without the need for copying and pasting from Word into InDesign. This streamlines the process significantly and helps to eliminate scope for human error.

Together with eg+, we currently handle all of hp's ATL and BTL materials for all global markets, including press, digital, internal marketing, TV, web and social media copy. Out of our three hubs, we also manage full off-shore and on-shore production. Thanks to our combination of smart people and state-of-the-art technology, we have hp's creative translation and production needs well and truly covered.



The image shows three vertical promotional banners for the HP Officejet Pro X printer. Each banner features the HP logo at the top, followed by a headline in the respective language, a sub-headline, an image of the printer, and a call to action. At the bottom of each banner is a pink box labeled 'PARTNER LOGO HERE' and a small URL.

- English banner:**
 - Headline: **World's fastest desktop printers***
 - Sub-headline: The new HP Officejet Pro X
 - Call to action: Trade-in
 - URL: *Details at guinnessworldrecords.com
- Spanish banner:**
 - Headline: **Las impresoras más rápidas del mundo***
 - Sub-headline: Nueva HP Officejet Pro X
 - Call to action: Renueve su impresora
 - URL: *Más detalles en guinnessworldrecords.com
- Portuguese banner:**
 - Headline: **As impressoras de mesa a cores mais rápidas do mundo***
 - Sub-headline: As novas HP Officejet Pro X
 - Call to action: Saiba como Trocar
 - URL: *Mais detalhes em guinnessworldrecords.com