



MOTHER  
TONGUE  
*writers*

**Brand:** Levi's®  
**Markets:** Czech Republic, France, Germany, Greece, Hungary, Italy, Poland, Portugal, Russia, Spain, Turkey and Ukraine  
**Type of copy:** brand manifestos, taglines, headlines and TVC scripts  
**Service:** transcreation and proofreading

## MOTHER TONGUE WAS A PERFECT FIT FOR LEVI'S®

Back in 2011, a leading advertising agency in Amsterdam commissioned us to work on adapting copy for an exciting new European campaign for Levi's® Curve ID jeans.

The large-scale campaign was all about embracing different women's body shapes and promoting Levi's® new range of jeans that flattered every female form. The materials included brand manifestos, taglines, headlines and TVC scripts, for adaptation into 12 European languages.

The campaign set out to create a strong visual impact, featuring models with all different shapes and curves, and the handwritten-style font mirrored the curving lines of the women. As well as working alongside the images, the transcreations also had to be just as short and snappy as the original to fit the layouts. The headlines also made strong use of colloquial expressions that needed to be adapted in a culturally sensitive way. For example, the English line "No two Sarahs are alike" uses a common English name to communicate that no two women are the same.

However, this could not be translated directly for many markets because the name "Sarah" isn't always as popular elsewhere. Our German writer therefore used the name Julia instead and switched the emphasis of the line around to come up with "Jede Julia ist einzigartig" (meaning "Every Julia is unique"). In Poland, it was decided that using a woman's name would not convey the idea effectively, so the phrase "Każda z nas jest inna" (meaning "Every one of us is different") was used instead.

Once the copy was approved and put into layout, we were tasked with proofreading thousands of different press and digital adverts before publication. The agency was impressed by our creativity, diligence and speed over the 6-month project, and has since partnered up with us on a number of international advertising campaigns for other high-profile brands in the fashion and FMCG industries.

