

Mother Tongue is the informed choice for anyone in marketing who needs to be sure that the foreign-language versions of their copy will be as good as the original in every way - and of course, delivered on time!

In 1990, Mirella, Paola and Guy left their ad agency jobs to form Mother Tongue Writers. Since then, we've grown to 16 London-based account handlers, not to mention over 60 copywriters dotted around the world.

We've also worked on every significant global brand. In fact, look at any one of today's main European newspapers or TV stations or browse through an international website and you'll probably see something we've worked on!

We have worked alongside Schawk, providing an integrated one-stop solution for global clients since 2001.

Adaptation/transcreation
Market-based copywriting

Voice-overs

Concept research

Dove - French press



Vertu (Nokia) Russian press



Avaya - global press



A few of the projects where we have worked alongside Schawk

Process

When you brief us on a project, you will be given a dedicated language-specialist account handler. Your account handler will liaise between you and the copywriters and supervise the entire adaptation process.

We will provide an adaptation brief to help the copywriter. This will include key points from any given creative brief, background and detailed explanations of areas of copy likely to cause a problem.

The copywriter will adapt the copy taking into consideration style, cultural relevancy, brand consistency and creative integrity. Our advertising agency-trained, market-based copywriters are all around the world and have experience in TV scripts, press ads, straplines/endlines, radio scripts, posters, websites and online copy, brochures, DM and promotional material.

Once the copywriter has made the adaptation, we will provide a creative commentary/creative rationale to explain any copy which moves significantly away from the English. We will also provide headline and endline alternatives if necessary.

The copy is then subject to an in-house/third-party check for style, technical accuracy, cultural relevancy, brand consistency and creative integrity.

Now we can present the copy to you. At this point, the client is expected to check and approve the copy. If your client would like to make suggestions, we will incorporate them and re-present revised copy.

Once the client has approved the copy, it is placed in the layouts and sent back to Mother Tongue so that the copywriter can proof-read the artwork prior to final client sign-off.

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Mother Tongue Writers



A world of difference