

web-based tool

Extranews and Digicorner

Two years ago, Tequila were tasked by HP with creating an e-newsletter for its registered subscribers. This would be sent out monthly, and content would be personalized on the basis of information subscribers had supplied.



Following a competitive pitch against other translation and adaptation agencies, Mother Tongue was selected by Tequila to provide the foreign copy for *Extranews* (as the newsletter was to be called).

We were issued with style guidelines and restrictions on text length that stay the same for every issue of *Extranews*. Each month, we receive details from HP on the stories, offers and products they want to feature in the next edition, and our copywriters then write the copy for the 18 messages from scratch.

Once completed, the copy is then uploaded direct to Tequila via a proprietary web-based tool developed especially for this project. Country managers then review the copy, and their suggestions are forwarded to us so our writers can amend the text if necessary until the client is happy. We also proof-read the copy before it is finally released, so the client has the peace of mind that comes from an end-to-end solution.

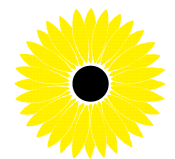
Extranews was initially available to users in France, Germany, Holland and Sweden, but it has subsequently been rolled out to Spain and Italy, and, more recently, Poland and Russia. MT provides copy for all these markets. As a result of the success of this collaboration, HP also asked us to adapt articles featured on *Digicorner*, a companion website that focuses on digital photography.

hp extranews

hp extranews email in German



Mother
Tongue
Writers



A world of
difference