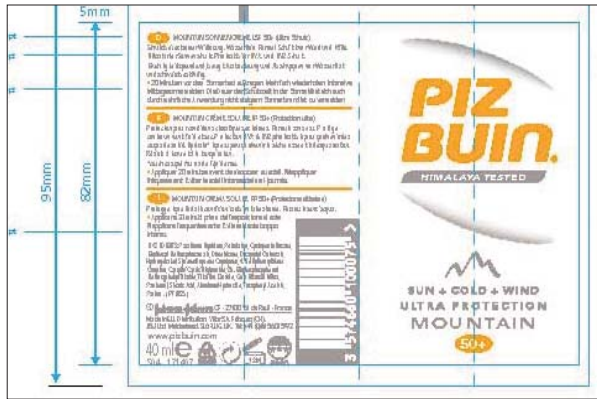


Label



Our relationship with PIZ BUIN started in 2005 when we adapted an advertising campaign via the ad agency, Lowe. They were so pleased with our work that they asked Lowe if we could work directly with them and adapt more of their marketing material.

Over the years, we have adapted pack copy, headlines, webcopy, presentations and research concepts into many different languages.

Typical markets include France, Germany, Italy, Spain, the Netherlands, Portugal, Greece, Finland, Norway and Sweden.

Greiter also tasks Mother Tongue with writing their English copy from brief. This often involves coming up with a headline, detailing the product benefits and ending with an emotional benefit – all while respecting a specific character count.

Once this copy has been approved by Greiter, we then brief it to our market-based copywriters who use it as the basis for their adaptations. We brief all of our copywriters remotely by giving them a detailed creative brief and PDF visuals.

Greiter - PIZ BUIN

Multi-language packaging



PIZ BUIN copy has a distinct style – and it is vital to retain this in all versions, while at the same time producing advertising that works in local markets around the world.

Range of PIZ BUIN products that we work on:

- PIZ BUIN® IN SUN DUO
- PIZ BUIN® TAN INTENSIFIER
- PIZ BUIN® ACTIVE
- PIZ BUIN® ALLERGY
- PIZ BUIN® OIL FREE
- PIZ BUIN® 1 DAY LONG
- PIZ BUIN® BRONZE
- PIZ BUIN® RADIANT FACE
- PIZ BUIN® SUN STICKS

Greiter is part of Johnson & Johnson

www.mothers tongue.com +44 (0)20 7371 0686

**Mother
Tongue
Writers**



**A world of
difference**