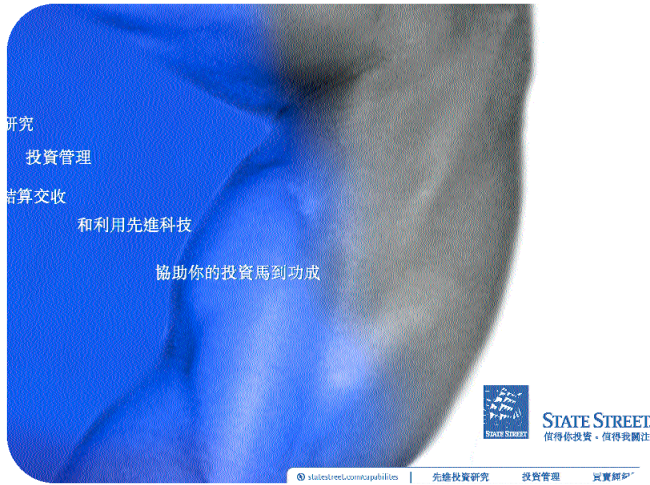


State Street Chinese adaptation



We were briefed by Allen & Gerritsen, State Street's US ad agency, to adapt several campaigns targeting the world's financial centres.

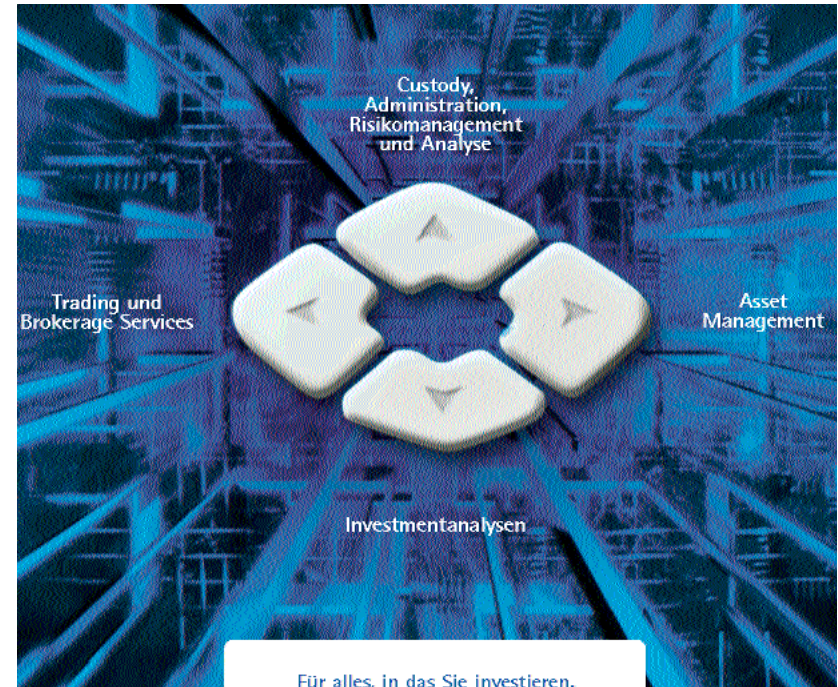
Being a US agency with no physical presence outside of the States, Allen & Gerritsen were relative newcomers to international advertising.

Our first task was to test the campaigns to make sure the concept itself would be culturally relevant and appropriate for each market. Once our market-based copywriters had confirmed that this was so, we adapted selected ads from the campaign into German, Japanese and Chinese (for China and Hong Kong). We also adapted the US English into British English.

As the communication was primarily aimed at CFOs we needed to ensure that the copywriters we chose were fully conversant not only with the latest financial products but also with current business terminology. This aspect of the project was the most complex, as many newer financial products are referred to by their English names, there being no equivalent in local languages. We managed to find the right balance between cultural correctness and accepted industry usage.

State Street

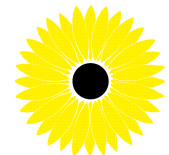
Press - Greek



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