



Travelocity, the largest online travel company in the world, briefed St. Lukes to develop a campaign which would start in the UK and roll out into key European markets.

Mother Tongue became involved at an early stage in the campaign planning when we were asked to adapt the existing campaign for the German market.

The campaign included press, posters, radio and a single TV commercial. We adapted the press and poster work by replacing the typically English idiomatic sayings with suitable German alternatives. The radio scripts were written straight from brief without any English base copy, and the German copywriter flew over to supervise the voice recordings.

The TV commercial was checked by the copywriter for any sign of culturally inappropriate visual material and the endframe was the same as the endline we created for the press and poster work.

Travelocity

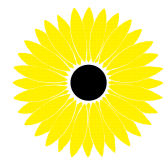


The original poster campaign was based on a glum, ironic sense of humour. Exporting something so quintessentially British to the German market was always going to require a lot more than a direct translation.

Working from the original creative brief and inspired by the English work, our copywriter in Germany worked up several alternatives. These then served as the basis for detailed discussions involving the writer, the St. Luke's account team and the German client, at the focal point of which was a native German Mother Tongue account handler.

Eventually a series of lines were developed that met both the criteria of the original brief and the specific demands of the local market.

**Mother
Tongue
Writers**



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difference**