

CASE STUDY | Multicultural Transcreation

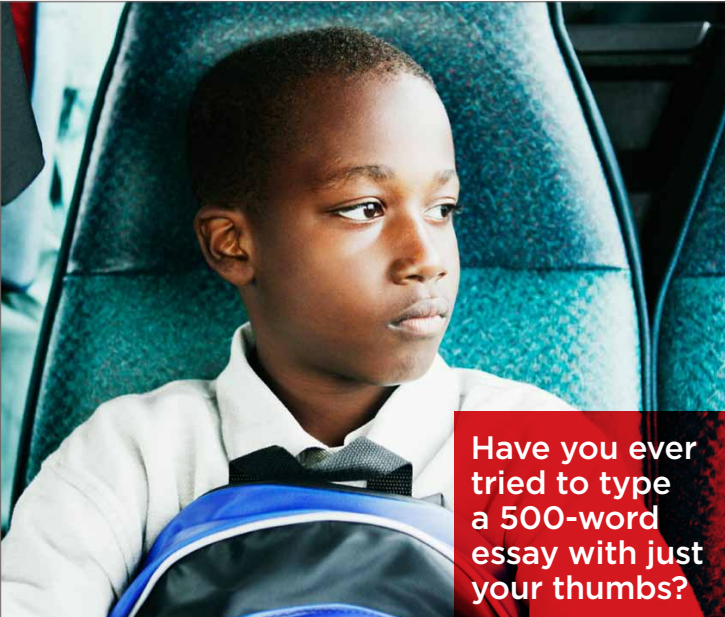
Client: Comcast

Brand: XFINITY

Product: Internet Essentials™

Tactics: Flyer · Poster · Brochure

Cultures: Arabic · Chinese · Haitian · Hmong · Korean · Oromo · Polish · Portuguese · Russian · Somali · Tibetan · Vietnamese



Have you ever tried to type a 500-word essay with just your thumbs?

INTERNET ESSENTIALS™ FROM COMCAST

You can do many things with a cell phone, but homework isn't one of them. Your kids deserve the chance to do their homework on a computer at home. With affordable Internet from Comcast, your child can do homework, email teachers, type book reports, get online tutoring and more. You may qualify for Internet Essentials if your child is eligible to participate in the National School Lunch Program. Help your child get ahead. Affordably.

To learn more or apply, visit: InternetEssentials.com
Or call: **1-855-8-INTERNET (1-855-846-8376)**

RESTRICTIONS: Restrictions apply. Not available in all areas. Limited to XFINITY® Internet Economy Plus service for new residential customers meeting certain eligibility criteria. Advertised price applies to a single outlet. Actual speeds vary and are not guaranteed. After initial participation, if a customer is determined to be no longer eligible for the program but continues to receive Comcast service, regular rates will apply. Subject to Internet Essentials program terms and conditions. Call 1-855-846-8376 for restrictions and complete details, or visit InternetEssentials.com. ©2013 Comcast. All rights reserved. Internet Essentials is a program to provide home Internet service for families. It is not a school program, and is not endorsed or required by your school. Your school is not responsible for Internet Essentials accounts.

COMCAST

AFFORDABLE INTERNET

\$9.95 per month

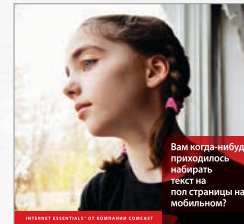
- No price increases
- No activation fees
- No equipment rental fees

A LOW-COST COMPUTER

\$149.99 Available at initial enrollment

FREE INTERNET TRAINING

InternetEssentials.com/learning
Online, in person and in print



Challenge

Comcast's Internet EssentialsSM program offers discounted internet service to qualifying families nationwide. The agency was tasked to produce culturally appealing marketing materials in 12 languages targeted towards diverse global cultures. Materials included brochure, flyer and poster across two themes, with family focused messaging and children focused messaging.

Strategy

Identify qualified linguists and multicultural copywriters across all language areas, directly and through partners. Provide client, product and brand specific instructions to our linguistic partners and a team of 24+ linguists. Coordinate the image sourcing and copy transcreation of materials within client's timelines. Finally, deliver working files to vendors and agency partners.

Solution

Utilizing its existing global partnerships with linguistics specialists and cultural experts, Amémedia managed the efficient transcreation of culturally sensitive marketing materials within the client's US footprint. Cultural materials specific to each group were tested internally and introduced in the market by the client through its sales teams and network of participating schools.

Result

The unifying themes and branding consistency across all 72 marketing pieces connected well with the mainstream corporate marketing efforts. The uniqueness of each marketing piece and its appeal to its ethnic audience resonated strongly for all 12 targeted groups. Agency's transcreation prowess within global cultures today continues to build client's brand within diverse cultures.

amémedia.

multicultural | advertising | marketing | communications