

Creative texts and translations for purposeful communication

apoCREATIVE is a text and translation service geared to producing creative content of all kinds. In marketing, PR, social media and other areas in marketing communication, it is essential that content is tailored exactly to the particular target group. It is also important that the emotional aspect of the texts and the messages between the lines are relayed with the right linguistic flair. All these factors are taken into consideration with **apo**CREATIVE to ensure that your company's messages are transmitted to customers in the best possible form.

Why **apo**CREATIVE?

If you are looking for good, purposeful communication, you need more than "just" a specialist translation. Marketing messages cannot always be translated directly into another language: to do the job properly, you need a feeling for language and knowledge of the target market. With **apo**CREATIVE, we can help you prepare your company's content in a way that will make sure it is a success.

Who uses **apo**CREATIVE?

With **apo**CREATIVE, we support companies and anyone working in the fields of marketing, PR, advertising and social media or who want to revise their own content and are looking for a creative alternative to a pure specialist translation.

Advantages

- SEO-optimised content
- Creative texts
- Content specifically tailored to the relevant target market and group
- Support in market expansion
- Little effort involved in coordination thanks to optimised translation processes and practical interfaces

Security

100% discretion and maximum security for your confidential data thanks to data hosted in Switzerland and ISO 27001 certified processes.



What services do we offer?

- **Copywriting**
- **SEO-optimised texts & translations**
- **Transcreation**
- **Website and blog translations**
- **Translation of PR, marketing & sales documentation**
- **Proofreading and re-reading**
- **Corporate language & guidelines for gender-appropriate writing**
- **Voice-over & subtitling**



Some of our services in detail:

In ^{ap}CREATIVE, we offer a number of different copywriting and translation services. These include:

Transcreation

When translating slogans and advertising messages, it is important that a translator distances themselves from the source language so that something new can be created in the target language – especially if emotions are to be conveyed or the message between the lines counts. Our creative translators create new linguistic imagery and thus arouse the desired emotions in the target group. Your message will only come across if it is couched in the right language.

SEO copywriting

Nowadays, tailoring texts to conform to aspects of search engine optimisation is an integral part of the creation of content for websites and other online formats. If websites are not looked at by search engines or have a low ranking, the content simply won't reach customers. There are several factors which are important during the SEO optimisation of texts, for example: the choice of keywords, headings and metadata, the text length and reader-friendliness.

With SEO copywriting, we offer a service that incorporates good storytelling and delivers creative content while taking into account the necessary formal requirements so that your company's content and messages are found by the desired target group.

SEO translations

SEO is a topic that has to be taken into consideration in translation to make sure that you reach your customers in more than just the source language. Our trained language professionals work with the latest SEO tools, make search-engine-optimised adjustments to metadata and keywords, and take into account the dominant search engine in the target country – with the aim



The Language Intelligence Company

of helping your website achieve an equally high ranking in every country and language.

Website and blog translations

When translating websites, blogs and other web texts, it is not only crucial to translate the content professionally, but also to take into account the cultural, linguistic and market-specific conditions of the target country. Our language professionals have extensive experience in this kind of work and only translate content into their own language.

We can automate processes thanks to the implementation of state-of-the-art technologies. Our specialised interfaces, the ^{apo}CONNECTORS, can easily be connected to your CMS and texts to be translated are transmitted to us at the simple push of a button. This means you do not have to forward web content to us manually and then laboriously copy the translated passages back into your CMS. This reduces possible sources of error and at the same time helps you save time and money.

Proofreading and re-reading

Your texts are your organisation's calling card. Be convincing with high-quality, error-free texts. Our language professionals scrutinise your communication and correct any grammar, spelling or syntax errors they find. If desired, stylistic corrections can be made and possible rephrasing options suggested.

Company

Apostroph Group is the leading language service provider in the DACH (Germany, Austria, Switzerland) region with a total of 10 sites across Switzerland and Germany. Today, more than 5,000 companies and institutions rely on Apostroph's expertise. With 160 employees, including 40 linguists, and over 2,000 certified specialist translators, Apostroph offers language services in all disciplines and 100 languages, providing all industries with products tailor-made for the local markets. Extensive experience in language technology and process digitalisation, as well as the targeted collaboration of man and machine are the core components ensuring the quality and efficiency of Apostroph's services.

Corporate language

Within ^{apo}CREATIVE, we not only offer the creation of content and translations, but also advise you comprehensively on topics such as gender-sensitive language and support you in developing a style guide for an authentic, authoritative corporate language.