

CASE STUDY



TAKING THEIR CAMPAIGN TO THE WORLD

The Background

Prior to contacting us, WatchGuard had created a strong and distinctive campaign to bring to life their iconic image of the red lion. They had clearly defined their objectives and targets for the rollout. The campaign was aimed at major global corporate networks, that have the most to lose if their network is compromised.

The Challenge

- To bring to life their iconic red lion representation of the brand.
- To creatively and culturally adapt the campaign in different languages and for different cultures so that the brand personality makes perfect sense globally.
- To use the adaptation across all touchpoints from internet banners to potentially other channels such as outdoor billboards.

The Solution

Argos's Creative Services team was able to put together the solution to meet all the requirements.

- Integrated solution
- Centralized briefing
- In-market copywriting team
- Streamlined process
- Creative production



The Result

Working together with the global team at WatchGuard, Argos managed and helped to adapt and produce all of the assets on time, and the campaign was rolled out simultaneously across all markets globally.

More importantly, the copy was transcreated and adapted creatively with the right tone and feel, as if it had been tailor-made for each local market. As one of the campaign headlines puts it: "Trade-offs are for the weak." We won't let any great idea lose any of its local flavor.

"Our Argos rep not only makes sure she understands our requests, I think of her as my guardian angel. More than once she has caught something in one of our projects that was potentially a problem and alerted me immediately. In terms of service, this is light years beyond our former translation house."

Writer, Marketing Communications

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