

thetranslationpeople

love language.

CASE STUDY

Launching a B2B brand in a recession

In just over a year, our print and online communications campaign attracted record numbers of new customers to a re-branded business operating under new ownership.

Challenge

The Translation People is a leading translation services business formed from the acquisition of Roevin Translation Services – an internationally recognised brand operating as a specialist division of Adecco.



The challenge for communications was to quickly establish profile for the new brand, which was launched in September 2008, the start of the global recession.

Activity

- A targeted media relations and online campaign in the regional, national and international business media

Results

- In its first year, The Translation People attracted more new customers than in any of the 10 previous years as Roevin
- Editorial coverage on leading websites – including key sector sites, such as pharmaceuticals – created a strong online profile
- The top search term for visitors to the company's website is not a generic one but 'The Translation People'

"In our first year under the new name we have gained more new clients than ever before in our history. Because of the increase in overall client numbers we are still ahead of prior year, in a recession."

Steve Wilde, managing director, The Translation People

www.thetranslationpeople.com