SPEAR.
World's Top Business Service Provider

INTERNATIONAL INDUSTRY AWARDS

The Best Language Service Provider of the Year

ALSPA is the largest translation service provider awards competition in APAC-ASIA, with 1228 entrants from 95 countries in 54 different translation disciplines participating in 2017-2018. Entries were carefully evaluated by an internationally influential jury panel composed of established scholars, prominent press members, language professionals and experienced entrepreneurs who devoted great care and attention to details while voting each entry.

Spear has been awarded The Best Language Service Provider of the Year.

The Best Language Service Provider of the Year

ITLS

International Translation & Linguistic Service Provider Association supports the global language industry and its culture by awarding entrants to provide superior language solution for a better future.

Submitted entries are judged by an experienced jury panel composed of academics, language professionals and media members. Voting is blind to ensure fair competition. Entries with the highest score are awarded.

Spear Group has been awarded the Best Language Service Provider of the Year in 2017.

The Best Language Service Provider in certain Professional Sectors.

The Award values diversity in translation disciplines and in industry perspectives.

Each Awards category will have a separate international jury comprising linguists, printers and clients. This means that the best work will be chosen by all industry stakeholders, not just by other translators.

Spear has been awarded The Best Language Service Provider in the following Sectors: Law, Finance, Marketing & PR, as well as Drugs & Medicines

PROFESSIONAL
LINGUISTIC SERVICE

SPEAR
TRANSLATION
More Power Behind Every Word

Spear Translation, an award-winning translation company that delivers high quality linguistic services to clients worldwide. With its global presence in over 35 countries, Spear is missioned to provide profes- sional and seamless linguistic services by incorporating itself into corporates' routine operation flow.

Having over 60 translators and editors in-house gives Spear more control over its service quality. By adopting the LISA Quality Assurance Mechanism and its patented 3-layer Proofreading and Editing Mech- anism, Spear is dedicated to deliver high quality and high consistency translation services in the legal, commercial, drug and medical, technical as well as financial field. With its Typesetting department works 7/24 side by side with the translation department Spear is able to response instantly to any format changes on final works.

The linguistic giant also possesses a global network of over 4,000 qualified translators to work on any projects without any limits on capacity and workload. Proud of its strict vendor management policy, Spear is dedicated to provide clients flawless translation services in over 150 language pairs, and is now trusted by over 50,000 multinational companies worldwide.

Spear is your most reliable translation company. More Power Behind Every Word, we are here to serve you the best translation services ever you have received.

TRANSLATOR QUALIFICATIONS

TRUSTED BY OVER 50,000 CORPORATE CLIENTS WORLDWIDE

PROFESSIONAL TRANSLATION

Being your reliable translation partner, we understand that time and quality are both important to your business. By adopting a Quality Assurance Mechanism together with over 25 years of experience in project management, our Project Managers and Translation and Editing Team work 7/24 hours to ensure all translation and quality checking tasks are on schedule. As long as you get access to the internet we are there to understand your needs and let you know the progress.

That's why in 2017, we are again elected as the Best Translation Company by Translation Community Organisation and ExperiXon Business Magazine for the 5th time.

EDITING

At Spear, we offer the most comprehensive proofreading service in the world.

The core of our proofreading service includes the analysis of content, structuring, coherence, consistency, tone, and style of passage. Our in-house editors also help double checking for any mis-spelling, wrong grammar, wrong punctuation and upper / lower case errors.

250+
LANGUAGE PAIRS SUPPORTED

FINANCIAL TRANSLATION

Spear understands the specific regulatory and confidentiality hurdles that financial services firms face when communicating with clients, employees, and stakeholders worldwide. Whether your materials are for marketing purposes, internal use, client distribution, or regulatory filings, our specialized solutions enable you to produce materials of the highest quality while maintaining the most stringent standards for data security.

CORPORATE FINANCE / INVESTMENT MANAGEMENT

A specialized team of linguists will be assigned to your translation projects based on the requested language and subject matter of the source documents. Linguists are always thoroughly vetted and sign NDAs. The whole production is completed in-house and follows our internal certified quality management system. Commonly requested materials related to corporate finance and investment management include:

Bond & Equity Prospectuses	Financial Instruments
Fund Fact Sheets	Initial Public Offerings
Shareholder Reports	Requests for Proposals
Annual Reports	Compliance Training
Key Investor Information Documents (KIIDs)	Corporate Communications

RETAIL BANKING

Ensuring accurate, consistent, and effective customer communications is of critical importance for retail banks, and Spear's multichannel solutions allow you to interact with your customers with comprehensive materials and attentive service in their preferred language. In addition to localizing your documents and website, we offer a complete solution for multilingual customer service, including phone, live chat, email, and social media.

Personal Loan Evaluations	Life & Retirement Policies
Loan Applications	Property Casualty Documentation
Home Buying Materials	Financial Reporting
Educational Pieces	Accounting Policies
Banking Website	Security Documentation
ATM Prompts	Claims
Card Promotions	Insurance forms
Store Signage	Applicant Q&A Forms
Compliance/OFAC Documentation	Regulations and Compliance Governance

LEGAL TRANSLATION

Having a professional legal translation department in-house supplies high control over the quality on works. With a deep understanding of the stringent regulations of the legal world, we create tailored solutions based on the size, subject matter, multilingual requirements, and price limitations of your case.

Draft Translation
Certified Translation
Transcription
Notarization

Spear provides language services such as large-scale multilingual and English document reviews, quick summary translations, and interpreters for depositions—all of which are backed by our certified quality management system and worldwide 24/7 production capabilities.

Affidavits	Articles of Association
Bankruptcy and Restructuring Documents	Court documents
Evidentiary Documents	Intellectual Property and Patents
Judgements	Legal Opinion
Litigation and Petitions	Mergers and Acquisitions
Contracts and Agreements	Legal Research Documents
Investigation Interviews	Statements
Policies and Procedures	Government Tender Documents and Materials
Other Legal Documents	

MARKETING & PUBLIC RELATIONS TRANSLATION

You are the creative engine that can lead a brand to global notoriety. You understand the enormous amount of time, effort, and money that goes into creating a successful advertising campaign. Every element—from images and colours to word choice and tone—affects brand perception and campaign success—or failure. One wrong move and a reputation can be damaged forever.

When you are responsible for global campaigns, the potential rewards can be significant—but so can the risks. Taking a campaign that was originally intended for one audience and adapting it for an entirely different language and culture is challenging. It's easy to fall into the trap of assuming that simply translating the copy and quickly swapping out the creative is sufficient. But if you truly want to succeed in global markets, doesn't it make sense that you should put the same level of care and thought into each market as you did into the original copy and creative?

Spear's dedicated multicultural marketing team specializes in helping advertising, marketing, and branding professionals and agencies adapt their creative vision for any global market. Through the use of expert copywriting and marketing linguists and technology tools that help manage terminology and streamline processes, TransPerfect's global advertising and marketing solutions are designed to position you and your clients for success…anywhere.

TECHNICAL TRANSLATION

Technical translation means translating a document written by a technician from one language to another lanugage.

Technician is a specialist of a specific field. For a technical document technician needs to use their knowledge to write and use another language to do the translation. This means they have to possess the equivalent skills and expert knowledge in both their native language and the target language. Translating technical documents requires a high level of skill and attention.

APPs, GAMES & SOFTWARE

The technology world, including companies that produce hardware, software, and the ecosystem of products, solutions, and other technological innovations that drive the world forward is marked by rapidly changing market conditions and broad opportunities for growth in international markets.

With a quality assurance process, Spear is the leading provider of document translation services for branded and technically demanding content. Materials include:

Manuals / User Guides	Websites & Marketing Collateral
Technical Documentation	End User License Agreements & Terms of Service
Online Help	Patents & Legal Documents
Packaging	Training & E-Learning Materials

LOCALIZATION & TESTING

Localizing software is a technically challenging process that goes far behind simple translation. Text typically expands when translated from one language into another and these changes can cause problems for software applications that have specific character limits or restrictions for overall string length or on-screen space.

Spear offers a complete solution for localising software that covering many of these non-linguistic challenges and ensures that your release schedules can proceed as planned. Our services include:

Pre-Flight / Localization prep
Externalizing Strings
Field Name / Label Assessment
String / Prompt / Text Translation
Layout Review
App Testing

MEDICAL TRANSLATION

Medical translation is a kind of translation that requires huge inputs of medical knowledge, as well as clinical and medical translation experiences. Further, terminologies vary project by project and also, highly customised, that would require linguists to build glossary list hands in hands with medical personnel ahead of any procedures. For terminology variation, take the method for measuring in China as an example, some herbal ingredients used in Chinese medicines are weighted in "Liang" while other countries in "Gram", without knowing this tiny cultural difference could trigger serious outcomes.

Spear is the authorized translation service provider to some medical giants like Bayer as well as other hundreds of medical brands. Our QS mechanism also provide guarantee on translation Accuracy, Consistency, Readability and Quality.

We have NDAs to provide document security for every client. Besides, all of our in-house medical translators are bound by Linguist Code of Ethics. We also require signing of Confidentiality Agreement in the event of hiring any external manpower.

We are proficient in providing Medical Translation for:

Medical Products, Devices and Tools Manuals	Medical Reports
Pharmaceutical documents	Mental Service Descriptions
Pre and Post Operation communications	Medical Conferences Documents
Medical Marketing Materials	Other Medical Documents

HOSPITALITY

With so many travelers researching and booking online, is your organization taking the right steps to make sure that you stand out from the competition?

Whether you're an airline, hotel, car rental agency, cruise line, destination, or online travel agency, one critical factor is your ability to reach potential customers in their preferred language.

Securing bookings is only part of the process—how will you guarantee that your service level and customer experience in each language meets the high standards you demand? How will you turn new customers into loyal, repeat guests?

Spear is the most trusted provider of language services and related technologies to travel and hospitality organizations worldwide. Our innovative solutions make it easy to launch in new markets, attract new customers, cultivate relationships, and build loyalty over the long haul.

WEBSITE LOCALISATION

A Website is not just a tool for marketing, it is a place where you build connections with your potential customers.

Benefiting from our global presence and strong vendor network, you are able to have your website translated and localized into over 60 major languages, that means you are stretching to over 60 new overseas markets in a less expensive yet rapid way.

TRANSLATION & LOCALIZATION

Website Translation is not just the convergence of a language to another, in marketing sense, it is a process to reduce cultural barriers. Words should be marketable and precise to your customers, and that will help closing sales for you.

For each website translation job with Spear, only native translators are assigned to ensure that:

- Translation are of highest accuracy;
- Local mind and culture are communicated and leveraged;
- Local taboos and restrictions are limited;

And with our patented 3-layer Proofreading and Editing Mechanism managed by a dedicated Project Coordinator:

- Works are in appropriate style and tone as guaranteed;
- Documents will be ready-to-use and save you a lot of start-up time;
- Translation are of highest quality and consistency

Having over 60 translators and Editors in-house enables Spear to retain high control over its translation quality, and this is our strength that allows our brand to stand out from competition for the past 30+ years.

BOOK, JOURNAL & MAGAZINE

Spear possesses extensive experience in journal and magazine translation. We are the service provider to major inflight magazines such as Discover the Shop from Cathay Pacific, Emporium from Dragonair, Skyshop from Hong Kong Airlines etc. which makes us the largest magazine translation company in North America and Asia. We also help thousands of authors to get their books translated and published, making us one of the most authoritative linguistic service providers in the world.

TRAINING MATERIALS

Ensuring proper standards, policies, and procedures are being used by employees, investigators, and site personnel around the world often calls for e-learning and remote training courses. For multinational trials, these materials need to be in the trainee's native language in order to ensure greatest impact and retention. Spear has a dedicated training and e-learning group that partners with you to guarantee your globally dispersed workforce meets your standards, with services that include:

Training Course Authoring
Cultural Consulting
Translation and Localization
Voiceover / Subtitling
Delivery & Compliance

ART MATERIALS

Art translation is the most difficult task among all kinds of translations, probably due to its requirement of exquisite writing skills combined with the techniques of expression and translation.

Art is very different from other forms of communication, which requires translators to portray the meaning and imaginations of paintings, exhibits, scultures and other artworks in other languages, culturally at the same time accurately.

SYSTEM & TECHNOLOGY

GLOBAL CERTIFIED TRANSLATION

A certified translation is a document to be translated from one language to another by a Translator / Translation Company who is also required to certify that the document is:

1) Can be used for particular authorities, and

2) The translation is totally accurate and complete.

Spear is the only translation company in Asia registered with over 150 governments globally.

Certified translation is extremely important in various legal proceedings and filings for government authorities. Many of the government departments require the translated document to be certified before they accept it as valid.

Spear is registered as a regconized translation company under Hong Kong Goverment BR, and our translators possess various regconition and certifications issued by the US government, UK government, France government, EU authorities, PRC government and so on. We complete over 100 thousand certified translation annually.

Here are some documents that must be certified before proceeding:

Birth / Death certificate	Foreign Bank statements
Marriage / Divorce certificate	Visa applications
Wills and Trusts	Curriculum vitae / Resumes
Academic transcripts and diplomas	Foreign Patents
Adoption records and papers	Other legal documents
Immigration documentation	

SPTS
Project Tracking System

SPEAR MULTILINGUAL PROJECT TRACKING SYSTEM

Spear's Multilingual Project Tracking System (SPTS) has helped some of the world's leading enterprises simplify the process of creating, managing and tracking multilingual projects.

We understand that tracking project progress can be time consuming especially when you have to manage thousands of orders for global offices.

MPTS allows you to access to all information about all your projects and communicate directly with the corresponding Project Coordinator for a better quality job.

You no longer worried about project progress, over budget and lose track of project files.

Track Progress

Manage Paperwork

Communicate with Project Coordinator

SCloud
File Management Solution

SCLOUD FILE MANAGEMENT SOLUTION

SCloud is a cloud based super management system for enterprise to collect and manage multilingual files for their global offices at one place.

It not just saved you a lot time on sending files over emails and collect documents from several parties, you can also access to your glossary list on our database and share it with your colleagues and vendors, so as to align your global brand image.

SECURITY

Every hour, a sensitive file is sent out from your enterprise's perimeter unprotected. Rights management has been the answer to enabling secure external collaboration for quite a while, but the technology was lacking. Now, with the new technical advances in the latest generation of offerings, rights management is at exactly the right place. Whether you are a newcomer to the technology or an early adopter, it's time to take a look at what SCloud can do for you.

SCloud enables enterprises to control access to information wherever it goes, both within and outside of the organization's boundaries. The ability to remotely control who can view, edit, and distribute unstructured information empowers organizations to embrace external collaboration with confidence.

Spear Translation is one of the world's leading providers of language services and technology solutions. Our multilingual file management platform, SCloud, enables enterprises to share files in a completely secure environment. Offering the industry's fastest repository creation, 24/7/365 support, and multi-jurisdictional hosting capabilities, Spear is a trusted partner for Fortune 500 companies around the world.

SSAE 16 SOC 2 Certified Hosting	Concurrent Login Restrictions
HTTPS Connection Running SSL Encryption	Inactivity Logout Timer
Annual Audits and Penetration Tests	Fast and Secure Scanning of All Documentation

TRANSLATION TECHNOLOGY

At Spear, all translations are done by human translators. We never do machine translation, yet, computer-aided software are used for assisting our translator to complete work faster, with higher accuracy and consistency.

Nowadays a lot of translation companies are using machine translation, though the completion time can be shortened greatly but the quality is sacrificed, as quality service takes time. The reason why we insist on human translation is that, machine can only read circles, lines and words but can not read copy minds. They are not culturally reliable, especially for translation between Western and Eastern languages, as their sentences and grammar structures are never the same. In addition, languages are culturally-bounded that a slight element could affect the readability and marketability of passages, thats why machine could never replace human.

At Spear, we never sacrifice our quality for 1 or 2 days faster, because we cherish client's reputation, as well as ours.

SPEAR.
Language & Technology Solution

SEO LANGUAGE RESEARCH TECHNOLOGY

SEO writing is no longer a new business, but what makes us unique is that our Empirical AI Natural Language Processing Technology searches and detects fraws and discrepancies on your website and deliver a 100% unique SEO content with high readability score to Google's spider, without intervening your backend system.

In turn, you will not only get a higher place online, but also saved you a lot of time for researching and analysing.

HOW DOES IT WORK?

Google is ranking websites with a bunch of algorithms but no one ever knows how Google weights their scores. With the help of Spear's Research Technology, algorithms are broken down into categories and being analysed deeply. We will then scan our database to find grammarly similar sentences and alter their structure purposely, so that contents will be 100% unique to search engines, but also readable to human.

Also, when googling people usually use similar wordings or synonyms or even terms in other languages as keyword for searching. Our technology searches within our database and ALSO analyse Google's weight on synonyms to recommend multiple focus keywords so that writings can be optimised.

AI TECHNOLOGY

Thanks to our AI technology, website contents are now 100% unique which is a main factor to get you rank higher on Search Engine Result Page (SERP). Further, you can also get advantage over number of unique passages and rank even higher because you will get more links from quality off-page marketing contents pointing back to your website. You no longer have to write up new contents again and again and that would definitely save you a lot of time.

User experience can also be enhanced vastly as the time for updating websites has been shortened.

Further, as Google has increased highly the weight of Translation starting from 2017, keywords no longer be a local factor. Keywords in different languages are interrelated so that website rankings are calculated from a worldwide perspective. Spear's Human Translation and Post Editing service helps localise your contents and market your business globally, contact us for more.

Shub

SHUB SOCIAL MEDIA MARKETING SOLUTION

Shub, developed and patented by Spear, is a Social Media Management Tool which allows users to Schedule and Publish Post, Track Brand Mention, Republish Articles, Manage Page and Groups and Analyse Marketing Performance, for 15+ Major Social Media in One Platform!

Using Shub can save you a lot of time from scheduling post, managing media, managing different role on different pages and groups, publishing articles on different social media, and let you focus on your market niche – Product Quality.

Based on Google URL Shortener, we have also developed SShorter, a library to shorten URLs that are used on social media, to convert visitors from post to your website in a nice manner.

AI BOTS

We have developed different AI Bots to magnify the effect of your marketing campaign by automating every steps of publishing and promotion, some major functions are (may limit to some social media):

Allows you to find new friends, follow / unfollow people manually or automatically.
Displays real time activity statistics
Find new photos based on locations.
Like/unlike the photos manually or automatically.
Follow back all your new followers and send private message.

SPEAR MULTILINGUAL EMAIL MARKETING SOLUTION

Email marketing has been used to send advertisements, request business, or solicit sales or donations, and is a tool to build loyalty, trust, or brand awareness.

Spear has developed a Multilingual Email Marketing System to let users to launch email campaign and send great-looking emails to readers from different countries.

NICE DESIGN & FEATURES

WORLDWIDE DELIVERY

SUBSCRIBER MANAGEMENT

SUFFCIENT STORAGE

REPORT TRACKING

MACHINE TRANSLATION + POST EDITING

For companies that face extremely high volumes of text, extremely fast turnaround requirements, or both, machine translation can potentially serve as a viable option. On its own, machine translation technology can't produce the same level of quality as a human translator. However, depending on time constraints, cost requirements, and end-use, the machine translation process can be customized with the ideal combination of terminology glossaries, translation memory technology, optical character recognition (OCR), and post-translation proofreading by human linguists.

*Service only applicable to some sectors, contact us for more

QUALITY

QA/QS

Quality assurance policy refers to a series of process-based acts (also known as a system) that deliver some certain confidence towards the quality of a service, it is the activities to ensure the quality requirements of a service have been fulfilled, and the acts to make sure our project coordinators are conducting good quality enhancement measures.

Quality Control policy is a result-oriented regulatory system that a sort of corrective actions will be brought out to ensure all works fulfil the quality requirements. In short they are the measures to make sure you got what you expect.

Spear applies both quality assurance and quality control policies to every single piece of our work:

3-Layer Proofreading

Editing Mechanism LISA QA Mechanism

3LPEM

Invented originally and patented by Spear Translation, 3 Layer Proofreading and Editing Mechanism is a quality control mechanism to ensure the quality we translated aligns with client's expectations.

The mechanism is comprised of 3 parts, the 1st layer be translation, the 2nd be proofreading and the 3rd be editing to be done by our project coordinator. During the process, quality control measures, sampling and inspection means will be held to ensure everything is in the right place.

MORE MEANS LESS

We are not complexing the procedures, rather we are optimizing our performance. Translations are done by human, which means there should be risk of occurring errors and mistakes. The purpose of inventing this QC system is to minimise the occurrence of those risks by a more detailed division of labour as well as adding more control measures on it.

We believe that 2 layers are insufficient to check all those errors, but an additional layer could reduce errors for over 65%. Spear is eager to invest more on its quality control measure, as clients count on us to provide translation services on languages they may not familiar. Producing quality translation is our mission.

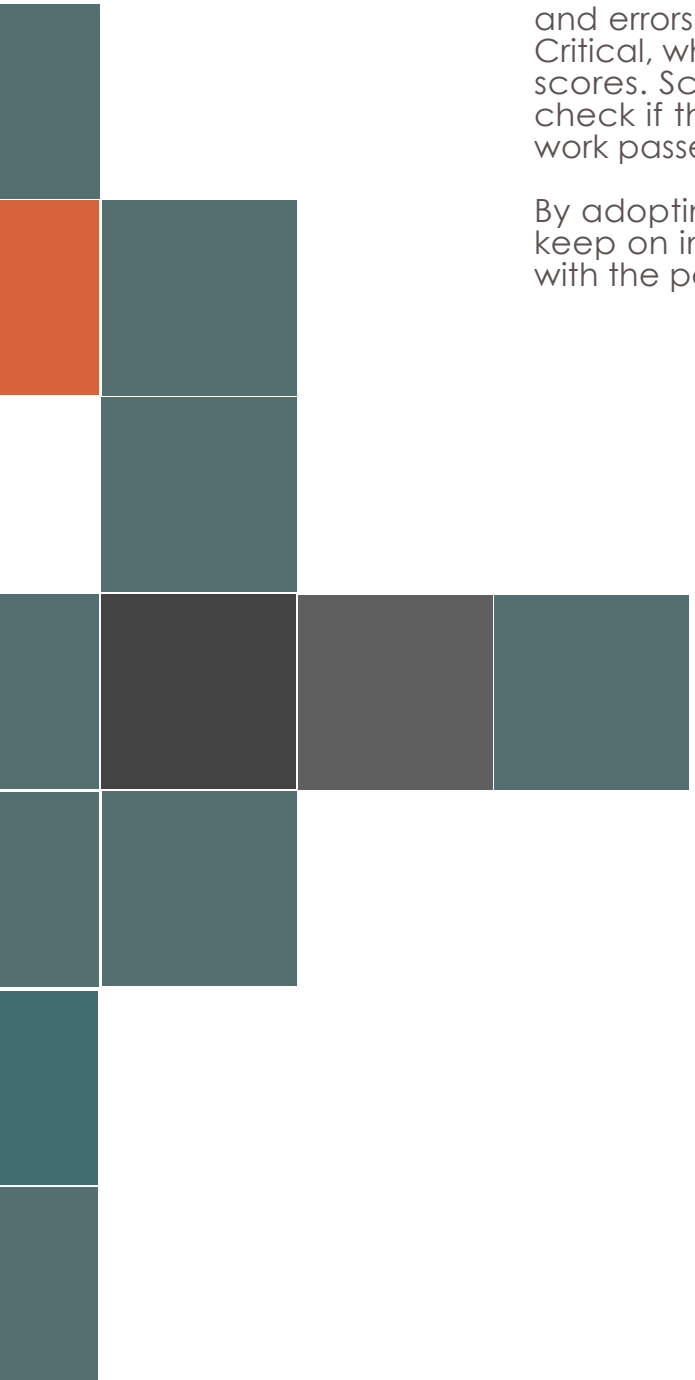
MORE control on quality, LESS errors will then occur.

LISA QA

LISA (Localization Industry Standards Association) QA is the quality assurance mechanism used by Spear to collect the feedbacks given by editors on the quality of translations. It also gives us an objective way to check the performance of our vendors.

In LISA QA mechanism, criteria are listed out and errors are categorised as Minor, Major or Critical, which each of them weights different scores. Scores are then added together to check if the overall quality of the translation work passed.

By adopting this mechanism, we are able to keep on improving our service quality along with the performance of vendors.



CONFIDENTIALITY

We know all the documents provided by clients are confidential, hence we sign Non-disclosure Agreements (NDA) with them. Further, we sign Third-party NDA with each of our in-house translators and vendors, and all of them should observe our internal team Security Code of Ethics.

Spear also has a Strict Data Transfer Policy to avoid client's data being circulated publicly and transmitted outside the company.

GLOSSARY MANAGEMENT

We know very well about brands. Some brands may have their only glossary list or special wordings, Spear can help to build a word database for you.

A complete glossary list, style guideline and term database enhance consistency and brand image.

VENDOR MANAGEMENT

Although most of the time translations are done by Spear's in-house teams, in some occasions we still need vendors to boost our capacity. Managing vendors through our strict vendor management policy could ensure works are of Spear's expectation and of high consistency.

At Spear, vendors are screened and examinated by our vendor management team. Before becoming our vendor, they have to undergo a strict trial test of which only 5% applicants could past. We also have an annual performance review so that vendor's quality can be monitored.

Vendors are required to employ our internal translation technology to make sure they are working smoothly with us.

Non-disclosure agreements will also be signed with vendors project by project in order to keep clients' information confidential.

NATIVE LINGUIST GUARANTEED

Languages are culturally bound as it contains slangs, cultural and historical background, jargons, terminologies, norms, trend of usage, etc…

Translation doesn't mean only turning a source language to a target language, it also means to build a cultural-acceptance to the target audiences, just like to tailor-make a product for a specific market. Try to think if you are selling a microwave with a 3-leg plug to China, though people know it is a branded microwave, no one would buy because only 2-leg plugs are used in China!

Thats why, we need native translators to help convert the meaning of an exotic language to words that are culturally acceptable, readable and marketable by the local audiences, with the help of native mindset and background.

At Spear, all translations are done by native translators. As a global translation company, we are missioned to deliver projects with high ROI (return on investment).

A native team (native translator + editor + project coordinator) will be assigned to work with you, plus our global project coordination team works 24-hour a day so that you will be receiving a quality translation masterpiece.

CREATIVE WRITING

COPYWRITING

Document translation is a functionality-based profession, while Copywriting is the skill and field of work where people write sales promotions and other marketing materials for products, services, fundraising campaigns, etc.

Copywriting is also a craft of writing persuasive messages that prompt people to buy a product / inquire for a service / download your brochure / join an event).

Today, customers are attracted to brands that show transparency, authenticity and friendliness. We'll help you create the right content, so you can say goodbye to in-your-face advertising tactics, and hello to building relationships and generating quality leads.

Spear is also the official partner to 20 inflight magazines, responsible for product descriptions and brand stories write up – the only key for brands to capture commuters' eyes and minds and buy during a flight!

TRANSCREATION

Transcreation refers to the process of adapting a message from one language to another, while maintaining its intent, style, tone and context.

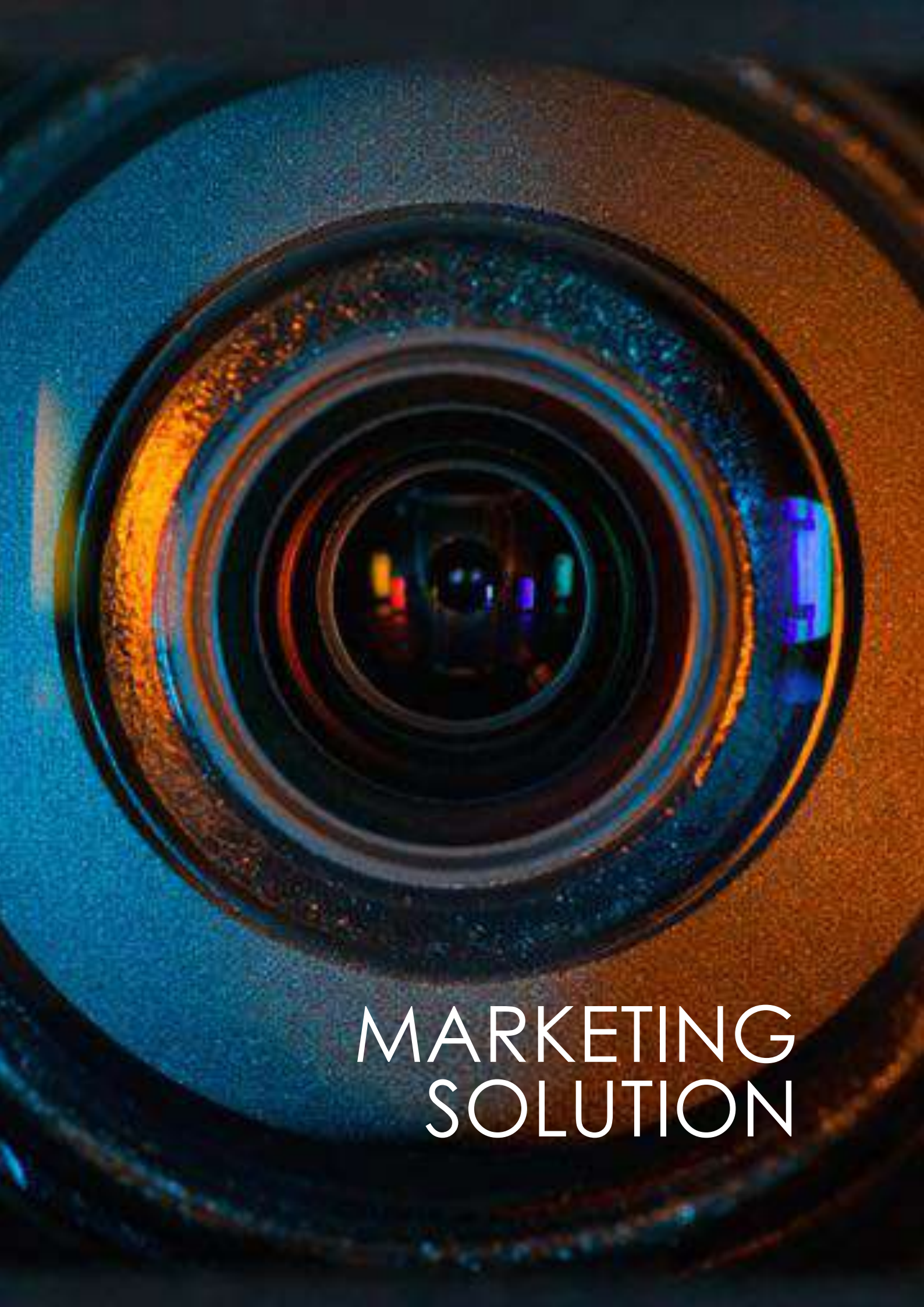
A successfully transcreated message evokes the same emotions and carries the same implications in the target language as it does in the source language. Increasingly, transcreation is used in global marketing and advertising campaigns as advertisers seek to transcend the boundaries of culture and language. It also takes account of images which are used within a creative message, ensuring that they are suitable for the target local market.

BLOG / SEO WRITING

Research found out that people nowadays spend around 6 hours per day on suffering the Internet on PC or mobile phones. If you want to sell your products, or market your brand or company online, you will probably need a quality SEO writing service, as this is the only way to direct sales to you. (especially when you want to engage into an overseas market).

Writing great content on your website takes time, and it requires some certain technical skills as well as knowledge of search engines' behavior. A hero content will allow a business to create the perfect blend of quality content, website updates, social media-marketability, search engine optimization, brand image enhancement and press, while just investing relatively low marketing cost.

What makes Spear stand out from other bloggers, is that we are all linguists, and we speak the language that your foreign customers speak. We know how they think and act, and we know their cultural mindset. These are all the keys to write good content.


MARKETING
SOLUTION

MULTILINGUAL PRODUCT LAUNCH

Launching a new technology product is always a challenge. The process becomes even more complicated for a global launch, as regional nuances can mean the difference between a successful and a mediocre release.

For over 20 years, Spear has assisted companies with global, regional, and country-level product launches. Offering multiple services and solutions customized to meet the needs of each brand, Spear has helped the world's leading technology companies successfully launch products throughout the world.

Our offerings include:

1. Focus groups and in-depth interviews for each country of launch to strategically target your message for the right audience
2. Cultural consulting to ensure target audience hear the right message in the right language
3. Development and localization of e-learning modules for your sales teams in each region
4. Website localization and hosting to support your brand in over 170 languages
5. Translation of brand marketing such as patient materials, videos, and much more

Multicultural Marketing in APAC

If you're an enterprise hoping to adjust and launch a marking campaign for a new market in APAC, Spear's multicultural marketing solution helps guarantee the most efficient outcomes for your endeavors.

When you are working hard on spending a lot of energy on writing your source-language marketing materials, we are here to ensure that your masterpiece will not be offset by straight translation.

By hiring Native Copywriting Experts and Marketing Linguists, and with our Project Coordination team in the APAC region, through the implementation of technology tools to help streamline workflow, Spear helps create efficiencies across the entire campaign lifecycle. Furthermore, projects are well managed under our patented tracking system, ensuring consistency, high accuracy and culturally appropriate of your deliverables .

CULTURAL CONSULTATION

Only the finest details can tell the difference between success and failure, especially when engaging into the international markets, cultural nuances and trends can be too difficult to track, and the full creative process needs to be replicated in each market.

Spear's cultural consultants possess or gather current, reliable, and insightful information about your concept, your target market, and how to best adapt existing copy or to create original copy/creative that will produce the desired result. With Spear working for you, your executive and strategic teams will have the necessary information to make intelligent business and marketing decisions.

DIGITAL WEBSITE SMART DEVICES PRINT VIDEO

TRANSCREATION & COPY ADAPTATION

The standard translation process aims to produce final text that matches the source language as closely as possible without changing the meaning. When advertising copy or other marketing language is involved, the priority shifts to maintaining the concepts, meaning, and significance of the source message, regardless of what text changes are required.

Taglines, headlines, and other creative marketing copy are often based on culturally dependent elements including idioms, puns, word play, insinuation, subtext, or rhymes in the source language. If translated directly into another language, these elements may not make sense, or worse, can be potentially offensive.

Spear's transcreation and copy adaptation services are led by an experienced project manager who works with a team of several linguists—each with a background in advertising, marketing or the most relevant subject area—to develop the most appropriate creative solution for the target market(s).

This is a collaborative process between Spear and the client. We will present the client with several options, each with a back translation and a detailed explanation of why specific words or phrases were chosen and what impact those choices will have in the target culture. Together, we will determine the best final language that we think will resonate with the target audience.

BRAND MANAGEMENT

Any organization's most valuable asset is its brand. Properly managed, a brand evokes a certain set of thoughts, impressions, emotions, and assumptions about your product or service that can lead to sales, notoriety, engagement, and loyalty. Brand perceptions vary from market to market, and Spear approaches each target country, region, or audience as an independent brand study.

With decades of expertise helping organizations of all sizes and statures manage their brand reputation across global markets, Spear has a proven record of delivering results. Whether your brand is established and conservative, growing and edgy, or somewhere in between, Spear can assemble the proper global brand management resources to ensure your image is properly conveyed in every market.Name Testing

GLOBAL EXPANSION - LOCALIZATION

Spear's APAC Language and Marketing Team is here to help retailers create, execute, and optimize multilingual and multinational strategies for online / mobile, in-store content, and customer support interactions that drive sales, global growth, and customer loyalty.

RETAIL CONSULTANCY

When it comes to creating global communications, outreach, and strategy, what many see as a challenge is second nature for us. Our work puts us in touch with markets and cultures around the world, and we have a two decade track record of success in helping extend brands around the world.

Our vast experience helps retailers of all kinds grow their influence and sales across borders, whether that means helping devise and implement a go-to-market strategy, or whether it means taking an existing framework to the next level. Through our Retail Consultancy framework, our omnichannel experts help you to better understand the opportunities available to you and develop a plan of action to take advantage of them.

WEBSITE / E-COMMERCE SITE LOCALIZATION

With Spear, the process of creating, launching, and optimizing websites in multiple languages is both simple and cost effective. Whether your site is an informational hub, a brand showcase, a corporate intranet, or an e-commerce storefront, Spear's solutions ensure that adapting your site for global markets has never been easier.

MOBILE

As you expand into global markets, it's important that your online strategy incorporates mobile sites and applications. Spear's web specialists ensure that your mobile sites render properly in other languages, including the use of responsive design and working within character limitations. Some consumers may never even see your primary website – for those consumers that prefer to use mobile devices, Spear can help you reach them.

SEARCH ENGINE OPTIMIZATION

In order to ensure customers can find your website, either via organic or paid search, it's crucial that you select and optimize your site with the proper keywords. When you localize your site into other languages, this process must start all over again, just don't simply translate the site content and allow those translated terms to be your targeted keywords. Adapting, researching, and validating multilingual keywords in each target country or market is important, as is properly choosing your top-level domains, hosting sites, and building relevant inbound links.

Spear's SEO Analysis System and Experts are here to work these out for you.

EMAIL MARKETING

Outbound emails and digital marketing are a key part of driving traffic to your brand sites, e-commerce storefronts, as well as store entity. Spear's retail solutions group works closely with our marketing and advertising specialists to ensure that locally adapted copy and creative is effective, on-brand, and timely to support your email marketing campaigns. Sometimes your customers come to you; sometimes you have to get in front of your customers. Spear can help you make a great first impression.

SOCIAL MEDIA

With the help of our patented Social Media Management Platform Shub, we ensure that your social media outreach and engagement efforts are aligned with your marketing and customer support strategy at large. Social media moves quickly, and companies that are ready with responsive and engaged content can ride the wave of this powerful medium. Conversely, organizations that are not well equipped to act and react within social media risk damaging their brands and sales.

Spear has a specialized team of global social media consultants and experts that can help you formulate and execute your multilingual social media strategy in the APAC regions.

MARKETING ELEMENTS

Customers can see, touch, and feel on their own, make buying decisions on the spot, and sense immediately whether any given store is invested in their market.

In addition to communications and materials, the in-store experience is driven by employees, and your ability to train, manage, and ensure standards across all global team members is vitally important to ensuring your brand is represented properly.

Spear offers a full suite of translation, adaptation, and consulting services to ensure that your global network of stores meets the same high standards as those in your home market, and that you are able to offer your customers a tailored, culturally appropriate

MULTIMEDIA SOLUTION

With over 20 years of experience, Spear offers a full range of multimedia solutions that combine our worldwide language resources with our technology solutions and project management expertise.

Spear maintains an extensive pool of professional voice talent in over 170 languages, available to record in locations around the world as well as in our fully equipped in-house recording studios.

VOICE OVER & DUBBING

Spear maintains an extensive network of professional voice talent in over 170 languages. Whether your requirements include television/film, audio only, online, training/e-learning materials, or any other media type, our native-speaking voiceover actors have the expertise and experience to convey your message to both the global marketplace and local communities in the style, tone, and voice you prefer.

SUBTITLING

Spear subtitling experts have extensive experience in ensuring that your message, dialogue, or script is communicated with clarity and brevity in over 170 languages.

The process begins with careful script adaptation for each language to maintain the meaning of the source content while also working within length requirements to maximize readability for the viewer. Spear's expert subtitling linguists are skilled at making intelligent editorial choices that guarantee that final subtitles still capture the essence of the message while coinciding precisely with on-screen video elements.

TRANSCRIPTION

Spear's transcription services combine industry-leading turnaround times with unsurpassed accuracy to deliver final transcription files in any format of your choosing. Our professional transcriptionists have experience with all types of media, including tape, DVD, internet video/audio, and live broadcast.

CREATIVITY & INNOVATIONS

Spear offers a range of solutions designed to connect brands to any market. Our international design team, located in major cities around the world, is led by the Art Director. Through our forward-thinking innovative thinking and market sense, we will organize the process of material selection, process planning, design and printing to build your business. A unique and international brand image, and the project manager is responsible for coordinating the parties to effectively manage the consistency of the brand image.

Our creative design services are designed to enhance, adapt, build, manage and deliver custom creative work. We have a strong team with creative experience. Our design teams are located in Hong Kong and Beijing and are committed to providing quality service to our customers, providing them with reliable design solutions and using printing knowledge to ensure production quality. We can also digitalise contents to draw customer attentions for brand awareness.

With our extensive experience, our professional product development team is providing international standard packaging strategies and design services to address all packaging issues from concept to packaging customised for each client. Our solutions include product development, creative artwork design, conceptual structure design, material exploration, engineering support and testing.

DESKTOP PUBLISHING

Having our DTP team in-house provides us an absolute control over quality, consistency and time schedule. Also, our project managers are able to communicate in between clients and designers seamlessly hence the work progress is supervised.

Spear has extensive experience in doing DTP in various languages including the right-to-left languages as well as “characterial” languages. All completed documents are proofread by our linguists so that the pieces you receive from us are ready to be used.

We are providing DTP services in more than 60 languages. All of our deliverables meet with the DTP-industry standard and both Windows and Macintosh operation systems are supported.

PACK-OUT

Spear is an expert in providing one-stop solution for pack-out materials, covering new product development, production to logistics and delivery. We endeavor to meet customers' different and unique requests for packaging.

Our products include rigid boxes, folding boxes, corrugated boxes, packaging bags, manuals, labels and die cutting products. Our professional staff will provide satisfying solutions to customers, helping them deal with new challenges of chang- ing request forecast, new product launching, switching manufacturing bases and cost saving.

PRINTING

GLOBAL REACH

With more than 600 locations around the globe and an extensive logistics network to extend our distribution reaches, we are everywhere you need to be in order to speed up your product to market and get your message to your audience.

INSIGHT & EXPERIENCE

Our experiences as one of the most established printers is your assurance that the details on the production line are taken care of, and our insight is your guarantee that we always look for the best way to optimize our operations and procedures to produce your product according to the highest standards of quality.

PUBLISHING

Spear provides printing solutions for a number of well-known publishers and listed companies. The services include prospectus printing, annual report design, shareholder notices, product introductions and promotional materials. More than 120 listed companies worldwide use our services.

OFFICES

Hong Kong
HongKong@speartranslation.com
(+852) 2556 2390
Room 1, 23/F., Futura Plaza 111-113 How Ming Street, Kwun Tong, Kowloon, Hong Kong

Shanghai
Shanghai@speartranslation.com
Phone: (+86) 1314 759 4439
Room 8, 18/F, Wheelock Square, Puxi, Shanghai, China

Guangzhou
Guangzhou@speartranslation.com
Phone: (+86) 1314 585 2528
5 Linjiang Ave, Tianhe District, Guangzhou, Guangdong Province, China

Singapore
Singapore@speartranslation.com
Phone: (+65) 6445 0614
Room 1104, City House, 36 Robinson Rd, Singapore 068877

Kuala Lumpur
KualaLumpur@speartranslation.com
Phone: (+60) 10-464 3348
101, No 3, Jalan Bangsar, KL Eco City, Kuala Lumpur

Bangkok
Bangkok@speartranslation.com
55/26, Sukhumvit T77, Wathana Bangkok Thailand

New York
Info@speartranslation.com
Phone: (+1) (347) 759-6021
12th Floor, Exxon Building, Avenue of the Americas, New York, USA

London
London@speartranslation.com
(+44) 20 8123 6178
St Johns Lane, Farringdon, London, UK