

INDUSTRY NAME

Automobile

LOCATION

Singapore

SERVICES

- Style adjustment to suit Asian luxury and lifestyle audiences
- Editorial input to shape engaging wine narratives
- Sourcing of relevant images from professional databases
- Proofreading by experienced English writers
- Readability analysis to align with target audience expectations
- Formatting content for digital and print publishing
- Editorial and technical coordination with publishing teams

SETUP

The work was organized into multiple themes, with each article adapted from the source content and then proofread and checked for readability. Visuals were added, and final outputs were formatted for publishing with coordinated reviews before release.

MANAGEMENT OF CHALLENGES

Adapting existing content into a lifestyle-focused narrative required balancing authenticity with audience expectations. Maintaining a consistent tone across multiple themes while tailoring each article to a specific topic added complexity. Ensuring content was ready for both digital and print formats also required careful formatting and coordination.

These aspects were handled through structured editorial processes, coordinated reviews, and close collaboration with publishing teams.

Content Development & Copywriting for Digital and Print Publishing

A luxury wine and lifestyle publisher aimed to refine its editorial content for Asian audiences, focusing on storytelling that connects wine with dining, travel, and culture. The goal was to adapt existing content into engaging articles that resonate with readers while maintaining the authenticity and depth of the original material.

The client required a consistent editorial approach across multiple themes, ensuring each article reflected a refined tone suitable for a premium audience. Content needed to be ready for both digital and print use, with strong readability, structured flow, and visual support.

To support this requirement, Globibo contributed through structured editorial refinement, content adaptation, and coordinated handling of visuals and publishing formats, aligning each article with the expectations of a premium audience across both digital and print platforms.

Globibo maximizes the speed of language service for niche translation, copywriting, transcription, and annotation through technology and process innovation.

Globibo provides fast and cost-efficient language services solutions to help clients empower and engage more people with content.

Publications

12

Languages

1

Companies

3

Positive Feedback

98%

