



INDUSTRY NAME

Banking

LOCATION

Singapore

SERVICES

- Transcreation of 2 brochures from Chinese to English
- Video transcription and English translation
- English voice-over (male/female options)
- Subtitles delivered in SRT format
- Dedicated project management and centralized workflow
- Secure handling aligned with ISO 27001 standards

SETUP

The process began with the transcription of video content, followed by English translation and the client's approval of the scripts. Voice-over was then recorded, and subtitles were created in SRT format for integration. All materials were managed through a structured workflow with clear checkpoints for review and feedback.

MANAGEMENT OF CHALLENGES

Maintaining the original tone and intent while adapting content for a different audience required careful transcreation rather than direct translation. Consistency across brochures and video content was important to avoid mixed messaging. Timing alignment between subtitles and voice-over also required attention to ensure clarity for viewers.

These requirements were handled through structured review processes, coordinated project management, and controlled content handling, supported by Globibo.

Transcreation and Subtitle Integration for Financial Digital Content

A financial institution aimed to make its marketing and communication materials accessible to a wider English-speaking audience. The project included two brochures and video content originally in Chinese, intended for public use across digital and social media platforms. The client required not just direct translation, but adaptation that preserved meaning, tone, and intent for a different audience.

In addition, the videos needed clear English subtitles and voice-over to ensure they were easily understood without relying on the original language. The focus was on accuracy, consistency, and suitability for public-facing communication, while maintaining internal terminology and brand alignment across all materials.

To support this, the work was structured around transcreation, combining transcription, English adaptation, voice-over recording, and subtitle creation within a coordinated workflow. With defined review stages and aligned handling of both written and video content, consistency was maintained across all outputs, supported by Globibo.

Globibo - Develop generative & engaging Event Technology Solutions to help Clients excite Attendees & create Opportunities for Growth

Attendees

300

Services

3

Languages

2

Positive Feedback

96%

