



**When an industry-leading public relations firm developed a full-blown campaign to introduce the new \$10 bill to the world, TransPerfect was hired to translate the high volume of marketing collateral into 24 different languages, including several obscure and intricate languages requiring elaborate desktop publishing work. The TransPerfect staff rallied to complete the high volume project in a remarkably short turnaround, culminating in the successful release of the new currency.**

## The Client

Burson-Marsteller is among the world's premier public relations and public affairs firms. It supplies strategic, integrated communications counsel and effective implementation strategy to major businesses and government entities around the world. The firm provides its clients with a range of services, including: strategy development, corporate/financial consulting, brand marketing, technology, healthcare, employee relations, media, crisis management, advertising, and Internet development and integration.

The firm's knowledge, strategic insights, and innovative programs help drive strong corporate and brand reputations for its clients. Established in 1953, Burson has been widely recognized over the years as an industry leader, winning many prestigious awards for its campaigns.

## The Challenge

When the Bureau of Engraving and Printing unveiled the new, more colorful \$10 note, Burson developed a full campaign to present the not-so-greenback to the world. Entitled "The New Color of Money," the campaign involved distributing an array of marketing collateral – including website order forms, booklets, posters, brochures, press releases, and fact sheets – and giving speeches about the new note to international government officials.

Burson needed to have the campaign translated into 24 languages, ranging from Arabic to Uzbek. Because the project involved a number of intricate character languages such as Chinese and Japanese, detailed desktop publishing work would also be required. Despite a remarkably tight deadline, maintaining consistency of message across all languages would be crucial to the success of the campaign. Based on previous experience, the project managers knew that using internal staff would not be the most efficient solution for carrying out such a large and complex project.

## The TransPerfect Solution

Since Burson had previously worked with TransPerfect on the campaign for the \$50 note, the firm chose to expand the relationship for this new and larger undertaking. To complete this high-volume project in the limited timeframe, everyone at TransPerfect pitched in—from senior level executives to the interns who assisted in assembling linguists for obscure languages such as Kazkh and Uzbek.

Leveraging our global network of resources, we were able to translate and format approximately 250,000 words into each of the 24 required languages virtually overnight. Thanks to this full-scale effort from everyone involved, TransPerfect was able to complete the project on time and aid in what was an extremely successful unveiling of the new \$10 bill.