

thomasARTS



**Asian Marketing  
Capabilities**



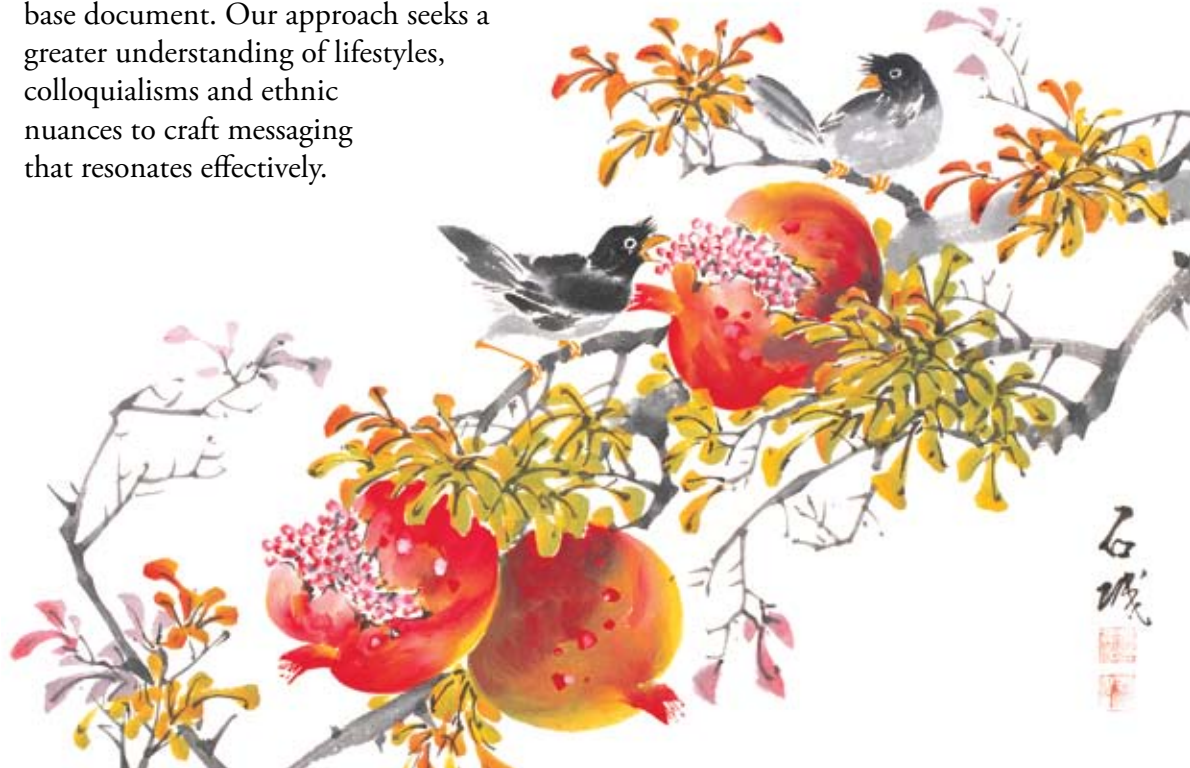
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## Multicultural Philosophy

ThomasARTS Multicultural was developed for the express purpose of developing effective marketing for the increasingly diverse populations across America. It focuses on much more than translation: our top priority is creating marketing pieces in the language of the intended audience that are not just translations, but wholly original works with demographically pertinent messaging, including language nuances, compelling design and photos.

In an ever-changing demographic environment, we have discovered that a “generic” approach to marketing is ineffective in producing results across language and cultural barriers. One of our overall agency philosophies is that all marketing should resonate with its audience. Doing so requires a cogent understanding of what is relevant and actionable. Most certainly, the ethnic demography of America has changed dramatically, particularly since World War II. The population growth of ethnic groups has been equally dramatic. The face of the nation is changing. With this change has come a greater understanding of just how impactful these market segments are to the economy. We know there are significant opportunities for American companies to reach such segments if they have the insight to, quite literally, speak in their language.

Traditionally, translation services have been seen as straightforward, word-for-word renditions of the base document. Our approach seeks a greater understanding of lifestyles, colloquialisms and ethnic nuances to craft messaging that resonates effectively.





# 國際市場細分化

## Multicultural Segmentation

ThomasARTS understands the importance of market segmentation. Perhaps as important, we are keenly aware of the elements that influence behaviors — generational implications, value systems, population waves, immigration, significant emotional events and other factors that lead to purchasing “tipping points.” The mature market, for instance, is rooted in traditional values, abhors debt and wants to be treated with friendliness and respect. They also have a purchasing power of \$20 trillion. In fact, we are in the midst of the greatest transfer of wealth in American history, as people in this market bequeath their wealth.

To reach this and other market segments effectively, ThomasARTS understands the needs of each segment when developing marketing communications.



# 특화된 마케팅



## Asian-Specific Marketing

We have great respect for the people and diverse nationalities that make up the Asian market segment. We recognize the importance these groups place on traditional values, and we understand that Asian consumers respond differently to advertising than other audience segments. Understanding the differences in language and culture in the vast area that makes up the Asian continent becomes vital when targeting specific demographic segments and identifying pertinent media outlets within large cities such as Los Angeles.

Through our work, we have discovered that the Asian demographic in America has grown to represent nearly 13,460,000 people, or 4.43% of the population — a significant group of people that should not be ignored.





## Experience and Resources

At ThomasARTS, we have relationships with experienced marketers that enable us to create targeted, compelling communications. We have a great deal of confidence in our understanding of the Asian audience and our ability to translate correctly according to unique language dialects. Listed below are a few of our marketing specialists who are part of a greater team that works on over 64 different languages:

**SEBASTIAN UPRIMNY** (Multicultural Department Head) – Sebastian has specialized in the translation industry for more than five years. He owned and operated his own translation agency, where he successfully managed the translation of marketing materials in more than 40 languages. His experience in the industry helps us cut costs and increase the effectiveness of targeted multicultural marketing.

**NANAN TAN** (Marketing Consultant) – Nanan speaks Cantonese, Mandarin and several other dialects. She began her marketing career in Mainland China. She took advantage of the opportunity to be educated in the United States and has an MBA from the University of Utah with an emphasis in marketing.

# तजुर्बा और संसाधनों का मेल





## ThomasARTS Asian Marketing Capabilities

- **TRANSLATION** – We provide translations that will reach the Asian audience on a personal level.
- **RESEARCH** – Our in-house research department can deliver demographic, psychographic, and geographic information about various Asian target audiences.
- **ACCOUNT MANAGEMENT** – Our seasoned account managers have worked on many successful multicultural projects and understand the importance of communication and attention to detail in such projects.
- **CREATIVE** – Our creative department works hand in hand with the consultants to create work that will be relevant and correct to the Asian audience.
- **COPYWRITING** – Although we have performed many translations from English to many languages spoken in countries in Asia, our belief is that we can personalize our message better by crafting copy for marketing pieces in the target language, versus writing it in English first.
- **CERTIFICATION** – Our documents are translated and proofread by certified ThomasARTS Multicultural translators. They are an accurate, complete and truthful translation and are processed through multiple proofs and final approval from the translators. We certify our translations as accurate, complete and truthful. We provide a certification form with every translation.
- **MEDIA** – Our consultants are also well-versed in the media world and provide assistance to our media team when new projects require us to find specific publications and media outlets.

## Khả Năng Tiếp Thị Cho Người Á Châu





As stated previously, we have great respect for the Asian market segment. We recognize the quality of its people and the importance of the traditional values they embrace. At ThomasARTS, we seek to be your Asian marketing partner, and have the experience and confidence in our abilities to begin to work for you immediately and effectively.

**Thank You.**

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