

Marketing Consulting

Industry Focused Specialization

With a customized approach to a full range of industries, the breadth of ENLASO's experience and capabilities include:

- Medical, Pharmaceutical, and Biotech
- IT Hardware and Software
- Advertising and Marketing
- Consumer Products
- Legal and Patent
- Finance and Accounting
- Transportation
- Energy
- Telecommunications
- Mobile and Wireless
- Entertainment
- CRM and ERP
- Gaming
- Online Dating and Social Networking
- eLearning

ENLASO localizes all materials used to communicate the image and advertising objectives of your company in your target markets. We recognize that word-for-word conversions are not sufficient when translating your products for international markets. Creative writing and cultural analysis are often needed to make your message effective in global markets. Through careful analysis, our marketing language professionals will ensure that your company's image is consistent and effective worldwide.

The first step is to analyze the English content for colloquialisms, slang, play on words, etc. which may not easily translate into other languages. For instance, one customer spent expensive resources to come up with a very successful campaign within the US, based on a popular children's rhyme. The result was a catchy tagline with advertisements written in similar rhyming language. When faced with a corporate push to reach non-English markets, none of the original message was effective in other languages. The research and innovation that was put into the campaign had to be completely over-hauled, with an international market in mind.

ENLASO combines creative linguistic skills with market research to help our customers effectively communicate their branding in other cultures—whether to non-English speakers in the US, or globally. Linguists specialized in marketing translations will transcreate content to ensure campaigns never sound translated, but speak directly to the consumer in their own language. ENLASO's tools and scalable team ensure that this branding then transcends into all other areas of the corporate culture for successful branding and consistency.

Enterprise Language Partner

ENLASO is committed to exceeding customer expectations as your enterprise language partner. Long-term global success requires a dynamic language partner that establishes technical, organizational, and process standards early. Led by a flexible team of language professionals and localization consultants, ENLASO optimizes your localization capabilities and empowers you to develop your global markets.

Established and Experienced Language Service Provider

Established in 1968, ENLASO has been the premier language partner to global companies for over four decades. Scalable to your enterprise language needs, ENLASO has offices in Boulder, CO, and Boise, ID, as well as sales and production staff in the Midwest, and on the West and East Coasts.



Contact ENLASO

www.enlaso.com
marketing@enlaso.com
(866) 415-6820
(303) 516-0857

ENLASO Offices

Headquartered in
Boise, ID
9543 W. Emerald Street
Suite 105
Boise, ID 83704
T: (208) 672-8500
F: (208) 672-8522



Main Production Office
in Boulder, CO with
additional offices on East
and West Coasts.

ISO 9001 Certified Language Service Provider

ENLASO is an ISO 9001 certified language service provider with robust quality and customer service processes. With stringent processes at every organizational level and project milestone, ISO 9001 certification recognizes ENLASO's rigorous linguistic selection process, employee training, customer-focused account and project management, and customer service practices. In the eyes of international regulatory bodies, ENLASO's ISO 9001 certified processes are equivalent to having an in-house translation and localization department.

For more information or to request a quote, please contact us by phone at (866) 415-6820 or by e-mail: marketing@enlaso.com.



Envision. Engage. Enable. ENLASO®

Copyright © 2015 ENLASO Corporation. All Rights Reserved.
ENLASO and Envision. Engage. Enable. ENLASO. are registered trademarks of ENLASO Corporation.