

Shine Bright Online

HOW WE CREATED AN E-LEARNING VIDEO FOR A TRANSLATION DATA ORGANIZATION

ALPHA



Global reach means getting online and production easily-consumable, entertaining content. From tutorials to webinars, videos are the perfect marketing tool for any brand.

We've had a partnership with TAUS, *the language data network*, for years. For this project, they wanted us to create an e-learning video users could participate in, practically.



The subject was Transcreation, the latest buzz word on the block. Using information Alpha and TAUS curated, we created a full 25 minute video with equal branding.

So, we got to work on the production. We wrote a script, and had our very own TAUS panellist, Alpha Global Strategy Director Paul Mangell, to voice the video.



Our content producer created the visuals to go with the recorded footage, and our dedicated AV specialist put it all together seamlessly.