



Marketing Collateral Use Case

If You Don't Understand It, You Can't Translate It!

At a glance

Effective translation of pharmaceutical marketing materials, such as brochures, promotional data sheets, and digital content, ensures brand consistency, regulatory compliance, and compelling communication globally. Accurate, culturally adapted translations drive engagement, support market expansion, and enhance brand trust in international markets.

Key metrics



50%

Increase in Global Brand Recognition



99.7%

On Time Delivery



100%

Regulatory Compliance

CHALLENGES



Translating marketing and promotional materials involves accurately capturing brand voice, messaging nuance, and scientific precision simultaneously. Mistakes or culturally inappropriate language can undermine brand credibility and can negatively impact market perception. Additionally, pharmaceutical marketing translations must strictly adhere to country-specific advertising and promotional regulations, further complicating the translation process under tight marketing timelines.

SOLUTIONS



AI-optimized translations paired with specialized medical linguists deliver culturally relevant, regulatory-compliant, and engaging marketing translations efficiently.



Medical Experts



12 Step Quality Control Process



Scalable To Meet Your Needs

BENEFITS



1

Stronger Global Engagement

Translations resonate culturally, driving greater customer and healthcare provider engagement in international markets.

2

Enhanced Brand Consistency

Uniform messaging and tone across markets reinforce brand identity and reliability, building consumer trust.

3

Regulatory Confidence and Risk Reduction

Compliant translations reduce regulatory risks associated with marketing materials, safeguarding market entry strategies and avoiding costly corrections or delays.



www.languagescientific.com

info@languagescientific.com

www.linkedin.com/company/language-scientific/