



Getting Your Message Right in China

Scribes of the Orient collaborates with banks, hotels, developers, property consultants and retail malls in China to sharpen and target their corporate communications.

Shanghai, November 2008: Communicating your corporate messages in China is a CEO-level challenge. The high-octane pace of social and economic change means that trends and contexts change with alarming frequency. Products that were popular with consumers yesterday will be disregarded tomorrow, and the intensity of competition in most industries means the margin for operational error is almost zero.

For corporate brands seeking to navigate China's labyrinth of historical and contemporary contexts and influences it can be, well, bewildering. That's why several major companies rely on Scribes of the Orient to provide incisive, insightful and intelligent communications services, both for Chinese and global markets.

Because we live, work and travel frequently throughout China, we understand the communications challenges that overseas companies experience in China. We know all about the contexts of doing business in China – because we, too, have endured and overcome most of them during the past five years.

Our own China experiences and proven expertise in media industries has made Scribes of the Orient the preferred China communications partner for international banks, hotels, travel companies, property consultants, retail centres and exclusive members clubs. Some of our most recent projects include:

- **Content and research** for Citi People, a quarterly staff magazine for Citibank China.
- **Website translation** (Chinese-English) for Shanghai Times Square.
- **Copy-writing** for the launch marketing brochure of Kee Club Shanghai.
- **Pre-opening article** for Four Seasons Hotel Pudong, Shanghai.
- Trends in Shanghai's office property sector **research feature** for Jones Lang LaSalle.
- **Copy-editing** of pre-launch communications for Melco Ski Resorts.
- **Research, writing and production** of destination guides to Shanghai, Beijing and Singapore for a German-based corporate publisher.

About Scribes of the Orient

Scribes of the Orient provides communications support for several major international companies. An experienced team of writers, researchers and translators offers:

- Corporate copywriting for marketing communications, websites and press releases.
- Feature writing for corporate and international publications.
- Magazine content and production.

- Professionally qualified editing and proof-reading.
- Translation (Chinese-English / English-Chinese).

Based in Shanghai, Scribes of the Orient has worked with several large multinational companies, including Citibank, Jones Lang LaSalle, Four Seasons Hotels, GLG, FCm Travel and Hilton Hotels – as well as Hong Kong and Shanghai-based PR and advertising agencies, such as GHC, Impact Asia and AsiaMedia.

In addition, Scribes of the Orient has supplied China-based content for leading global publishers, including: *Luxe Guides*, *ZAGAT*, *New York Times*, *Time Out*, *The Guardian*, *Business Traveler*, *Forbes Traveler*, *CNN Traveller* and *DestinAsian*.

For more information, visit us online at: www.ScribesoftheOrient.com or email gary@scribesoftheorient.com or amy@scribesoftheorient.com