



COMPANY CV: Scribes of the Orient Ltd

“It’s nice to see someone making China marketing more fun”

MENU

Scribes of the Orient is a media services company based in Shanghai. What does that mean? Well, we work on an eclectic mix of marketing and communications projects with companies in China, throughout Asia and around the world. Here’s just some of what we do:

- Technical writing
- Commercial copywriting
- Features and editorial content
- Editing and proof-reading
- Bespoke research
- Publishing management
- Online content strategy
- Translation (English & Chinese)
- Portrait and corporate photography
- Graphic design / production (with award-winning design partners)

Based in Shanghai, Scribes has affiliates in Beijing, Hong Kong and Singapore.

RECIPES

Scribes works with multinational companies (think: hotels, banks, retailers, developers, solar power manufacturers and law firms), marketing and PR firms, publishers and event planners.

Recent Scribes projects range from consulting on website development for Tangua luxury trains to writing articles for Citibank China. So far in 2009, we’ve written a company brochure for Suntech, project managed Beijing and Singapore city guides, produced an art catalogue for Kee Club, edited content for Tesco and created bilingual media releases for graphics firm Bing Design.

We love photography, too. Scribes has produced portraits of Chinese pianist Lang Lang, interviewed and photographed England football coach Fabio Capello and designer Philippe Starck, and taken images for publishers worldwide.

INGREDIENTS

Scribes of the Orient was founded by Oxford-born Gary Bowerman and Sydneysider Amy Fabris-Shi – two long-serving media hounds and marketing professionals – and Daniele Mattioli, an Italian photographer who snapped his way from Perugia to Shanghai, via Sydney, Los Angeles and Phnom Penh.

Read our press releases, full client list and profiles at:

www.scribsoftheorient.com



“Thanks so much for your help and support, we all love working with the Scribes team”

CASE STUDIES

Scribes works on an eclectic menu of projects for both international and China-based clients. Here are a few recent examples.

Copy Editing

- Stardom magazine – China-wide magazine of Starwood Hotel Group
- Ciro’s Plaza repositioning document
- Kee Club Shanghai membership brochure and monthly e-newsletter
- Tesco China staff magazine

Press Releases

- Fairmont Peace Hotel
- 1933 Shanghai
- Bing Design (English/Chinese)
- House of Barbie, Shanghai

Technical and Feature Writing

- Citi China CSR report 2008
- Lloyds TSB International client magazine
- Suntech 2009 corporate brochure
- Client opinion column for World Architecture News

Publishing Management

- Shanghai, Beijing & Singapore Culture & Shopping Highlights guides editor
- Dorling Kindersley China Guide fact-checking and update research
- Luxe Guides Shanghai content provider
- ZAGAT Survey Shanghai co-editor

Online Content

- Shanghai Times Square website editing
- CNN Go Shanghai correspondents
- Bizchina-update.com co-owner
- Online China guides: Concierge.com, World Travel Guide, MSN.com

Photography

- America’s Heartlands in the Pre-Election Era – Vanity Fair Germany
- Recycling China – Various media
- Portraits: Lang Lang, Fabio Capello, Rem Koolhaas
- Clients: PPG, Volvo, Allianz



“Scribes is a cool concept, we didn’t know anyone was doing this stuff in China”

CLIENTS

Scribes of the Orient works with multinational corporations, advertising, marketing and PR firms. Our recent project partners include:

- | | |
|-----------------------------------|-----------------------|
| Abercrombie & Kent | Illy |
| American Society of Travel Agents | Impact Asia |
| Anko Publishing | Jones Lang LaSalle |
| ACTE | Kee Club Shanghai |
| Banyan Tree | Pace Communications |
| Bing Design | Starwood Hotels |
| Citi Group | Suntech |
| FCm Travel Solutions | Tangula Luxury Trains |
| Grebstad Hicks Communications | Tesco |
| Hilton Hotels | Three on the Bund |
| HLD Events | Wharf Holdings |
| HRG | Zendai Group |

Scribes also works with the following magazines, newspapers and websites:

- | | |
|---------------------------------|--------------------------|
| AmCham Shanghai | MIX: Creative Meetings |
| AsiaSpa | MSN.com |
| Business Traveler | National Geographic |
| Centurion | New York Times |
| CNBC Europe | Nota Bene |
| CNN Go | Pinnacle |
| CNN Traveller | Prestige |
| Concierge.com | Shanghai Business Review |
| Conde Nast Traveller | Silk Road |
| Departures | Smart Travel Asia |
| Destinasian | South China Morning Post |
| Financial Times How to Spend It | That’s Shanghai |
| Food+Wine | The Australian |
| Forbes Traveler | Time Out |
| Globalista | Travel & Leisure |
| Gulf Life | Travesias |
| Inside Out Guides | TTG Asia |
| Luxe Guides | World Travel Guide |
| Luxury Travel | ZAGAT |

For more information:

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