



## **Scribes of the Orient: August 2009**

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

### **DO WHAT?**

Scribes of the Orient is a media services company based in Shanghai. What does that mean? Well, we work on a fast-evolving mix of marketing, multimedia, communications, publishing and translation projects with companies across China, Asia and worldwide. Here’s just some of what we do:

- Technical writing
- Commercial copywriting
- Features & editorial content
- Editing & proof-reading
- Bespoke research
- Publishing management
- E-content strategy & delivery
- Translation (English & Chinese)
- Portrait & corporate photography
- Marketing resource planning
- Graphic design / production (with award-winning design partner)

### **FOR WHOM?**

Scribes works with multinational companies (think: hotels, banks, retailers, developers, solar power manufacturers, designers, architects and law firms), marketing, advertising and PR firms, publishers and travel organisations.

Recent Scribes projects range from consulting on website development for Tangula luxury trains to writing articles for Citibank China. Other 2009 projects have involved writing a company brochure and editing a video presentation for Suntech, producing an art catalogue for Kee Club, strategising content for Tesco and creating bilingual media releases for Bing Design.

Scribes also provides polished, dependable translation services. We’ve worked on Chinese/English and English/Chinese projects for both Chinese and multinational companies – ranging from manufacturers to architects and PR companies.

We love publishing, too. In 2009, Scribes has produced articles for, among others, Gulf Life, American Chamber of Commerce, Shanghai Business Review, NineMSN, Travel & Leisure, Pinnacle, Business Traveler, DestinAsian, CNN Traveller and Bizchina-Update.com. We also project manage the twice-yearly Highlights city guides series in Shanghai, Beijing and Singapore, and are the local Shanghai content providers to Luxe Guides and ZAGAT.

### **THE TEAM?**

Scribes of the Orient was founded by Oxford-born Gary Bowerman and Sydneysider Amy Fabris-Shi – two long-serving media and marketing professionals who together bring more than 12 years experience in China. We work with a much-coveted, highly qualified team of writers, researchers, marketers and translators – all based in China.

**Read more about us online at: [www.ScribesoftheOrient.com](http://www.ScribesoftheOrient.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.

### **Online Content**

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

### **Technical and Feature Writing**

- Citi China CSR report 2008
- Lloyds TSB International client magazine
- Suntech 2009 corporate brochure

### **Publishing Management**

- Shanghai, Beijing & Singapore Culture & Shopping Highlights guides
- Editorial consulting for Enjoy China
- Luxe Guides Shanghai & ZAGAT Survey

### **Translation**

- Press releases for China Works, a UK-based manufacturing consultancy
- Media content for Cameroon Woo Design and Bing Design
- Ongoing projects for Hong Kong-based Trefoil Media

### **Copy Editing**

- Stardom magazine – China-wide magazine of the Starwood Hotel Group
- Three on the Bund press kits
- Kee Club Shanghai membership brochure and monthly e-newsletter

### **Press Releases**

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

### **Photography**

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



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

**CLIENTS**

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

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

**[www.ScribesoftheOrient.com](http://www.ScribesoftheOrient.com)**

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