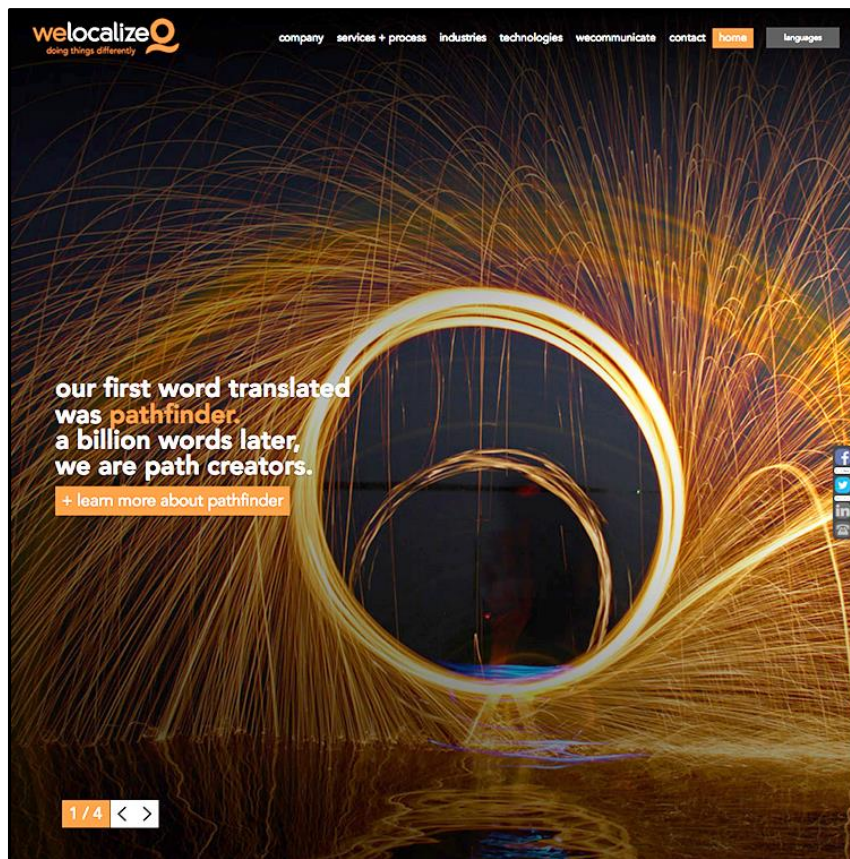


## Digital: Copy Content – Welocalize



**Client:** Welocalize – [www.weLocalize.com](http://www.weLocalize.com)

**Objective:** Rewrite copy on the web site of this rapidly-growing translation service to reflect its innovative approach and commitment to quality customer service.

**Strategy:** Plant tongue firmly in cheek and reflect the intelligence, humor and creativity of the client and the staff of this interesting company.

**Results:** I was originally asked to rewrite three pages but the client liked the copy so much I ended up rewriting the entire site.