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# SCANIA

## Challenges

- Creating fully localized brochures, press releases, magazine adverts, exhibition stand graphics and banner adverts for Scania the leading provider of Trucks and Commercial vehicles. Janus WW was asked to provide not only the localized text but also all the design elements to ensure that the product releases were totally appropriate linguistically, culturally and visually
- Janus assigned a dedicated team of linguists, designers and layout specialists to the Scania account, ensuring expertise in not only the subject matter but with great knowledge of Scania requirements and preferences
- With constant communication, conference calls and meetings the teams were fully integrated and ensured that all requirements were fully understood. The Janus WW team were in effect an integrated part of the Scania team and this ensured a seamless and effective process

## Benefits

- Scania obtained access to skillsets and expertise that were unavailable in-house
- Production times were reduced due to the linguistic, design and layout elements all being undertaken within one process
- The development and maintenance of terminology and style guides ensures scalability and consistency across all products and materials ensuring a 100% quality product
- Working across all design functions and materials ensured that Janus linguistic teams were able to leverage content ensuring consistency and reducing the cost of the linguistic efforts

## Solution elements

- Marketing translations
- Terminology and style guide creation
- Creative Design and desktop publishing services