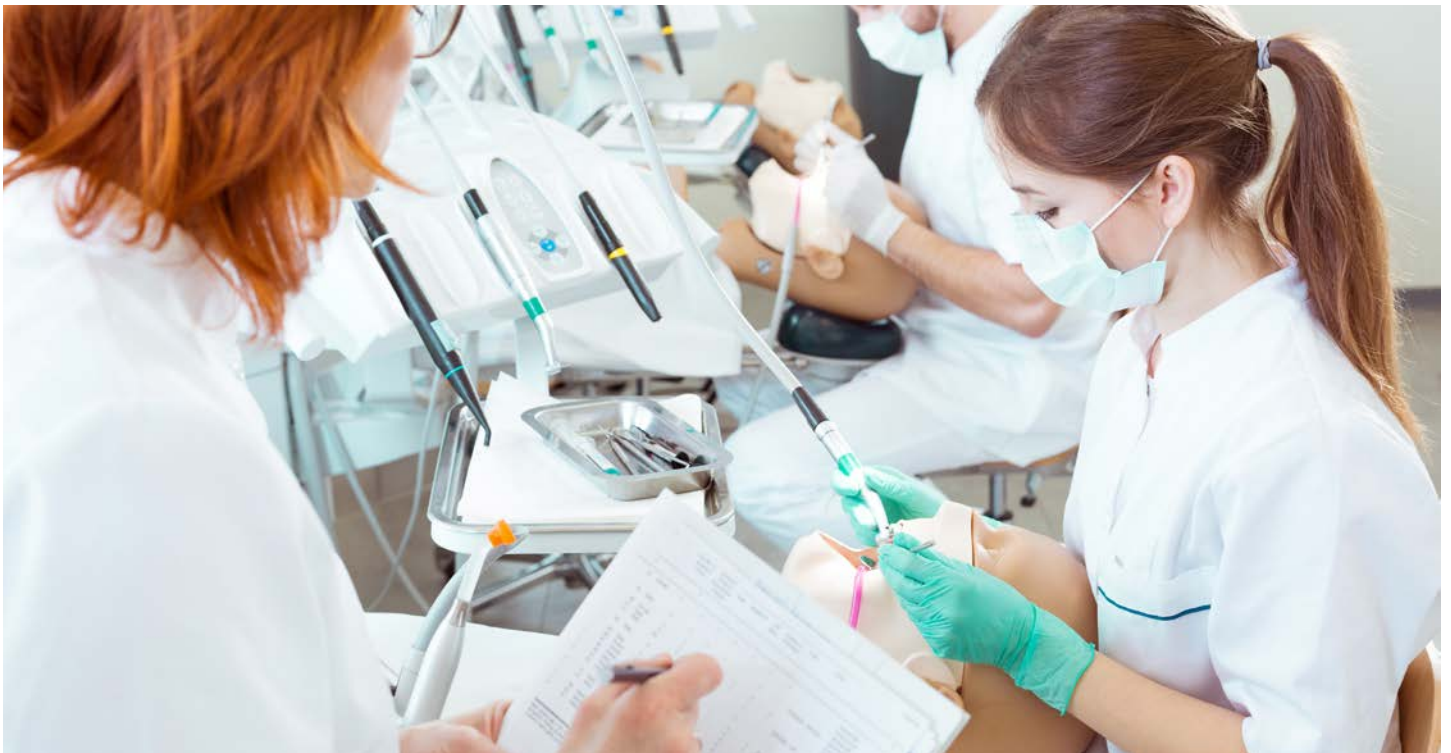


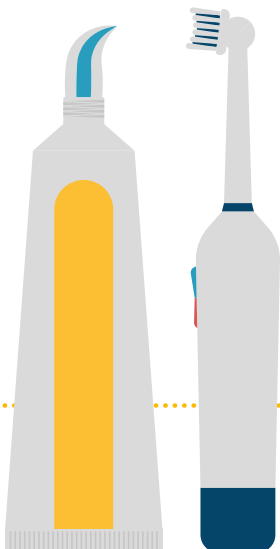


Intonation prepares **dental brand's content** for **university students**



Expertly translated copy is fundamental for a global brand to ensure its marketing is effective in every country it operates in.

So when leading dental care company Oral B needed information translated for use within an educational PowerPoint deck, Intonation was called upon by digital marketing specialists twentysix to undertake the task.





Oral B is the name behind a host of oral hygiene products including toothbrushes, toothpastes, electric toothbrushes, mouthwashes and dental floss.



Intonation made sure they had subject experts on hand who were able to not only decipher the source material but translate into the correct specialist terminology. The translations form part of a huge PowerPoint used for training hygienists and dentistry students in universities across the UK.

Intonation's mother tongue translators ensured that both accuracy and cultural nuances were factored in during the translation process.

Senior Digital Account Manager at twenty-six, Amy Jowett, said, "Intonation provided the perfect service both in terms of the translation quality and customer service.

"The translation played a key part of the material used to train healthcare professionals, and our client was happy with the outcome," Amy added.

Rachael Warburton
Intonation's Operations Manager believes that **having knowledge of the country** the text is being translated for is **pivotal to achieving success.**



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Our mother tongue translators don't just know the language they are translating into or from, they have an in-depth understanding of the country it is being translated for and can therefore ensure cultural relevance as well as word-perfect results.

It's one of the exciting parts of this job to see our translations really making a difference and for the work to end up training the next generation of dental staff is exciting.

This Oral B project was a great example of Intonation providing a seamless and spot-on service to a major international brand through a marketing company. The source texts were challenging because of a lack of context, however it was a challenge that was expertly overcome by our translation team, thanks to our approach.

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