



## **Multinational Corporation's Marketing Division focuses on growth as it partners with ASEC Graphic Services and ASEC Translations for the creation of Direct Mail Advertisement.**

### **Our Client**

One of the largest publishers in the United States. Having identified an increase in demand for bi-lingual advertisement, this company decided to launch a marketing campaign to attract new business. Direct Mail would be generated specific to a potential client. In addition to a Standard English Program, a more aggressive campaign that allowed appeal to the Hispanic-American market was of utmost priority.

### **The Challenge**

ASEC Graphic Services was a strong contender for the Graphics Program involving direct mail advertisement. A cost-effective solution became increasingly difficult for other providers, as advertisements needed to be created in both English and Spanish. An integration of two unique services had to be provided at a cost that would allow our client to remain within budget as well as meet daily production requirements.

### **Our Solution**

ASEC International was chosen as the sole supplier for the program. ASEC Graphic Services, in conjunction with ASEC Translations, developed and implemented a process that allows ASEC to provide postcard creation services utilizing our highly skilled graphic designers. In addition, our certified translators are able to maintain close contact with our designers. As a designer needs a translation, a translator will readily translate it, with little to no delay. Within minutes of completing an English advertisement, its Spanish counterpart follows. The seamless workflow allowed ASEC to timely deliver the advertisements in both English and Spanish with a level of quality no other provider could match.

### **Resulting in**

- A cost-effective marketing campaign
- The client's enhanced ability to tap into the Spanish-Speaking Market
- Successful integration of Graphics and Translation services for the needs of the client
- An efficient workflow that allowed for timely delivery of postcards

### **Contact Us**

ASEC International, 11400 West Olympic Boulevard Suite 200 Los Angeles, CA 90064

Phone: 310-478-7755 • Email: [contact@asecusa.com](mailto:contact@asecusa.com)