

INTRODUCING BABEL

🌀 Babel offers services in ***Advertising & Marketing, Branding & Visual Identities, Copywriting & Translation, Training & Event Hosting, and Publishing & Website Development.***

🌀 Although it has clients worldwide, Babel's business scope has been traditionally focused in Asia ***where it helps some of the biggest brand names and institutions in Asia promote regional business interests and brand name reputation.***

🌀 About our Director:
Mark Hammons graduated from the University of Virginia and has lived and worked in Taiwan for over 17 years as a writer, translator, and branding consultant.

PORTFOLIO

Ministry of Culture

A Centennial Celebration

On October 10, 2011, Taiwan celebrated its 100-year anniversary. To mark the occasion, the Ministry of Culture placed full-page advertisements in several of the world's biggest newspapers, including the N.Y. Times. All ad content was written by Babel.

**Part of Your World for the Past 100 Years:
Taiwan, Republic of China**

You can be forgiven for struggling to find Taiwan on the map, as it's no island only slightly bigger than the state of Maryland. But don't let the small size fool you. Taiwan's varied natural environment encompasses the first Portuguese sailors to arrive on its shores that they called it *Ilha Formosa*—"Beautiful Island." That beauty remains a defining feature of our island today, and last year helped us attract and welcome 5.5 million visitors.

100 years ago we became the first democratic republic in Asia. Today, with the world's highest percentage of college students per capita, our next generation proudly continues the work of ensuring that Taiwan remains one of Asia's freest and most creative nations.

A small country, we lack large stores of stable land, and possess no significant reserves of oil, coal, or minerals. We've had to learn to leverage the space allotted to us, and in so doing have succeeded in cultivating the world's most celebrated artists and its greatest chefs. Faced with a restrictive natural environment, we have long looked beyond our shores for growth and opportunity. We now boast leading companies in a host of industries, including semi-conductor wafers, LCD panels, and personal computer manufacturing.

Our economic partnerships across our commitment to events on the world stage. Following the recent tsunami in Japan, for example, we were the world's biggest contributor to the earthquake relief efforts.

Yes, we are small. Our being small has taught us to be diligent and resourceful, and to use our expertise to bring opportunity and prosperity to our shores and beyond. This may not have been of us, but we have been here for the past 100 years, and we will be here for the next 100 years to come, sharing our beauty and unique brand with the world.



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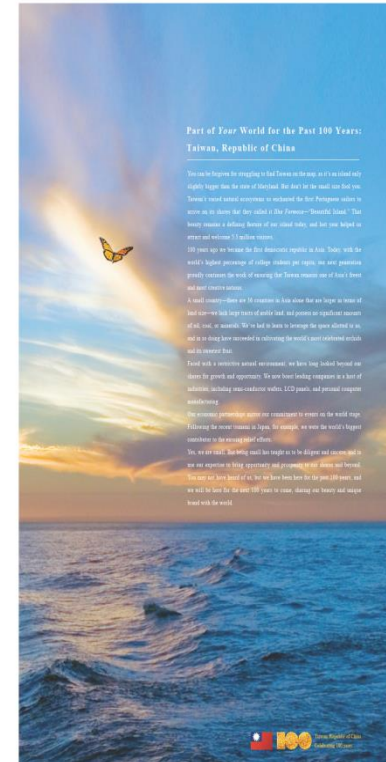
100 years ago we became the first democratic republic in Asia. Today, with the world's highest percentage of college students per capita, our next generation proudly continues the work of ensuring that Taiwan remains one of Asia's freest and most creative nations.

A small country—there are 14 countries in Asia alone that are larger in terms of land area—we lack large stores of stable land, and possess no significant reserves of oil, coal, or minerals. We've had to learn to leverage the space allotted to us, and in so doing have succeeded in cultivating the world's most celebrated artists and its greatest chefs.

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Tourism Bureau

12 Months of Sweetness

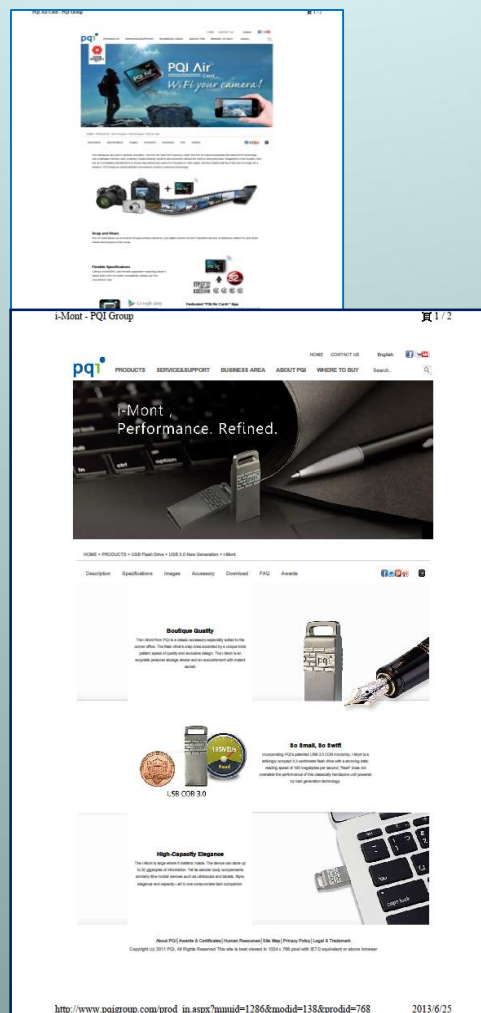
Every year the Tourism Bureau releases a calendar celebrating a particular facet of Taiwan. For 2013, the theme was Taiwan's fruits. Babel perfectly captured the creativity and word play of the Chinese captions for each month.



PQI

Looking to the Future

Eying 2014 and beyond, PQI turned to Babel for help in the copywriting of eight new product names, their features and ad slogans.



Boutique Quality

The i-Mont from PQI is a classic accessory especially suited to the corner office. The flash drive's crisp lines accented by a unique brick pattern speak of quality and exclusive design. The i-Mont is an exquisite personal storage device and an accoutrement with instant cachet.

So Small, So Swift

Incorporating PQI's patented USB 3.0 COB microchip, i-Mont is a strikingly compact 3.2-centimeter flash drive with a stunning data-reading speed of 195 megabytes per second; "flash" does not overstate the performance of this classically handsome unit powered by next generation technology.

High-Capacity Elegance

The i-Mont is large where it matters: inside. The device can store up to 32 gigabytes of information. Yet its slender body complements similarly lithe mobile devices such as ultrabooks and tablets. Style, elegance and capacity—all in one consummate tech companion.

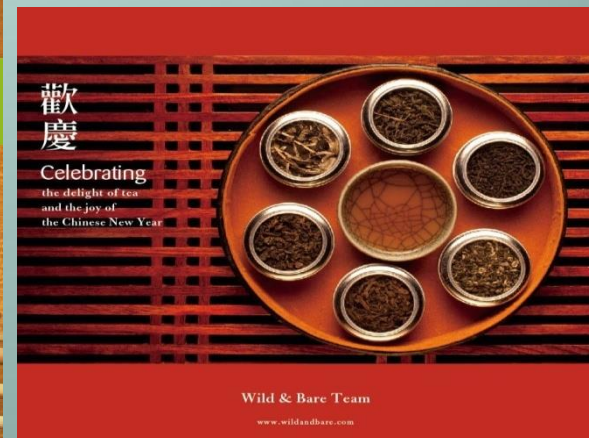


Wild & Bare

A Good Cup of Tea

Wild & Bare is a tea merchant whose customers included many of Macau's top rated resorts and hotels. For help in putting together a brochure and website for its growing customer base, Wild & Bare turned to Babel.

With its team of website designers and marketing gurus, Babel built Wild & Bare a stunning marketing window through which tea connoisseurs, or those that cater to them, could satisfy their need for a "good cup of tea."



AUO

Season's Greeting

Helping AUO celebrate the holiday season with its overseas customers is Babel. We chose several key messages to headline AUO's holiday greetings—from the more traditional, to the fun/cute, and finally to focusing on AUO's "Green Innovations" theme.



USTV

As a media outlet, USTV often partners with trade and government organizations to promote Taiwanese industry overseas. Helping USTV to translate such efforts into clear and concise English is Babel.

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[illegible]

Mercedes-Benz

A “Smart” Way to Go

A series of printed ads helping Mercedes-Benz to introduce its Smart Car line in Taiwan. English copywriting for the ads was handled by Babel.



smart
open your mind.

\$199 /天

每天只要199元
把smart放進你的shopping list!

>> 吸引你的不只它的輕盈身段，smart還要讓你輕鬆開回家！
「smart輕鬆分期專案」，每天只要**199元**，讓你和smart在一起長長久久！
即刻把握，立即行動！詳情請洽中華賓士smart展示中心。

台灣 賓士
Mercedes-Benz Taiwan

www.mercedes-benz.com.tw
24小時免費專線 0800-365-666

獨家經銷商
中華賓士

上海 南京路中環路口匯豐銀行對面 021-2941-1234
天津 錦州道中環路口 022-2970-6168
北京 朝陽門外大街 010-2970-6168
香港 德輔道中 00852-2970-6168

台中 中港路中華賓士二樓 04-2221-1234
高雄 民生路中華賓士二樓 07-2221-1234
台南 民生路中華賓士二樓 06-2221-1234
屏東 民生路中華賓士二樓 08-2221-1234



Taipei 101 Mall

A Taste of Elegance

Within Taipei 101 lies Taipei 101 Mall—one of Taiwan’s most elegant shopping plazas. In 2008, Babel was asked to translate a full color, multi-page brochure for the mall—the focus of the mall’s efforts that year to reach out to international shoppers.

**PRADA**

Since the company's founding in 1913 Prada has been the exclusive provider of leather goods for the Italian royal family. The brand has always been known for its fine hand craftsmanship and elegant design and its precious works have become widely loved as they are handed down through the generations.

Each magnificent piece is constructed using the same craftsmanship enjoyed by the royal family. Traditional handcraftsmanship is now combined with modern design classic, so that each piece is seen as an understated sense of style, the finest quality and consummate workmanship lead to the creation of clothing, beautiful masterpieces.

When the refined design can save a taste of European royal nobility, an inimitable combination of elegant fashion and classic interior.

PRADA(プラダ)は1913年誕生。イタリア王宮の衣装品御用店に選ばれて
います。無類な手工技術と貴族と華やかなデザインのプロダクトは、世代を超
えに受け継がれ、多くの人の心を惹きつけてきました。

「無類な華やかなデザインは当時の皇室御用店と貴族の人の好まれた。現在、
人々の前に登場したデザインは、伝統的な美しさと貴族の好まれたデザインが
再び融合し、つづいてファッションの中に存在しています。無類な美しさと
華やかなデザインは、人々の心を惹きつけるような創作活動に注いで出てい
くと思います。美はファッションの中心ヨーロッパの最良の品物を産むことが
でき、上品で華やかなファッションを再現します。」

PRADA自1913年起就為意大利皇室皮件供應商，向來以精湛手工和高級設計的品牌被世代皇室及貴族大眾人所喜愛；而最精華的單品的商品皆以當年製作皇家工藝的技巧呈現世人眼前。將傳統的精湛手工與現代的設計經典重新結合，使傳統的時尚煥然一新，展現傳統的品牌與精湛工藝蘊含人實驗的創作。在典雅的設計中品味歐洲皇室貴族氣息，展現時尚高雅與現代品味。

3F

To celebrate the 30th anniversary of the awards which saw first revealed in 1978, the cups were so fabricated of Kawanashi Craft Fair. Kawanashi launched the gold Akazasa award which features a 24 karat shell of the Kawanashi 1032 movement which is assembled by Kawanashi Watch Manufacture (KWM) from the traditional hollowing design. WKM movement is followed out in simple and elegant geometric layers on Braham to represent the explicit beauty of the movement. On the back of movement, 22K rose gold oscillating weight is hollowed out in the pattern of "A house is following the thing out" exclusively for Ginepro model. The dynamic picture looks like a real life grasping full of vitality and energy as function of oscillating weight.

[illegible]

何夏生任維達工廠副理誕生於1978年Acca-維達至今已二十年，為廣東上三線品牌，應市逾245的店舖及餐館。維達衛生紙，創製了著名「Vauchier」廠製作的41932標誌。有別於美國的史密登設計，41932標誌的維達紙係「包斯」設計精神，以簡單自然製作而展現我視獨立立證之意。曾國強稱「益日平、經濟、環保」的22X或生紙的創製，也做台灣印刷製作，並以具創意的圖案將標榜自創維達的標榜功能，如一包與眾不同的紙，充滿著生命力。

1F

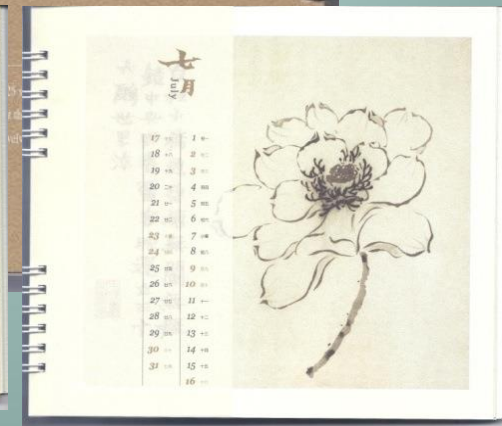
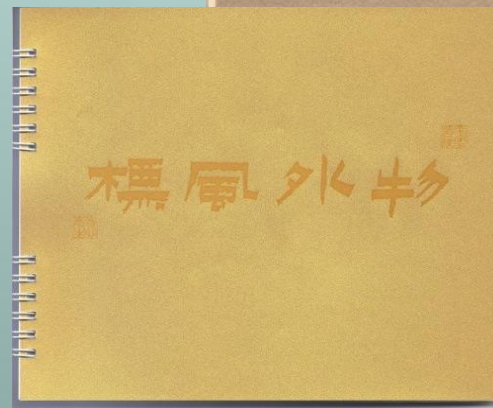
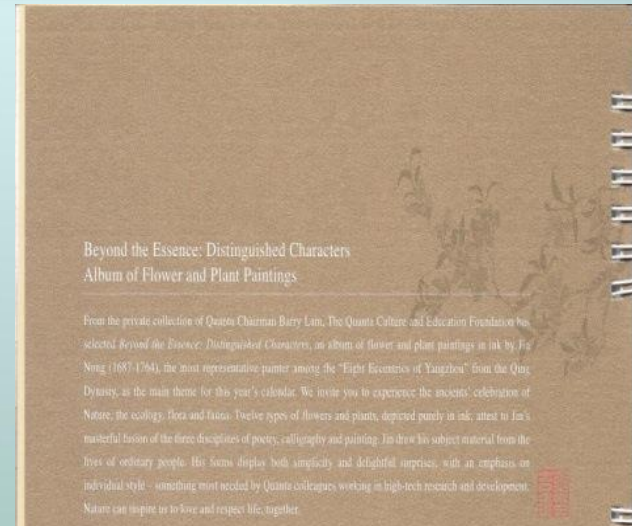


BABEL
COMMUNICATIONS

QUANTA

Another Year of Thanks

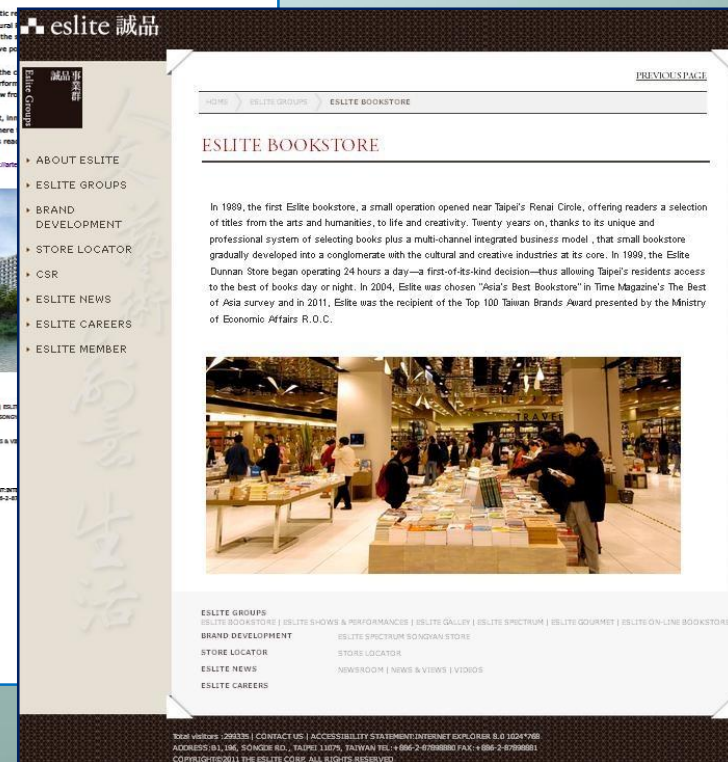
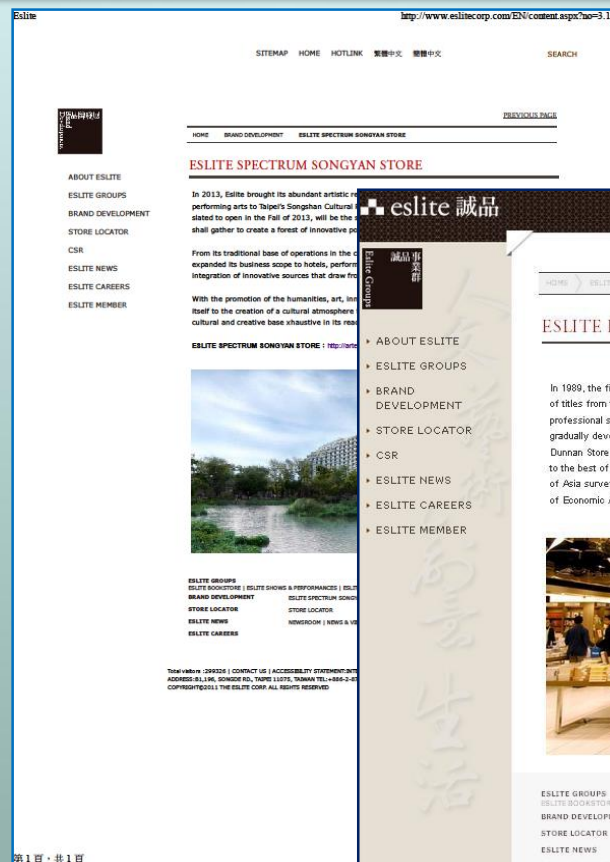
Every year the Quanta Foundation sends out a calendar to its benefactors and partners. Elegantly designed, each page of the calendar is a visual and literary treat. Babel was in charge of translating all content—much of it classical and abstruse in nature.



ESLITE

Window to the World

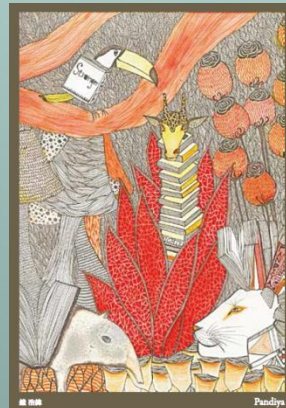
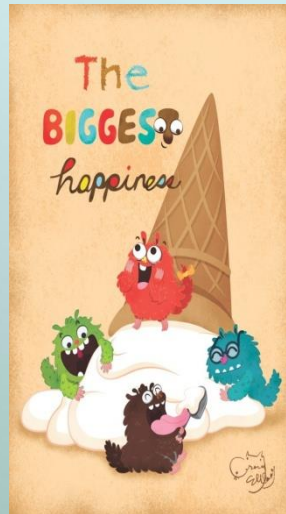
Babel has been a close partner of Eslite since 2005. We have been the go-to choice for many of the company's translating, editing, and copywriting needs. Recently, Babel's team of translators was asked to translate Eslite's main web portal into English.



ESLITE

One Picture Says it All

Several times a year, Eslite designs postcards for visiting tourists. Each postcard features original works of art, as well as a poem written by the artists. Babel is responsible for the translation of the poems which are found on the back of each card.



在這我是個小小漂流者，漫無目的躍過了高山，
穿梭於樹林，佇立片刻，又緩緩的離去，
把我的足跡偷偷的留在文字裡。

*A drifter am I, aimlessly
leaping over mountains tall
and mighty.
Weaving through forests,
I stop for a moment
And then am slowly off
again—
Secretly leaving behind
my footsteps on the page.*

我們曾經相遇、曾經相愛、曾經沉浸在彼此的光照之中，
記得懷念那份美好，與那份和文字交匯的甜蜜。

*Coming together, finding love
We basked in the light of each
other's company.
I fondly think back to that time
of beauty
Made so much sweeter by the
books and words we shared.*

Stony

A Cultural Feast

Introducing a stunning line of giftware for Chinese cultural connoisseurs, Stony asked Babel to undertake the English copywriting of all product names and their accompanying descriptions.



安平壺-在地特色展覽開幕贈品

An Ping Jar Gift Set



以贈品為主角的京兆尹月餅禮盒

King Join Mooncakes and Porcelain Tea Set

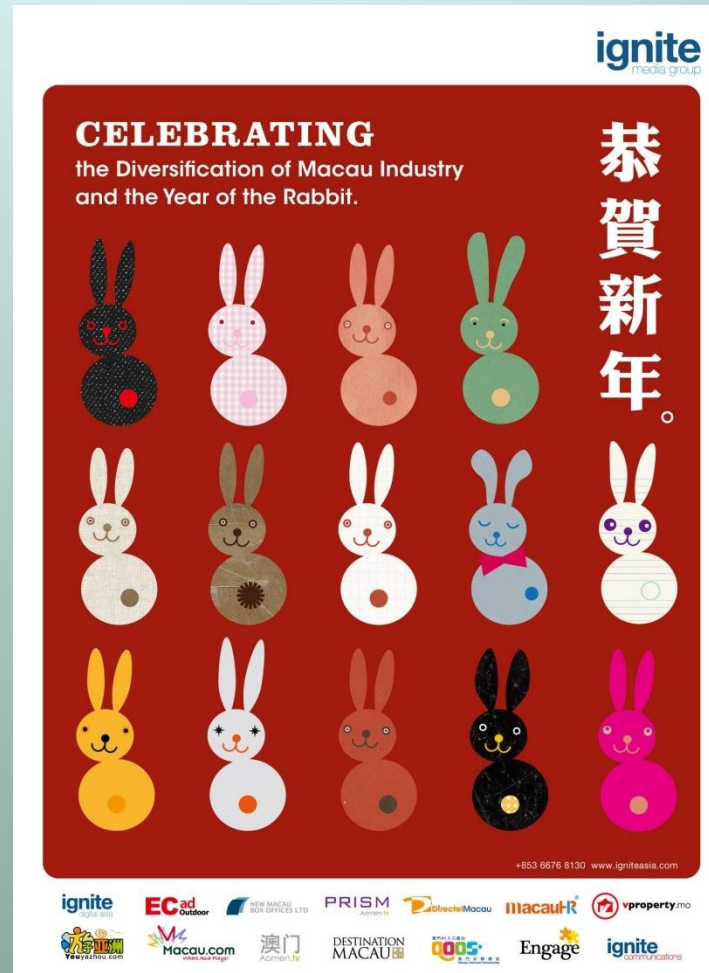


Porcelain wishing spinners

Ignite Macau

Chinese New Year's Greetings

Electronic New Year's greeting cards designed by Babel for Ignite Media Group Macau to be sent to its subsidiaries.



Contact

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