

Your brand. Adapted for any market. Delivered to any media.

What we do?

We are the world's best-value marketing localisation and creative production agency. For an average of just **€35 per hour**, we adapt advertising messaging – transcreating and localising marketing collateral and content so it's relevant geographically. Produce individual assets and executions that match each media channel's unique specification. And implement everything with complete accuracy and dependable quality.

Brand localisation

Your brand will speak powerfully and consistently to every audience, in every country.

Campaign and content production

Your creative assets will be adapted, resized and produced for each media channel.

Media delivery

Your ads and content will meet each media's unique specifications.

Benefits for you

| Benefits | Local ad agencies | Western European competitors | Spectra |
|---|-------------------|------------------------------|---------|
| > Save money from day one | ⊗ | ⊗ | ✓ ✓ |
| > Resonate locally | ✓ ✓ | ✓ | ✓ |
| > Drive consistency | ⊗ | ✓ ✓ | ✓ ✓ |
| > Leverage economies of scale | ⊗ | ✓ ✓ | ✓ ✓ |
| > Receive better management information | ⊗ | ✓ ✓ | ✓ ✓ |
| > Adapting assets | ⊗ | ✓ ✓ | ✓ ✓ |
| > Tighten security | ⊗ | ✓ ✓ | ✓ ✓ |
| > Greater transparency | ⊗ | ✓ ✓ | ✓ ✓ |

Trusted by leading brands

Anette van Dijk
European Head of Marcom
& Brand Activation
TP Vision

"Spectra always provides the creativity, flexibility and professionalism to match our needs. We were delighted with the quality of the assets."

PHILIPS

Lenovo

LEGO

adidas

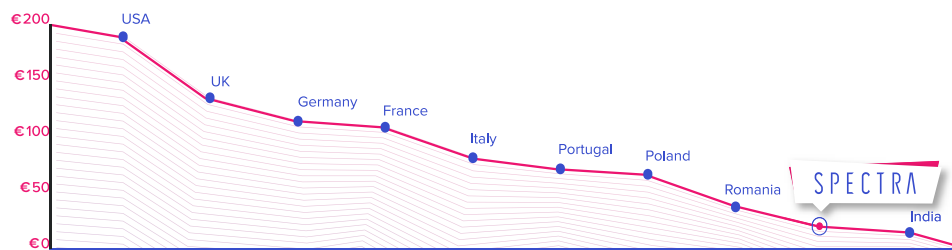
HONDA

TPVISION

BMW

GENERALI

Great value with great quality



Contact us and receive 20% off your first project



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