



Creative Culture celebrates its first 10 years!

LONDON, 9th October, 2018 – This October sees leading cross-cultural consultancy, Creative Culture, celebrate its 10-year anniversary.

And what a decade it has been since the founder, Mélanie Chevalier, decided to start a boutique, specialist cross-cultural consultancy in October 2008. Success quickly followed and just two years later, Creative Culture completed its 100th project. By 2012, the company had also established professional links in Paris.

Fast-forward to 2018 and Creative Culture has over 15 permanent employees based in central London, as well as an international network of over 1,900 in-market experts covering 150 languages, across 110 countries!

Over the last ten years, Creative Culture has built up [an impressive list of brand and agency clients](#). It offers a broad spectrum of expertise in cross-cultural consulting services, as well as recently developing thought leadership initiatives through a new series of Breakfast Roundtables, and the establishment of an [Advisory Board](#) that draws upon leaders in the communications, digital and cultural consulting worlds.

Since launching earlier this year, the Breakfast Roundtables have focused on the Russian, Korean and Saudi Arabian markets, whilst the Advisory Board has identified key initiatives to develop understanding and appreciation of the added value in improving cross-cultural communications for both marketers and for society as a whole.

“I started this company because I wanted to provide a new and different type of approach to cross-cultural consulting. The market 10 years ago was served by ‘me-too’ translation agencies – they didn’t provide the real insights into cultures and their consumers that would allow brands to make their global communications truly local. I wanted to provide real, locally-sourced expertise to provide these fully integrated and highly targeted insights, which make all the difference between a successful and efficient campaign and one that misses its mark,” says Chevalier.

To celebrate its accomplishments, the company will be holding an informal gathering this October, inviting a selection of key individuals who have made this journey possible. “From our fantastic team in our London hub to former team members, local-market experts, key clients and members of our advisory board, we want to celebrate this milestone,” Chevalier adds.

The company has continued to see sustainable growth over the last decade, with record turnover and profits forecast for this year, as well as an ambitious and exciting future strategy ahead.





About Creative Culture

Over the last 10 years, Creative Culture has become a leading cross-cultural consultancy that helps brands as well as their agencies in the development and roll-out of global strategies and campaigns. To do this Creative Culture provides a range of strategic, linguistic and cultural services to ensure campaigns cross borders successfully and consistently.

Creative Culture has built up a network of 1,900+ specialists located in over 110 countries worldwide, providing integrated solutions such as local market intelligence, cross-cultural audits, integrated local SEO and copy transcreation.

Creative Culture delivers a new approach to integrated communications across differing cultures, providing effective, in-market expertise to multinational brands and agencies.

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