

The challenge: Our client WÜSTHOF GmbH, Solingen Germany, recently worked with specialist brand marketing agency Endmark GmbH to clarify their brand language. WÜSTHOF, a cutting-edge, family-owned premium knife manufacturer, needed to ensure that their new brand language framework would work across international markets in English, their new corporate language. They therefore commissioned us to work with Endmark to create two more versions of their verbal identity manual: British English and American English. With these guidelines, WÜSTHOF now has the linguistic baselines required to maintain brand values around the world as their markets expand.

What we did: After careful study of the original German manual produced by Endmark we analysed the relevant UK and US markets and took into consideration cultural sensitivities towards the use of knives and how they are marketed and advertised. We highlighted to WÜSTHOF how negative associations invoked by certain words in Anglophone markets mean that words freely used in other languages can carry connotations of harm and become a reputational risk in English, meaning that as far as possible they should be avoided.

We then took the original German manual as a starting point and worked with native speakers of both British and American English to create a 70-page manual with brand language guidelines for the two English-language versions of the manual, tailor-made to our client. These include examples of model marketing copy, key word glossaries and full language integration which ensures that brand/corporate identity are consistently used and demonstrated, locating brand and corporate values in every project.

Specifically, this means:

Depending on which driver we are focusing on, different terms can describe the many aspects of craftsmanship.

Adjectives that describe and differentiate these terms help us to find the right word for every text and every situation.

Example:

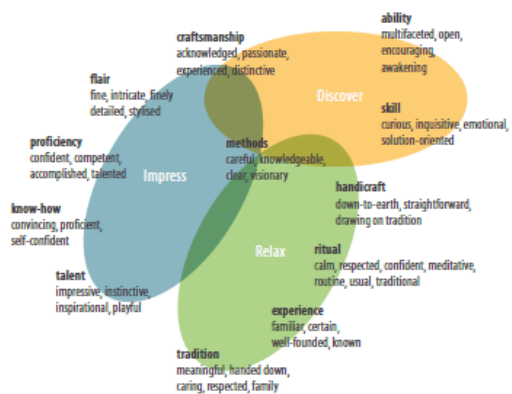
Consistently uncomplicated: our handle is an unmistakable symbol of knife craft.

When intuition meets know-how it gives birth to a knife without equals.

Synonyms and representations of 'craftsmanship'

A word that has many meanings, 'craftsmanship' represents our history and returning to our roots.

For this, we need concise terms that reflect the individual aspects of the subject. When referring to craft skills, the concept of 'ritual' can be positive, but remember that this specific word should always be used with care.



Clear and concise wording makes our brand language unique.

The results: #ONEWÜSTHOF.

The comprehensive brand language manuals that we delivered – British English and American English – provide a clear set of principles, including a checklist, word maps and sample texts, for both in-house and external, third-party writers. These will guide them in using WÜSTHOF's brand language more precisely to inform and inspire their target groups. WÜSTHOF can now be sure that, with the use of these brand language manuals, their brand can speak with one voice to their international teams and across their international markets, while still being sensitive to each region's cultural nuances.

