

International Communication Validation

ICV

Ensuring your communications work across languages, cultures, and markets, wherever your brand operates.

WHY ICV

For premium brands, getting your message translated is no longer enough.

What truly matters is whether your communications land as intended: linguistically, culturally, and strategically, in every market you operate in.

In an increasingly global and AI-enabled world, the risks of miscommunication are greater than ever. A phrase that resonates in one market can undermine trust in another. ICV exists to close that gap.

ICV reports provide expert human insight into how your communications are received across languages and cultures, protecting brand clarity, credibility, and long-term impact.

We help leadership teams understand where AI adds value and where human judgement remains essential, giving you confidence in how technology is used without compromising brand integrity.

WHAT AN ICV REPORT INCLUDES

- Independent, expert human review of translated content
- Identification of brand, cultural, and reputational risks before publication
- Guidance on using AI without compromising quality or control
- Clear, actionable insight for confident senior-level sign-off

ICV PROTECTS



BRAND EQUITY

Preserve the value and consistency of your brand voice in every language and market.



REPUTATION

Identify and eliminate cultural and reputational risks before they reach your market.



MARKET POSITIONING

Ensure strategic alignment between what you say and how it is perceived internationally.

