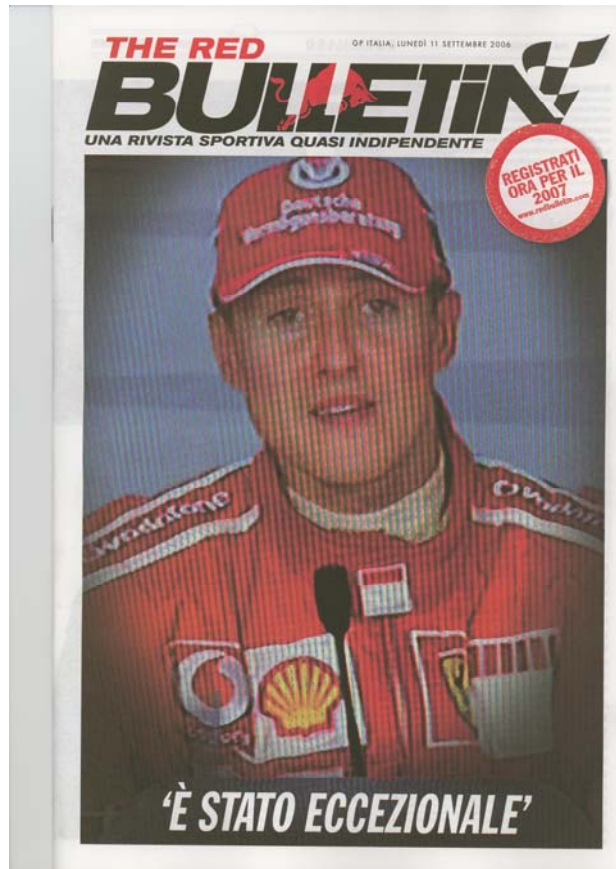


**AGOSTINI**  
Quality Translations



## Agostini Associati Quality Translations

Case study: RED BULL  
Project: THE RED BULLETIN

Milan, September 2006

*The language partner  
for your global business*

# THE RED BULLETIN – GP Italia 2006

## RED BULL and the “THE RED BULLETIN – GP Italia 2006” project

RED BULL publishes a daily sports magazine during Grand Prix races, which is distributed in the paddock and in the stands at the racetrack. The magazine is produced on a mobile editing platform.

This year, for the Grand Prix at the Monza racetrack, The Red Bulletin appeared in an Italian version. RED BULL chose Agostini & Associati for its translation services and *La Gazzetta dello Sport*, Italy’s biggest daily newspaper, as its publishing partner.

## THE CHALLENGE

The Red Bulletin needed to translate its articles into Italian. All translations had to strictly adhere to the following requirements:

- **QUALITY:** the translated articles had to read fluently and feature a creative style, and had to be in an appropriate journalistic register.
- **TIGHT DEADLINES:** the RED BULL journalists wrote their articles over the course of the race day and then needed translations in real time, to allow time for page layout, proofreading and printing.
- **ON-SITE TRANSLATORS:** translators were needed to be available at the Monza racetrack itself to translate, proofread and provide language support.
- **TERMINOLOGICAL CONSISTENCY:** the language and terminology used had to be uniform in all the Italian issues published.
- **MULTIPLE HEADLINE/SPACING PROPOSALS:** every headline had to have several alternatives to provide the RED BULL editors with multiple layout options.

# THE RED BULLETIN – GP Italia 2006

## **AGOSTINI & ASSOCIATI and the “THE RED BULLETIN – GP Italia 2006” project**

Agostini & Associati supplied the following to RED BULL:

- **ON-SITE JOURNALISM TRANSLATION:** native speaker translators with several years' experience in translating journalism were on-site at the Monza racetrack (we must admit, we didn't have to search too hard for volunteers!) to better interact with the Red Bulletin editing team at every stage of the project – translation, language support, and proofreading
- **PROJECT MANAGEMENT** services were available, including outside office hours and during the weekend

## **THE RESULTS**

RED BULL rated Agostini & Associati's translation and localisation of the motor racing journalism in The Red Bulletin:

- **QUALITY of TRANSLATION:** “excellent”
- **RESPECT for DEADLINES:** “good, even under pressure!”
- **AVAILABILITY OF TRANSLATION TEAM AND PROJECT MANAGER:** “high”
- **RESULTS for The Red Bulletin:** “heightened appreciation from the target readership”
- **OVERALL EVALUATION OF THE SERVICE:** 8/10

OP ITALIA, LUNEDÌ 11 SETTEMBRE 2006

# THE RED BULLETIN

UNA RIVISTA SPORTIVA QUASI INDIPENDENTE



2 THE RED BULLETIN

QUESTA VOLTA ABBIAMO MESSO a segno un gran bel colpo. In questi giorni The Red Bulletin approda nelle edicole insieme a niente di meno che La Gazzetta dello Sport. Subito usciremo con un altro numero di pagine per il più grande giornale sportivo a livello mondiale. Per la prima volta nei suoi 110 anni di storia la Gazzetta ha formato un sodalizio con un rivista straniera, che sarà pubblicata in italiano. De funzione, presto saremo più famosi del Beatles.

**COSA LEGGE SCHUMI PRIMA DI OGNI GARA?**

**RED BULLETIN**

REGISTRATEVI ADESSO PER IL 2007

www.redbulletin.com

THE RED BULLETIN

UNA RIVISTA SPORTIVA QUASI INDIPENDENTE

14 Soho Square, London, W1D 3QG Telephone: +44 207 494 2257

www.redbulletin.com

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 Adam Hay-Nicholls  
 Responsabile produzione Adam Carbajal  
 Progetto grafico Phil Slade, James Greenhow  
 Photo Editor Susie Forman  
 Fotografo Thomas Butler  
 Illustratore Dietmar Kainrath  
 Responsabile logistica Bettina Leidiger

Logistica Kate Robson,  
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 Camionisti Leigh Potthecary,  
 Martin Woodfine, Marc Sirett  
 IT Werner Stadlober, Bernd Gorbach  
 Christoph Raunig, Alexander Keck,  
 Squadra Stampa (pista) Oswald Halwax,  
 Marlo Wolf, Martin Young,  
 Oliver Ziegert  
 Responsabile progetto Bernd Fissl  
 Tradotto da Agostini & Associati,  
 Milano - Italia

QUESTO WEEKEND davanti a tutte le telecamere della copertina mediale sta particolarmente in vista il pilota che nel 1984, che un anno dopo conquistò il titolo di Campione del Mondo con la Ferrari. Gli abbiamo chiesto se secondo lui, alla fine, la decisione di Schumacher, "Tu pensi che lascerà la Formula 1, ma io non lo credo. Forse si prenderà un anno sabbatico, ma tornerà; magari non alla Ferrari, ma con Biatore."

BULLEVAARD

# THE RED BULLETIN

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