We Are
ARMÉIA is an award-winning, global full-service strategic communications and digital marketing solutions provider offering innovative, technological solutions for your B2B and B2C campaigns.

YOUR MULTILINGUAL COMMUNICATIONS PARTNER
Welcome

Vivian Isaak is the multi-award winning President of Magnum Group, a full-service multilingual communications company headquartered in Philadelphia.

For 25 years, Vivian has led Magnum with the mission to help its Fortune 100 and 500 clients maximize cross-cultural business results and expand internationally by dissolving language barriers in print, video and on the web.

Under her direction, Magnum has earned the 2016 SBA Women-owned Business of the Year award and the recognition of the City of Philadelphia for the company’s contribution to non-English speaking audiences.
Company Facts

1. Award-winning, multilingual communications & localization services
2. Locations: HQ in Philadelphia; Atlanta; Delray Beach; San Francisco
3. Industry Expertise and Stability: 97% client retention rate.
4. Emphasis on customized culturally relevant content
5. WBENC, WEConnect International and WOSB certifications
**Turnkey Service**

**Multicultural Strategy**
Globalization continues to provide new and exciting avenues for business growth. To successfully expand to new markets, large and small companies alike must overcome cultural and linguistic obstacles to communication.

**Multilingual Communications**
Magnum’s content experts will work closely with you to ensure all aspects of your organization’s multilingual communications are contextually and culturally relevant.

**Cultural Consulting**
Your corporate culture is a unique and relevant component of your company’s success. We provide cross-cultural management solutions designed to meet the global needs of multinational corporations.

**Transcreation**
Also known as creative translation, cross-market copywriting and international copy adaptation, transcreation is the process of recreating a message in another language, while maintaining the intent, style, tone and spirit of the original copy.

**Multimedia & Post-production**
Foreign-language audio-visual adaptation is a complex process that requires the right blend of professionals who are familiar with the challenges of working with talent and scripts in other languages and cultures.

**Translation & Localization**
Magnum offers unparalleled linguistic expertise and provides end-to-end solutions by centralizing all your language-related needs.
Specialized Services for Multicultural Audiences

- Analysis and understanding of the source texts for cultural relevance of content in different cultures and languages.

- Early engagement during the development and design of culturally sensitive concepts. This includes reviewing the creative brief and background information about the intended audience, such as market studies and focus groups, to understand how strongly populations identify with their ethnicity and cultural values.

- Adaptation of existing materials for use across cultures, in both language and presentation. Evaluation of the impact and significance of the creative elements (shapes, colors, images, text density and distribution) that will be used in print, video and on websites.

- Transcreation, a combination of translation and copywriting, is the process of taking a concept in one language and completely recreating it in another language to resonate with the intended audience.
Our Clients Around the Globe
(Partial List)
Our Certifications & Professional Affiliations

- Women's Business Enterprise National Council
- Woman Owned Small Business
- International Woman-Owned Business
Please stay in touch!

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