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**Providing English
subtitles during
COVID-19 outbreak**

CASE STUDY

IRBM



The company



IRBM is a leading biotechnology company in the field of drug research and development.

Its mission is to discover and develop innovative therapies to address complex medical challenges and improve people's quality of life.



The challenge



During the Covid-19 pandemic, various representatives of the company were interviewed on several Italian television programmes in relation to the new coronavirus.

The company **needed to make these video interviews available to an international audience**, in order to consolidate their position as a leading research institute and, at the same time, disseminate **their findings in a language that could be easily understood worldwide**.



The strategy



Creative Words was assigned the transcription of the original videos, their translation into British English, followed by subtitling.

To complete the project in one working week, we selected a specialised project manager and hired a transcriber, a team of native British linguists and a subtitler.



The result



Regardless of the pandemic, collaboration between all team members, led by Creative Words' Project Manager, made it possible to deliver the subtitled videos within the requested deadlines, allowing IRBM to publish their researches and interviews at a **global level**.





What they said



High-quality translations, professional and helpful team, fast and accurate to meet the agreed deadline.



IRBM



Your Italian Translation Partner

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