

About the project:

The Client was looking for a male voice over talent for 30 seconds in Chinese. It will be used for online advertising in the mainland of China and Hongkong. They had a Chinese script ready for recording. Since the provided script had an English slogan at the end, the voice artist must be able to read English fluently and enthusiastically.

Challenge:

1. The client would like to receive the voice in MP3 format. And the Audio length should be controlled in 30 seconds.
2. Since the voice talent is Chinese, generally the Chinese people may pronounce the English slogan and brand name with a little bit of Chinese accent. But the client wanted the brand name should be read in pure English accent.
3. Do not read any contents in the brackets, the pronunciation of website URL should keep the same way as English.
4. The turnaround time is one working day.

Our Solution:

CCJK are equipped with professional recording and studio devices. We have abundant experience in video editing, subtitling, and voiceover. Before starting the voice over recording, we have carefully prepared three male voiceover samples for client. Finally the client selected a powerful and passionate voice for this project. Since it is not easy for a Chinese people to read the English in pure English accent, we paid great attention to the pronunciation of the English brand name and slogan. The male artist listened the original English VO over and over again; he did lots of practice and tried every effort to imitate the English accent to meet the client's satisfaction.

Read Also: [Q and A about voice over in ccjk](#)

Client Feedback:

Great communication throughout the process. Great job!

About Client:

Lycamobile is Europe's largest MVNO helping over 20 million customers across 15



countries make affordable international and national calls to friends and family across the world. Every two seconds a new customer joins the Lycamobile family. Lycamobile has relationships with over 30 global mobile network operators for MVNO interconnect and SMS interworking. Lycamobile operates in Australia, Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the UK with further market launches planned in 2013.

ABOUT CCJK:

Founded in 2000 and born for Internet, CCJK is a highly trusted professional e-Services company supported by more than 2,000 talented linguists, engineers, designers and programmers who work as a super organized team. From language translation, desktop publishing, graphic design, software localization, website development, SEO, user guide to corporate eLearning, we provide one stop solution to help client gain competitive edge. We rely on streamlined and sophisticated process to ensure fast and quality delivery. By trusting CCJK's one stop solution, you need only focus on your core business, win market share and maximize your profit in simplest and soonest way.

Take a look at how we helped our client by localizing their project for Voice Over. [Click here](#) to read the complete case study