

A video can take you somewhere new.

BANGKOK

FOOD

PEOPLE

IDEAS

A BRIGHTER TOMORROW

Good
Stories
Travel
Far

SAME
STORY
MORE
PEOPLE
😊

Why did the spy bring
a ladder? Because great
intelligence is all about
higher understanding!

I can see
the adventure.
I missed
the joke.

DIFFERENT
LANGUAGES
SAME
LAUGHS
SOMEDAY
♥

What if I say
it **LOUDER?**

That is still
English.

GOOD
TRANSLATION
BRINGS
PEOPLE
CLOSER
♥

OPERATION:
THE JOKE
HAS TO LAND.

SAME
MEANING
MORE
LAUGHS
✓

ENGLISH VIDEO

THAI STORY

Different Words.
Same Feeling.
That's the Mission.

New mission.
Make it mean
the same thing
to me.

TRANSLATE
CULTURE
HUMOR
CONNECTION



OPERATION:
THE JOKE
HAS TO LAND.

PREPARE THE SOURCE.

Which version shall we dub?

The finished one.

SAME MEANING
MORE LAUGHS ✓

GOOD STORIES
TRAVEL FAR ✓

GOOD PEOPLE
BETTER STORIES

☒ STORY
☒ SPEECH
☒ CULTURE
☒ HUMOR

Clear speech.
Final cut.
Known words.

SCRIPT (FINAL)

That is still English.

FINAL SOURCE

CLEAR AUDIO
CLEAR IDEAS ✓

Why did it hear
duck instead
of **dub**?

TRANSCRIPTION SCANNER

MUSIC LOUD
CROWD NOISE
EXPLOSIONS
DISTORTED

"m... duck ... wo..."
"duck duck ...!"
"... ??? ..."
"???"



???

KARAOKE TONIGHT!

Because you
sang over the
sentence.

Recommended practice:
make a clean source before dubbing.

ORIGINAL (MIXED)

SEPARATED & CLEAN

DIALOGUE (CLEAR)

MUSIC (SEPARATE)

SOURCE PACKAGE

☒ VIDEO (FINAL CUT)
☒ CLEAN DIALOGUE
☒ SEPARATE MUSIC
☒ SCRIPT (KNOWN WORDS)
☒ READY FOR DUBBING

A boring
preparation step
saves the mission!

That is why
it is classified.

LANGUAGE
CULTURE
HUMOR
BIGGER REACH



MEANING OVER WORDS.

What was the line trying to do?

the spy brings
a ladder because
great intelligence
is about higher
understanding

Make you laugh.
And explain
the idea.

LANGUAGE
CULTURE
CONTEXT
HUMOR
THE BIGGER PICTURE

SAME STORIES
MORE PEOPLE
♥

Keep those.
Rebuild the wording.



INTENT



TONE



PUNCHLINE

DIFFERENT
LANGUAGES
SAME
LAUGHS
SOMEDAY
♥

Compare meaning and timing
with a fluent reviewer.

VERSION A

VERSION B

?

?

!!

!!

We have
achieved comedy!

We have
achieved a
better draft.

REVIEW NOTES

Good
Stories
Travel
Far ♥

TRANSLATE
ADAPT
CONNECT
MAKE IT LAND



OPERATION:

THE JOKE HAS TO LAND.

A SECOND WAY IN.

The dub is perfect!

I cannot hear the punchline.

HONK!
HONK!

VRRRRR
VRRRRR

Good
Stories
Travel
Far

BANGKOK
NIGHTS
BIG Ideas
BIGGER
AUDIENCES

DIFFERENT
LANGUAGES
SAME
LAUGHS
SOMEDAY

Give viewers
another way
to follow.

CAPTIONS
BRING
PEOPLE
CLOSER

CULTURE
HUMOR
IDEAS
CONNECTION

A BRIGHTER TOMORROW



Optional upgrade for your version:
readable captions.



AUDIO



CAPTIONS

- ✓ Same story
- ✓ More people
- ✓ Bigger impact

TRAVEL
PEOPLE
IDEAS
LAUGHS
EVERYWHERE

Two agents
for one joke!

And neither
blocks the other.

OPERATION:
THE JOKE HAS TO LAND.

AUDIENCE
LOCAL CONTEXT
CREATIVE OPTIONS
GLOBAL FRIENDS

SAME MEANING
MORE LAUGHS



GOOD
STORIES
ANYWHERE

DIFFERENT
WORDS.
SAME FEELING.
THAT'S THE MISSION.

THE REAL REVIEWER

SAME STORY MORE PEOPLE :)

The model says the Thai is flawless!

APPROVED?

GOOD STORIES TRAVEL FAR

I found a strange phrase.

FINAL DUB (AI MODEL)

Your presence honors my evening.

LANGUAGE
CULTURE
HUMOR
PEOPLE

BANGKOK IDEAS
TRAVEL
PEOPLE
CULTURE
CONNECTION

I know how this should sound to me.

My Review:

- TONE TOO FORMAL
- JOKE ARRIVES EARLY
- KEEP THE WARMTH

SCENE 2

Same line, different feeling.

1:12 / 2:34

PEOPLE LAUGH WHEN PEOPLE FEEL PEOPLE

But the machine sounded confident!

DATA
PATTERNS
TRANSLATION
SPEED
CONFIDENCE

AI
EXPERT
MODEL

Confidence is not a native speaker.

BETTER HUMOR BRINGS PEOPLE CLOSER

A fluent human has the final say.

EARLIER DRAFT

Your presence honors my evening.

REVISE

REVISED TAKE

Good to see you here.

APPROVED

Agent Drama accepts the verdict.

SAME MEANING MORE LAUGHS

STORIES
PEOPLE
LAUGHS
A BRIGHTER TOMORROW

BANGKOK NEXT



