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## Translation LLC: Steve Stoute

Carlin Dixon

*Bowling Green State University - Main Campus*

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# **STEVE STOUTE**

FOUNDER & CEO OF  
TRANSLATION LLC

Carlin Dixon

TCOM 4911

Media Leader Presentation

# WHAT'S YOUR MAJOR WHAT'S YOUR MINOR?

MAJOR- WHAT'S YOUR INTENDED  
CAREER GOAL?

MINOR- WHAT'S YOUR  
STRONGEST PASSION? IF MONEY  
DIDN'T MATTER WHAT WOULD  
YOU BE DOING?

# BACKGROUND

Steve Stoute, born in Queens, NY to Trinidadian Immigrant parents, graduated Holy Cross High School, in Flushing NY in 1988. After attending FIVE different colleges in two years, Stoute decided to drop out to pursue other options.

Steve then took a foray into real estate, before getting involved in the music industry, quickly become a major player in the development of hip hop and managing some of it's largest acts.

Soute decides to broaden his horizons and get into advertising in 2000, serving as a Partner at Arnell Group.

# ROLES HELD

1992- Road Manager for rap duo Kid 'N Play

1994- A&R Representative, RCA Records

1995-Executive Trackmaster Entertainment, a production company

1996- Co-Producer of Nas' "It Was Written"

1996- President of Urban Music at Sony,

1998- Consultant, Interscope Records

2000- Partner, Arnell Group Advertising Agency

2004- Founder of Translation, As a minority targeting agency

2011- Rebrands Translation as General Market Agency

# HISTORY

Translation, originally began as a minority targeting agency, in 2004 after Stoute's partnership with the Arnell Group, turned over as they closed their doors. Since then, Translation has become one of the major agencies clients go to when they want hip, fashionable work with you vibes.

Stoute's Background in music has allowed him to have access to the "inner circle" creating partnerships with a variety of celebrities and brands.

With campaigns such as, the McDonalds "I'm Lovin' It Campaign" with Justin Timberlake, The Apple Music "Chapters" campaign featuring Mary J. Blige, Taraji P. Henson, and Kerry Washington, and the State Farm "Meet The Hoopers" Commercial all under Translation's belt.

# MAJOR CAMPAIGNS

# PHILOSOPHY

## WE ARE TRANSLATION PULSE OF CULTURE

Soute founded Translation, with the idea that many marketers are misreading this generation's worldview, behaviors, and relationships to culture and the importance of brands in their lives. He believes this generation doesn't think in strict demographic groups such as race, gender, and age and realizes the importance of reaching multiple people on shared values and interest, Their Culture.

“Our work starts conversations, moves culture, and drives demand, establishing, long term relationships with people. We never lose sight of delivering tangible results that impact brand health, shareholder value, and improves sales for our clients.”



# MANAGEMENT

At Translation, Steve Stoute has instituted what he calls “Majors and Minors” your major is your role at Translation, whereas your minor is strongest passion.

Soute says, “We’re trying to get people to be honest about their minors. They’re not things you kind of care about or are easy to fill out..... When I ask you what your minor is, it’s the thing you’d be doing if you didn’t have this job. If money didn’t matter and it’s a passion you have. What would you be doing?”

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