



## **CASE SAMPLES + TESTIMONIALS**

HOW WE'VE HELPED OUR CUSTOMERS ACHIEVE  
THEIR MARKETING LOCALIZATION GOALS

“We really value the honest and professional relationship we have with Wordbank. They take the time to scrutinize our brief appropriately, spending time with us to understand the copy in question, before any translation work begins. They correctly plan the level of support needed for each project, checking in and communicating with us at each stage of the project, along with any questions that arise, and also factor time for review and any final feedback we can use for the next project. We really appreciate the rigor of their processes and support provided during each project.”

**JESSICA WESTON, PRODUCT MARKETING MANAGER (EMEA),  
HERMAN MILLER**



# WEBSITE LOCALIZATION + PRINT & SALES MATERIAL

## HERMAN MILLER

We provide translation, transcreation, media and online QA services for Herman Miller, a leading interior design and furnishings company. Since 2012, we've worked together to localize and launch HMI's global websites in EMEA, APAC and LAC, redesign and relaunch those websites, and maintain a cohesive strategy to ensure high quality in-language content both online and offline. We continue to support HMI's digital and print teams on ongoing site updates, new product launches, brand guidance, and supporting sales collateral.



- Translation and transcreation
- SEO keyword research
- Media services
- In-country review management
- Online QA
- Translation memory & glossary management
- Clay Tablet workflow integration



*“Wordbank’s translations are accurate and well developed across a range of content and topics, including product descriptions, sustainability information, brand content and interviews with influencers.”*

**GAIA FERRETTI, CONTENT SPECIALIST, TIMBERLAND**



# LOCALIZATION AND CONSULTANCY

## NIKE

Since 2007 Wordbank has supported Nike's global campaigns across 14 markets, including product launches, asset localization, internal training, local research and most recently global localization consultation whereby we worked with Nike to develop a three year roadmap towards improved operational efficiency.



- Translation & transcreation
- Interactive and print media
- TM & glossary strategy
- Focus groups & surveys
- Localization strategy consultancy

*"Thanks to the Wordbank team for another great job!"*



# CREATIVE LINGUISTICS

## BARBOUR

English luxury fashion brand, J Barbour and Sons, designs, manufactures, and markets weather-proofed outerwear, ready-to-wear, leather goods, shoes and accessories. Through our partnership in 2014, we worked with Barbour to develop a 'black box' localization solution, combining high quality language output with leading localization software, Smartling, workflow.



**Barbour**

- Transcreation
- Product name research and adaptation
- Product descriptions, banners and promotional material

***“Efficient process delivered high quality content, on time, on budget and on brand.”***



*“We’d be in rough shape without your partnership!”*

*“Just wanted to say THANK YOU for making our partnership so powerful – and enjoyable!”*

**ANDREW LAINSBURY, VP GLOBAL INTEGRATED MARKETING, ADEN + ANAIS**



# ONLINE CONTENT LOCALIZATION

## ADEN + ANAIS

Leading baby accessories brand, aden + anais, specializes in accessible, fashionable products that are safe and soothing for babies while simplifying the lives of parents. Since 2015, we've partnered to support a variety of their online content localization needs, incorporating quick turnarounds with streamlined cost models and processes, collaborating with our in-country linguistic teams who are fully onboarded to the brand. Their brand voice aims to be playful and approachably stylish, requiring a tailored mix of creative and straightforward translations.



- Simple and creative translation
- Search engine optimization
- Email marketing content localization
- Facebook ads localization
- Localization of packaging and print materials
- French (for all markets including Canada), German, Italian, Spanish, Japanese





# LOCALIZATION AND DIGITAL MARKETING

## ICEBREAKER

Icebreaker, retailer of performance merino wool apparel, partnered with Wordbank to localize their eCommerce site in 2012. Icebreaker then asked Wordbank to support their domestic digital agency with both organic and paid search to realize seasonal revenue opportunities in France, Germany, and Canada.



- Translation & transcreation
- Media services & online QA
- TM & glossary management
- Keyword research
- Ad copy creation
- Google Ads campaign builds

*Icebreaker saw a 230% ROI on its German paid search program.*



# TRANSCREATION UNIQLO

Japanese fashion brand UNIQLO makes clothes that “transcend all categories and social groups.” In 2008, UNIQLO began partnering with us on their Japanese to English localization process for their growing UK and US markets. We continue to help them define and grow their brand in providing locally relevant content and authentic user experience.



- Brand guidelines & TOV creation
- Glossary development
- Ecommerce transcreation and product description translation
- Banner & POS transcreation
- Local stakeholder engagement via telephone interviews & written surveys

*On-message localization has supported rapid expansion and record operating profits for 10+ years.*



*“Thank you for compiling the survey results and sharing them back with us in this succinct deck!*

*Wordbank's proactivity in mining for feedback and continually seeking ways to improve is an amazing asset to our partnership. It has no doubt greatly contributed to our growth together over time, and I think I can safely say on behalf of this group that we are truly grateful for this effort by your team.*

*We look forward to the next steps you'll be taking, and do let us know where we can lean in and be a better partner in helping to achieve any solutions / goals.”*

**EMILY EMERICK, CREATIVE PARTNERSHIPS, NETFLIX**



# GLOBAL CREATIVE MEDIA SERVICES

## NETFLIX

Netflix is the world's leading internet entertainment service with over 148 million members in 190+ countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. In 2017, Netflix engaged with Wordbank for help in scaling their graphic design efforts for localized title cover art for licensed and Netflix Originals content. To date, we've delivered more than 20,000 title designs in 30 languages.



- Graphic localization and from-scratch design
- Technical and visual QA
- Custom process and system engineering



*“Thank you so much - you guys have the best customer service!  
We appreciate it!”*

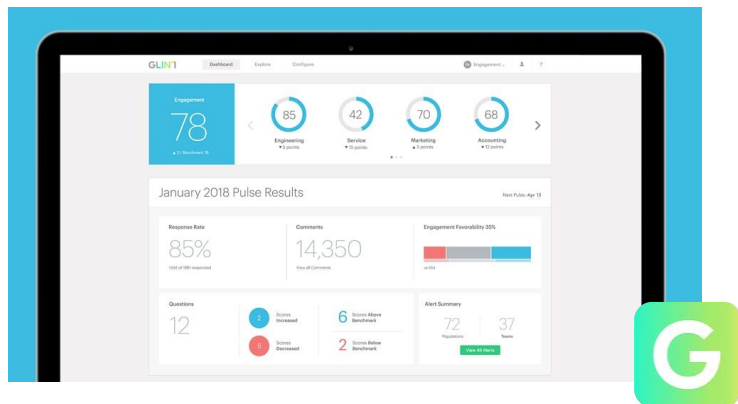
**CELIA GOUVEIA, VP CUSTOMER SUCCESS, GLINT**



# GLOBAL PRODUCT + MARKETING LOCALIZATION

## GLINT

In 2018, Glint (an HR analytics software company; now part of LinkedIn), reached out to Wordbank for support on product localization after quality issues with a previous partner. After several successful localization projects with their product team, Glint's customer success and marketing teams engaged with Wordbank to support not only on localization work but also across digital marketing initiatives in EMEA. On the digital marketing side, our PPC and SMM work now spans France, Germany, Sweden, UAE, Ireland, Netherlands, South Africa, UK, Saudi Arabia, Finland, Denmark, Norway, and Belgium, and we're regularly localizing product and customer-specific content into 68 languages.



- Technical, creative and simple translation
- SEO keyword research + on-page optimization
- PPC strategy + account management
- SMM strategy + account management
- Website localization & online QA
- Customized end-to-end lead life cycle tracking

### EMEA PERFORMANCE HIGHLIGHTS:

#### Google:

- **Cost per Click:** 18% improvement
- **Conversion Rate:** 1,533% increase
- **Cost per Lead:** 91% improvement
- **Qualified Leads:** 956% increase

#### LinkedIn:

- **Cost per Click:** 118% improvement
- **Impressions:** 154% increase
- **Clicks:** 100% improvement
- **Qualified Leads:** 173% increase

#### Facebook:

- **Click-through Rate:** 75% increase
- **Clicks:** 122% increase
- **Cost per Lead:** 48% improvement



“The challenge of publishing worldwide online training material in a global organization is daunting enough ... without the added complexity of localizing the content into 11-14 languages. I would not have been able to meet my goals if it wasn't for Wordbank. Their team of professional and knowledgeable linguists, project managers and technical staff proved invaluable to me throughout the content creation process.

Being able to transition from a labor-intensive product like CAPTIVATE (both in terms of modifying existing content and localizing final content for delivery) to a much more streamlined XML/FLASH combination really highlighted the strength of the Wordbank team. I was able to create a "baseline" English version of the course and offload the localization of content to Wordbank. What I received back was complete localized copies of the course that I simply had to redirect my FLASH code to display the localized version. With a few minor tweaks on my end ... the course was ready to go.”

**LOU BECKERT, SENIOR TRAINING ANALYST, DISNEY CONSUMER PRODUCTS**



# EDUCATIONAL ELEARNING & GAMES

## DISNEY INTERACTIVE

Since 2000, Wordbank has worked with numerous divisions of the Disney organization internationalizing and localizing multi-platform entertainment and learning content, as well as websites support parents of children of all ages. Our experience with Disney includes 100 Years of Disney, Baby Einstein, Camp Rock, Club Penguin, DXD / 3.0, Fairies, Finding Nemo, Monsters, Narnia, Pirates, Princesses, Handy Manny, Toontown, Snow White, Sorcerer's Apprentice, Stitch, and Toy Story.



- Translation and transcreation of 43 million words in 32 languages.
- Multimedia internationalization and localization
- Graphic design, content engineering, QA & testing
- Print asset localization
- Subtitling and voiceover
- Translation memory and glossary management





# COPYWRITING & DESIGN FOR SOCIAL MEDIA

## UNITED NATIONS

In March 2020 the United Nations (UN) put out a “Call for Creative” in response to the rapid global spread of COVID-19. The UN was looking for help in translating critical public health messages into work that would engage and inform people across different cultures, languages, communities, and platforms. They were looking for creatives to bring their own magic to these key messages – a creative twist, a cultural quirk, an interpretation – to amplify the messages to audiences across the globe.



- Internationalized creative concepting
- Copywriting & transcreation
- Original design, animation, and cultural adaptation
- 11 unique deliverables targeting US English, Mexican Spanish, German, French, Italian, Arabic, Hindi, Thai, Japanese, and Turkish audiences worldwide.

*The UN received 17,000 submissions from 143 countries in 20 languages. Our work was selected for their library of artwork to educate, uplift, and inspire individuals and communities all across the world through the global crisis.*



# TAILORED SPECIALIST LINGUISTICS

## SEATTLE CANCER CARE ALLIANCE

Seattle Cancer Care Alliance is a cancer treatment and research center in Seattle, Washington. Established in 1998, this nonprofit provides clinical oncology care for patients treated at its three partner organizations: Fred Hutchinson Cancer Research Center, Seattle Children's and UW Medicine. In 2017, we began work with their Agency of Record to translate website content, brochures, and other patient support materials. Due to the specialized nature of the content, the SCCA team hand-picked the Wordbank linguistic team working on their translations.



- SCCA onboarded and dedicated linguistic team
- Specialist translation
- Print media services
- Video subtitling

*"The detail you provided on the sample translations were perfect. Thanks again for your help and quick turnaround! You've been such a great vendor!"*



*“We looked at a few transcreation agencies before partnering with Wordbank and it was obvious that Wordbank’s approach to bringing to life the core character of our brand was unique. They understood immediately the importance of our personality and tone of voice and the results have been brilliant across multiple streams of work.”*

**FELIX HUNTER, HEAD OF INTERNATIONAL BUSINESS DEVELOPMENT, SIPSMITH**



# BRAND MESSAGING LOCALIZATION & TRANSCREATION

## SIPSMITH

Sipsmith, a Beam Suntory brand, is a microdistillery based in London. Sipsmith came to us in April 2016 to take their brand message global. With a distinct voice and story and even some of their own Sipsmith language, they were looking for the right partner to help them expand into Europe. We initially completed content samples enabling Sipsmith to get involved in the selection of our in-country resources assigned to their brand. From there, our work expanded into print, social and online assets, including adaptation and localization of Sipsmith's signature brand book.



- Cross-platform content localization and transcreation
- Print and interactive media
- Brand asset management via custom glossary and TM strategy for approved content





# GET IN TOUCH

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