

Case Study



Summary

UPS is the world's largest package delivery company and a provider of supply chain management solutions.

Their office in Brazil contacted Link Translation requesting translations that accurately capture abstract concepts and then transferring them from one ad to the next.

Challenges

- ✓ Custom localization process requested with extra quality assurance steps:

Translation, Proofreading, Back Translation, Language Sign-Off, Desktop Publishing, Language Quality Approval, Client Final Approval.

- ✓ High Quality Desktop Publishing Requested.

Solutions

- ✓ Our first approach was to localize the ad to fit the target market, while keeping the message consistent with the original, but making it pertinent to the Brazilian market.



- ✓ In addition to translating the source materials from English to the target language, we also provided a back translation of the localized content from the target language into English.



- ✓ This extra step allowed the company to see how the original message was modified for the target market so that the changes could be reflected in subsequent iterations.



- ✓ Back translation involves taking the translated version of a document or file and then having a separate independent translator (who has no knowledge of the original text) translate it back into the original language.



- ✓ Once the translation was approved and the client completes the Language Sign-Off stage, the material is sent to our Desktop Publishers, responsible for converting the text back into the final layout in InDesign.



- ✓ A draft PDF is then prepared and submitted for language approval before a final high-resolution PDF is created and sent for final client approval.



Benefits

Our goal is to protect the client's brand and to convey the intended message.



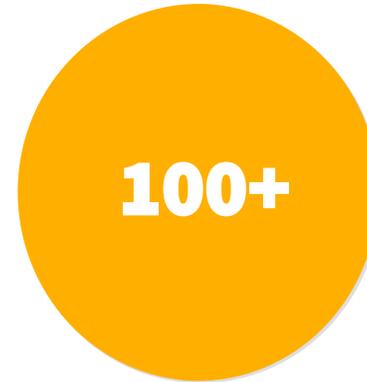
Each component of the ad campaign was accurately and consistently translated so that the consumer in the target market understands the message, recognizes it as part of a single, on-going campaign, and finds it appealing.



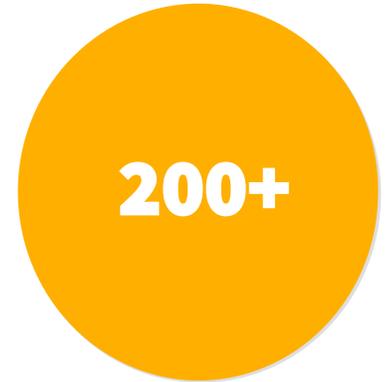
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