

TOP 10

2018'S TEN MOST MEMORABLE GLOBAL
MULTILINGUAL MARKETING CAMPAIGNS

Who Excelled—And What You Can Learn
From Them In 2019



As 2018 comes to a close, we have the opportunity to take a holistic look at the world's most notable multilingual marketing efforts this past year.

Some campaigns are serious; some are amusing. But all are among the marketing stars that made 2018 so special.



MCDONALD'S PROVIDES PERFECT DIRECTIONS

Campaign: Follow the Arches

Category: Food & Beverage

A clever application of McDonald's iconic Golden Arches, this campaign comprised multilingual **billboards** featuring arches cropped to create directional signs. Accompanied by copy such as "on your left," "on your right," etc., these golden roadmaps directed drivers right to the nearest McDonald's. Winner of the Grand Prix at the 2018 Cannes Lion.



ARIEL CLEANS UP WITH A MESSAGE FOR DAD

Campaign: Dads #ShareTheLoad

Categories: Household Goods/Public Service

This simple, **brief video by a laundry detergent provider** in India conveyed a powerful global message: that men should help with household laundry chores, traditionally viewed as "women's work" in India and elsewhere. The video and its far-reaching theme struck a chord: Ariel's sales increased 76%, and the video went viral in 16 languages and 22 countries. Ranked #1 in the WARC 100, which measures the world's top-performing marketing campaigns.



LUFTHANSA SAYS “YES” TO THE WORLD

Campaign: Say Yes to the World

Category: Travel & Tourism

In this **cross-media brand refresh**, Lufthansa installed aircraft seats in public places in New York, Munich, and Shanghai. Company representatives asked passersby to sit in the seats and answer the question, “Why do you love the world?” The campaign included digital, out-of-home, print, social, mobile, and cinema ads. It also featured **AI-powered ads** that enabled potential travelers to interact with Lufthansa with travel-related questions that pertained to 15 European destinations.



APPLE BURSTS ONTO THE TWITTER SCENE

Campaign: iPhone XS Launch

Category: Technology

For an advertiser that had never posted an organic tweet, Apple made a **big splash on Twitter** when it promoted tweets in 12 languages this past September as part of its iPhone XS launch. The tweets spearheaded a campaign that featured a promoted trend, a custom-built “like for reminder,” a hashflag, and a live stream of the launch—all perfect elements for appealing to the fans and journalists who shape popular opinion.



HSBC THRIVES WITH NEW BRAND PROMISE

Campaign: Together We Thrive

Category: Financial Services

With a presence in 65 countries, HSBC is a bank with a sizable marketing footprint. So when it made a new brand promise by changing its longtime tagline from “World’s Local Bank” to “**Together We Thrive**,” people took note. And then, when it rolled out this new theme with eye-catching, impressively localized ads in 17 airports around the world (a venue pioneered by HSBC), it considered its new identity officially launched.



SPOTIFY GOES FOR LAUGHS— AND NEW CUSTOMERS

Campaign: 2018 Goals Campaign

Category: Media & Entertainment/Music

Though this campaign originated in 2017, it focused around 2018 goal-setting, and it’s too good to omit from our list. Spotify’s **multilingual campaign** was designed to attract new music-streaming customers through its humorous billboard ads. The campaign’s jocular copy was based on real takeaways gleaned using Spotify’s sophisticated data analytics and was part of the company’s move from a digital-only marketing presence to the physical world.



TURKISH AIRLINES EMBARKS ON A LEGO-BUILDING SPREE

Campaign: Safety Video

Category: Travel & Tourism

When Turkish Airlines unveiled its **new in-flight safety video**, it provided passengers with a treat: An animated film featuring the cast of The Lego Movie. This fun video not only informed viewers, it entertained them—due, in large part, to the efforts of 16 assemblers who turned 2,938,840 Lego bricks into a set. 24 million views on YouTube in English; 2.6 million in Turkish.



WONDER WOMEN WORKS WONDERS (WHAT ELSE?!) FOR WARNER BROTHERS

Campaign: Wonder Women Bracelet Project

Category: Media & Entertainment/Movies

To promote its Wonder Woman blockbuster in Latin America, Warner Brothers developed the **Wonder Women Bracelets Project**, which invited regional artisans to create bracelets inspired by those worn in the film. The project promoted cultural diversity and generated artists' stories that drove PR, events, and content creation in 14 countries. Won Gold at the World Media Awards.



NINTENDO CONVINCES 20 MILLION GAMERS TO SWITCH AND PLAY

Campaign: Switch and Play

Category: Video Games

In 2018, Nintendo took its successful marketing initiatives for the Switch home gaming console to the next level, building on its “Switch and Play” campaign and showcasing the console’s play-it-anywhere versatility. By using catchy, new television commercials to target its **Japanese**, **U.S.**, and other worldwide audiences—and by blanketing social media—the company succeeded in reaching a monumental milestone: 20 million units sold.



TECATE SCORES A BIG WIN IN WORLD CUP COMPETITION

Campaign: World Cup Promotion

Category: Adult Beverage

Tecate, the Mexican beer brand, unveiled a clever **strategy for promoting itself** during the Russia-hosted 2018 World Cup. Tecate selectively adopted the language of the host country by changing its Mexican Twitter handle to Russian—and tweeting in Russian for the duration of the competition. The company also created a custom hashtag-triggered emoji for the campaign, targeting global customers with a common visual language.



TEN CAMPAIGNS, A SHARED STANDARD OF EXCELLENCE

These campaigns were all exceptional and well-received. Though varied in their approaches, they shared common elements that contributed to their success. Each campaign featured:

- **A powerful message** that resonated globally, regardless of the location of origin
- **Expert localization** that treated the culture, language, and societal expectations of each target market with sensitivity
- **Simplicity of presentation**, in which a primary theme was delivered with concise copy, basic-yet-appealing visuals, and a vibrant singularity of purpose
- **A nimble design** that was easily adapted for use across multiple geographies, platforms, channels, and devices

These elements of success seem so simple. And yet, most global multilingual marketing efforts continue to miss the mark. What's needed, and what is so often lacking, is effective collaboration between a marketer and a partner that specializes in **reaching global hearts and minds.**



MAKE THE TOP MULTILINGUAL CAMPAIGN LIST IN 2019—PARTNER WITH LIONBRIDGE

Ready for the challenge? In 2019, rely on Lionbridge as your global multilingual marketing partner. We're the industry leader that offers you:

- **Best-in-class** marketing translation, transcription, copywriting, vocalization, and visual adaptation services in more than 300 languages—fully capturing local nuances, dialects, and idioms
- **Localization capabilities** that are finely attuned to the cultural norms of each particular market
- **A network of 500,000 experts in 5,000 cities** that gives us the scalability to handle any global program or set of programs

Let's start something.

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