



SETTING A NEW STANDARD FOR FAST AND AGILE MULTILINGUAL PUBLISHING

100,000 CUSTOMERS
IN 175 COUNTRIES

150 RESEARCH AND
DEVELOPMENT CENTERS

13 INNOVATION CENTERS



Project

Led by the Digital Marketing Director, DuPont's global digital marketing team was determined to streamline, standardize and localize its digital presence and align it with the corporate brand. A revamped site was in order. Striving to maintain local relevancy while also achieving global brand consistency, the team envisioned a multinational, multilingual marketing engine that would accurately represent the company's legacy and value proposition, accelerate customer engagement and drive global demand.

About the Customer

DuPont is an American-based global conglomerate and has a centuries-long legacy of scientific discovery and application. Today, it brings world-class science and engineering to the global marketplace in the form of innovative products, materials and services across electronics and imaging, nutrition and biosciences, safety and construction, transportation and advanced polymers businesses.

The Challenge

With 100,000 customers in 175 countries, 12 major business units, 60 sub-units, 150 research and development centers and 13 innovation centers, DuPont had an extensive but disconnected digital footprint. Overall, there were 1,200 distinct websites with varying levels of brand compliance and user experiences. The original website was comprised of 50,000 pages. New branding and logos as well as slimmed down content and web real estate were all part of the desired enhancements.

The main challenges included:

- Reaching the same number of customers with fewer languages
- Balancing growing local market needs without reducing brand consistency
- Reducing complexity while improving performance and operational efficiencies
- Establishing an agile publishing process that works for global and local users alike
- Having real-time programming and project management reporting

The Solution

DuPont's digital team partnered with Adobe and Lionbridge on an innovative online solution that would showcase the global brand while reflecting local market needs. The group installed the Adobe Experience Manager (AEM), which integrates directly with Lionbridge's project submission platform and automatically returns content deliverables. The team crafted a streamlined approach based on a "minimum digital infrastructure," a scalable core structure that would accommodate unlimited country-specific websites and deliver:

- A consistent, centrally-managed portfolio of country sites with local-language brand presences in key markets
- Globally consistent branding and messaging integrated with locally relevant products and services
- Up-to-date, editable, country-specific content—plus the ability to repurpose standardized global content
- In-country SEO improvements

Using the AEM connector, DuPont sends content for translation securely and quickly to the Lionbridge team. Highlights of the relationship include:

- A small group of project managers to streamline communications and accelerate projects
- Translation efficiencies applied across business units
- Automatic population of correct country site with translated or transcreated content
- Expert translators to ensure technical and scientific accuracy
- Automated file transfer and built-in, updateable style guides and glossaries
- A standardized "country launch" process



Results

DuPont was so pleased with its improved digital footprint results that it hired Lionbridge for a second website refresh following a major organizational change. Translation and localization are now one-touch processes. Content selection and analysis, project approvals, translation reviews and final publishing are all handled within the system. And as DuPont's business continues to globalize, the digital model's scalable structure and optimized workflows will ensure consistent and engaging online experiences for customers worldwide. Highlights of the DuPont and Lionbridge collaboration were:

- 27 in-brand country sites were launched in the first seven months
- 48 sites went online with plans for more to be added
- Reduced errors and turnaround times saved money and decreased time-to-market
- Content sharing and repurposing became available across markets and channels
- Actionable, real-time data with big picture and granular views was established

Connecting During COVID

When COVID-19 hit, DuPont experienced a surge in business in its personal protective equipment sector. Healthcare workers and first responders involved in the pandemic response visited DuPont's Personal Protection website section to access information about Tyvek® garments, resulting in a nearly 300% increase in page views at the height of the pandemic. Site visitors from across the globe were interested in the distribution and availability of DuPont's products, as well as guidance on cleaning and disinfecting. By partnering with Lionbridge, DuPont was able to provide information about personal protective equipment in a variety of languages.



“ We needed to move from being a US-centric site masquerading as a global website, to [having] an individual website in every country important to us. Our content has to be local and global at the same time. ”

Digital Marketing Director

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