

LET YOUR
GLOBAL BRAND VOICE SHINE

OPTIMIZING THE IN-COUNTRY TRANSLATION REVIEW PROCESS FOR BETTER QUALITY BRAND COMMUNICATIONS



DON'T LET YOUR BRAND GET LOST IN TRANSLATION

You work hard to carefully craft your brand messaging and communicate it to your target audience. But when it comes to sharing your brand with global prospects, the essence can get lost in translation.

That's because the traditional in-country translation review process has got it backwards – checking for quality at the end of the process instead of building it in from the beginning.

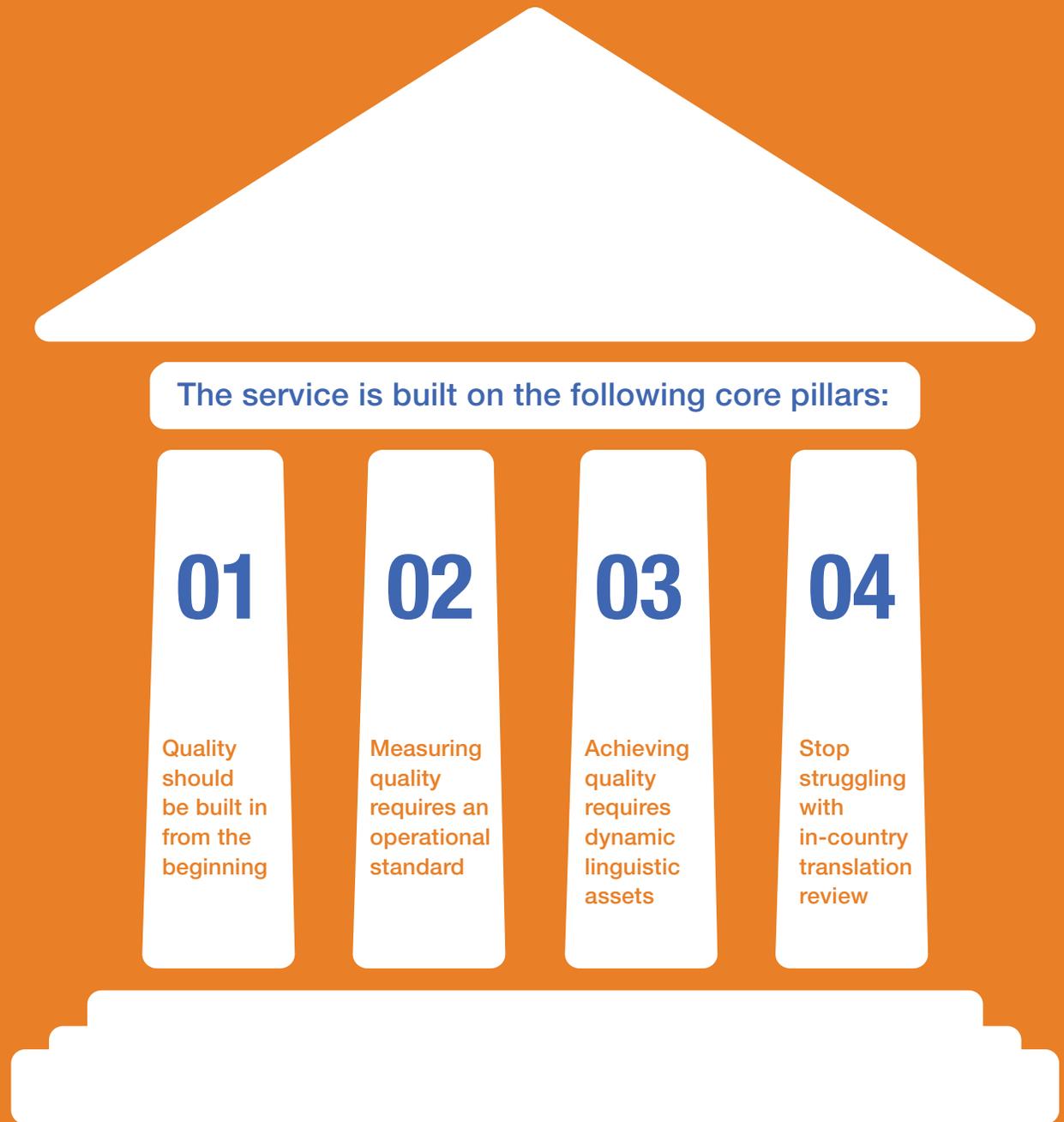


If you're frustrated with the results of your global branding initiatives, you're not alone. Nearly every company struggles with in-country review. Traditional methods often involve a complicated workflow that can be plagued with time zone delays, scope creep, translational inconsistencies and outright errors.

So if you're tired of struggling with the traditional approach, and concerned about the impact questionable translation quality could have on your global brand image, it's time to look for a better way.

BUILD IN QUALITY AT EVERY STEP OF THE PROCESS

The Lionbridge Global Brand Voice service builds in translation quality from the beginning, measuring it against defined operational standards and powering the whole process with dynamically updated translation assets based on leading-edge translation technologies.



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QUALITY SHOULD BE BUILT IN FROM THE BEGINNING

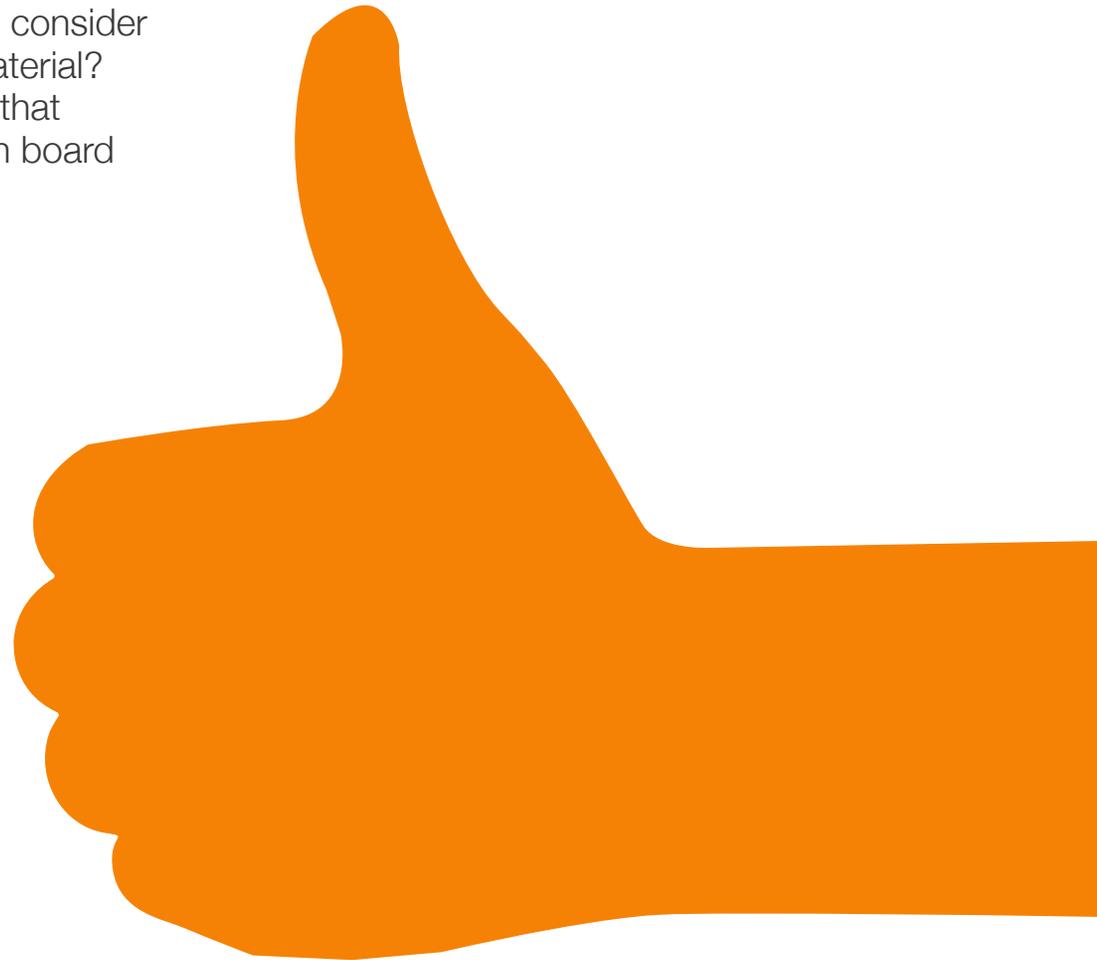
Building global consistency into your brand messaging starts with unifying the parties involved in communicating your brand. Lionbridge will facilitate a virtual commitment session, bringing together corporate translation owners, in-country reviewers and language service providers to participate in the development of the change process. Developing and agreeing to standards, definitions and levels of quality before work begins sets expectations and ensures fewer disagreements over project details.



02

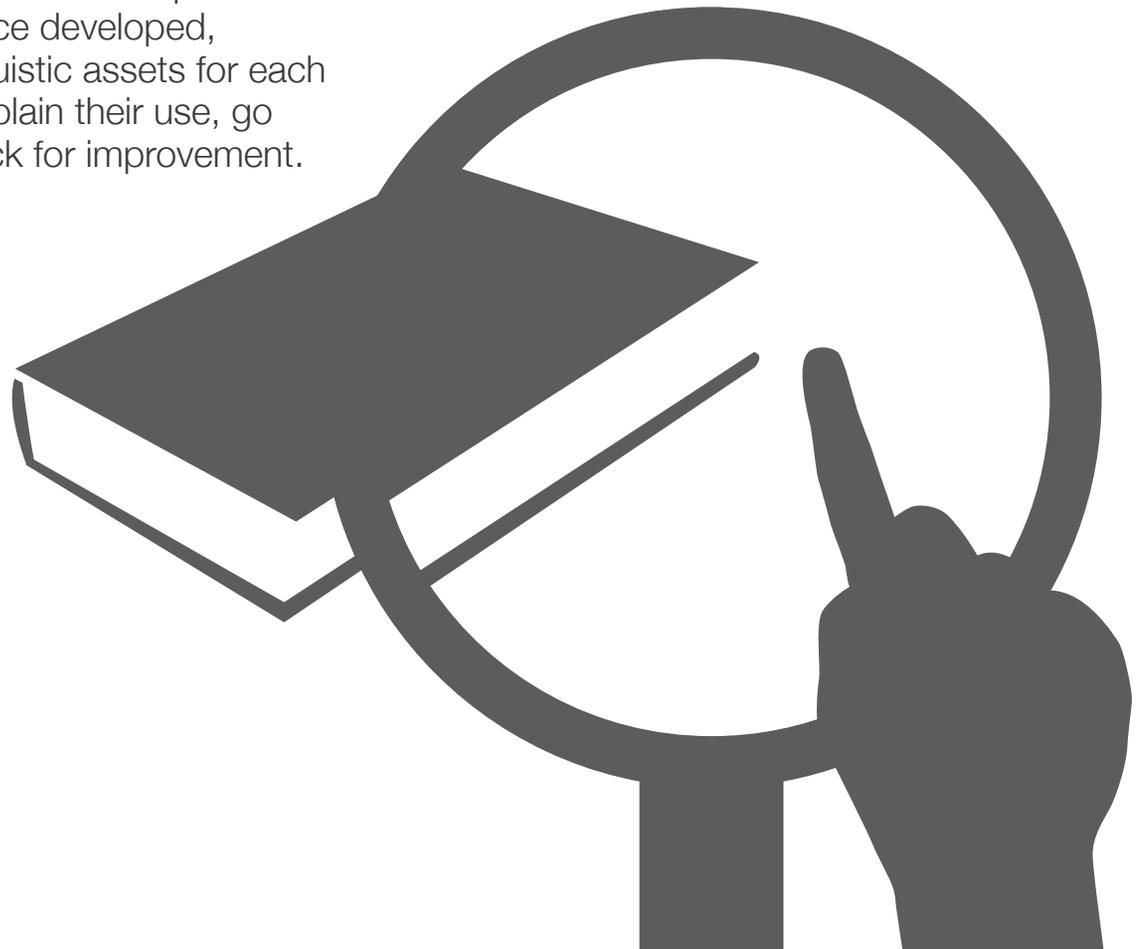
MEASURING QUALITY REQUIRES AN OPERATIONAL STANDARD

Determining a quality standard is not a straightforward task. For example, what do you consider an error? What do you consider a preference vs. an unacceptable change to the source material? Lionbridge facilitates the creation of operational standards that are right for your brand—and ensures that all parties are on board with them.



ACHIEVING QUALITY REQUIRES DYNAMIC LINGUISTIC ASSETS

Brand messaging is all about consistency. Style guides, glossaries and translation memories are effective tools to ensure consistent translation of your key messaging points. Collecting and making your brand messaging elements available via leading edge translation technologies will both keep translators on script and prevent delays during the review process. Once developed, Lionbridge Linguists will walk through the linguistic assets for each language with the designated reviewers to explain their use, go over the existing content and capture feedback for improvement.



STOP STRUGGLING WITH IN-COUNTRY TRANSLATION REVIEW

With quality standards and expectations established and baked in to the process, you can enjoy higher-quality translations and ensure that your projects stay in scope. Most importantly, you can ensure that your brand image remains intact in all of your global markets.



To learn more about the Global Brand Voice program, download the solution brief or contact a Lionbridge onDemand representative to learn more: www.lionbridge.com/contact-us



ABOUT LIONBRIDGE

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our innovative cloud technology platforms and our global crowd of more than 100,000 professional cloud workers, we provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the customer lifecycle.

Learn more at www.lionbridge.com.

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