

## CASE STUDY

# GLOBAL SOFTWARE BRANDING

## FEEL THE PULSE OF THE BRAND ACROSS KEY LOCAL MARKETS

### The Challenge

The fastest growing HR software provider in the Nordics, this brand is widely recognized as a complete, end-to-end solution for the employment cycle, targeting forward-looking HR Directors keen to make their organizations leaner.

In continuing to expand internationally, the brand realized it needed to start rethinking the way its marketing content was adapted for different markets. Following the development of a new content strategy, it began revamping its corporate website which lies at the heart of every one of its marketing activities. In the beginning, the client centrally-created, adapted and produced all websites for markets including Finland, Sweden, Norway, Denmark, the Netherlands and Switzerland in-house, but realized that there was room for improvement in terms of quality of the localized content.

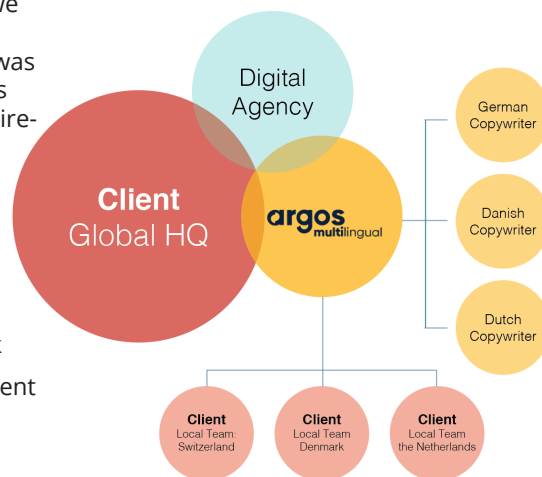
As people are central to everything this HR software brand does, its marketing content's tone of voice must be people-friendly. The copy should always be squarely focused on customer benefits, and be presented in a confident and professional style. Language used must also reflect the brand's personality and create a positive attitude. An optimal 'casual, yet professional' balance was ultimately identified as being the key to distinguishing the brand from its competitors.

### The Solution

Led by our Global Creative Services team, we began talking to the brand's global marketing staff early on. The ultimate aim was to ensure we better understood the brand's specific messaging and overall project requirements.

#### The steps included:

- Scope Analysis
- Choosing the right team
- Terminology extraction and style check
- Managing agency partners and local client feedback
- In-context review



### The Result

The value of our work can be gauged from local market teams' appreciation of the thorough way their input had been carefully evaluated throughout the detailed pre-translation process. Our efforts on behalf of the brand ultimately not only scored high on quality but also received overwhelmingly positive feedback in all languages.

### What They Say...

*"The process works excellently. I very much appreciate the thorough approach and process to ensure the best results and the impeccable local language and tone of the brand."*

– Chief Marketing Director