

Case Study

Arnold Schwarzenegger's Political Campaign Group turns to iLanguage for localization of JoinArnold.com

Political candidates are increasingly leveraging the power of the Internet to enhance their campaigns and communicate to the ethnically diverse audience in the United States. Democratic Presidential Candidate Howard Dean has harnessed the power of the Internet, launching a successful Internet campaign in English and Spanish, taking him from a virtual unknown to a viable candidate for President.

Arnold Schwarzenegger, one of the leading candidates in the race for the Governor of California, realizes the importance of being accessible to different ethnic groups in the United States. His fan site, www.Schwarzenegger.com, has been available in three languages since 2000. His political campaign site, www.JoinArnold.com is an important tool in his political campaign. The Latino population in America numbers more than 30 million, with nearly 75% residing in the electoral vote rich states of California, Texas, New York, Florida and Illinois.

The Challenge:

The client requested translation of all of the English content into Spanish. It was also extremely important to Arnold Schwarzenegger's political campaign that the content be extremely accurate, and iLanguage was the perfect choice for the job. Based on a previous relationship localizing Schwarzenegger.com into German and Spanish, the client knew that iLanguage could be counted on to efficiently and precisely handle the sensitive campaign information. Turn-around time is a critical factor, as daily updates, having to be performed in mere hours, were crucial to ensure the readability of a dynamic site.

The Solution:

iLanguage assembled a dedicated in-house project team to handle the localization of the documents from start to finish. As each portion of the site was translated, a proofreader ensured accuracy, and then forwarded the final product to the client for approval.

The Result:

iLanguage flawlessly translated the entire website, providing the satisfied client with the localized content needed to accurately communicate Arnold Schwarzenegger's political views and the latest information surrounding the campaign. iLanguage continues to handle the maintenance and updates of the localized sites Joinarnold.com and Schwarzenegger.com.