

Case Study

A division of the world's largest beverage company chooses iLanguage for Translation & Localization of its website into Spanish

One of the world's most trusted beverage brands, realized the importance of reaching the 12.4 million US Hispanic internet users, of whom nearly 50% prefer to view online content in their native language. The site was developed by a privately owned, full-service interactive media agency based in New York.

The Challenge

The media agency was responsible for delivering a completely functional localized Spanish website to their client in 30 days. The project included working in native HTML files, images, forms, Word Documents, flash files, Java scripts and an automated content management system for press releases and articles. In total the project consisted of over 120,000 words, 125 HTML pages, 123 Word Documents and over 600 images. The project timeline was set to 30 days. After evaluating 5 vendors, the media company chose iLanguage based on web programming knowledge, translation experience and previous experience working with media companies.

The Solution

A glossary was developed and client approval was obtained before translation began to ensure full compliance with the company's copyright and marketing guidelines. Terminology was carefully researched to ensure that the terms would be relevant in Latin America. Words for cherry or passion fruit flavors have different names, depending on whether you are from Mexico or Colombia. Database-driven articles and press releases were transferred into text file formats for translation in-house. The iLanguage web engineer and localization expert worked closely with the Client from the beginning, to ensure that the file and directory structures were followed correctly. The first step was to stage the English website in an internal test environment. This allowed the team to easily identify the scripts that performed all the web functionality. Then, as translated files were completed, these were propagated into the mirrored Spanish test environment. This also allowed a "true" environment for the proof reading and testing to occur. This process also allowed iLanguage to receive immediate feedback on the work as it progressed. Images that needed the slightest change, font re-sizing or color enhancing, were immediately corrected. Menus had to be re-done due to the variations of text sizes between English & Spanish. Finally, the functionality of the Client's English website was enhanced further after the testing process uncovered ways to optimize website functionality. The website was zipped and delivered when the client was satisfied that all the changes were made. During the project, iLanguage maintained daily communications with the media partner and delivered within budget and on schedule.

The Result

The Client was very thrilled by the localization efforts of iLanguage. "iLanguage demonstrated the critical competencies needed to efficiently and effectively localize our client's web site. In addition, the iLanguage team consistently exhibited a level of professionalism and responsiveness that every agency should hope for when working with a translations vendor."

iLanguage continues its long-term relationship by performing the ongoing website updates.