



CASE STUDY

Language services in the Retail sector for the **Learning & Development** division of **Leroy Merlin**.

“SUBTITLING AND DUBBING OF 150 VIDEOS FROM FRENCH INTO SPANISH (EU).”

SPECIFICS

- Glossary creation to capture key words about neuromarketing so to discuss and get client approval on the project terminology prior to translating.
- Voluminous project made up of 150 videos (totaling over 500 minutes), supportive InDesign files and Power Points as well as one e-learning module built in Elucidat.
- More than 500 minutes of timed audio recording in Spanish EU via three actors that the client selected from our voice talent for us to then synch the recorded timed audio clips into the videos (UN-style dubbing).
- Rolling delivery of 150 videos with their supportive materials.
- Implementation of client feedback.

ABOUT THE COMPANY



The Leroy Merlin brand was born in France in 1923 thanks to the entrepreneurial strategy of the spouses Adolph Leroy and Rose Merlin (the latter of Italian origins).

Leroy Merlin is a home improvement and gardening retailer serving several countries in Europe, Asia, South America, and Africa. Indeed, Leroy Merlin is present in 12 countries, with 100 000 co-workers and 400 stores. Adapting to local markets and promoting partnerships are key drivers for Leroy Merlin.

OBJECTIVES & PROJET SCOPE



OBJECTIVE

Leroy Merlin designed a training program about neuromarketing in French that they needed to deploy in Spain. This project was to be deployed over a period of 2 months with the aim to educate employees on the power of visual merchandising, namely through key actions and considerations to be taken to optimise each employee's store section and boost sales by attracting the correct target audience. All videos in scope had to be subtitled and dubbed for a greater accessibility.



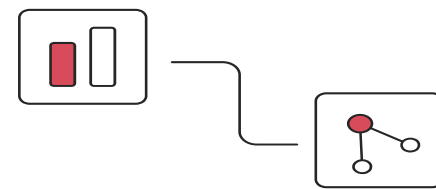
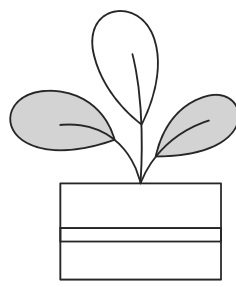
PROJECT SCOPE

The client required the localisation of 150 videos (totalling over 500 minutes of audio). The extent of training materials dealt with was over 120000 words to be translated from French into Spanish EU. The client also required the creation of a project glossary to harmonise and agree on the key terminology prior to translating. For accessibility purposes, all 150 videos had to be subtitled and dubbed by our team.

PROJECT-RELATED CHALLENGES:

Once Leroy Merlin and Transladiem defined the project requirements, we kicked off the work bearing in mind the following challenges:

- ✓ Establish the project plan with priority files and batches agreed with the client per language to organise a rolling delivery and stick to our e-learning localisation process while making sure our linguistic quality assurance measures were applied at all stages of the process.
- ✓ Coordinate 4 linguists, 3 Spanish voice talents to record over 500 minutes of timed audio, create the subtitles and edit all videos as per the client instructions within the 2-month timeframe given for the whole project
- ✓ Identify industry-specific terminology, build the project glossary to be sent out for the client's in-country subject matter experts (SMEs) to approve or amend them, whilst maintaining the client's preferred style and corporate tone-of-voice
- ✓ Format the supportive materials (InDesign and Power Point files) and drop them, as well as the 150 videos, into the correct place holders of the project e-learning module build in Elucidat to hold and present all materials together.



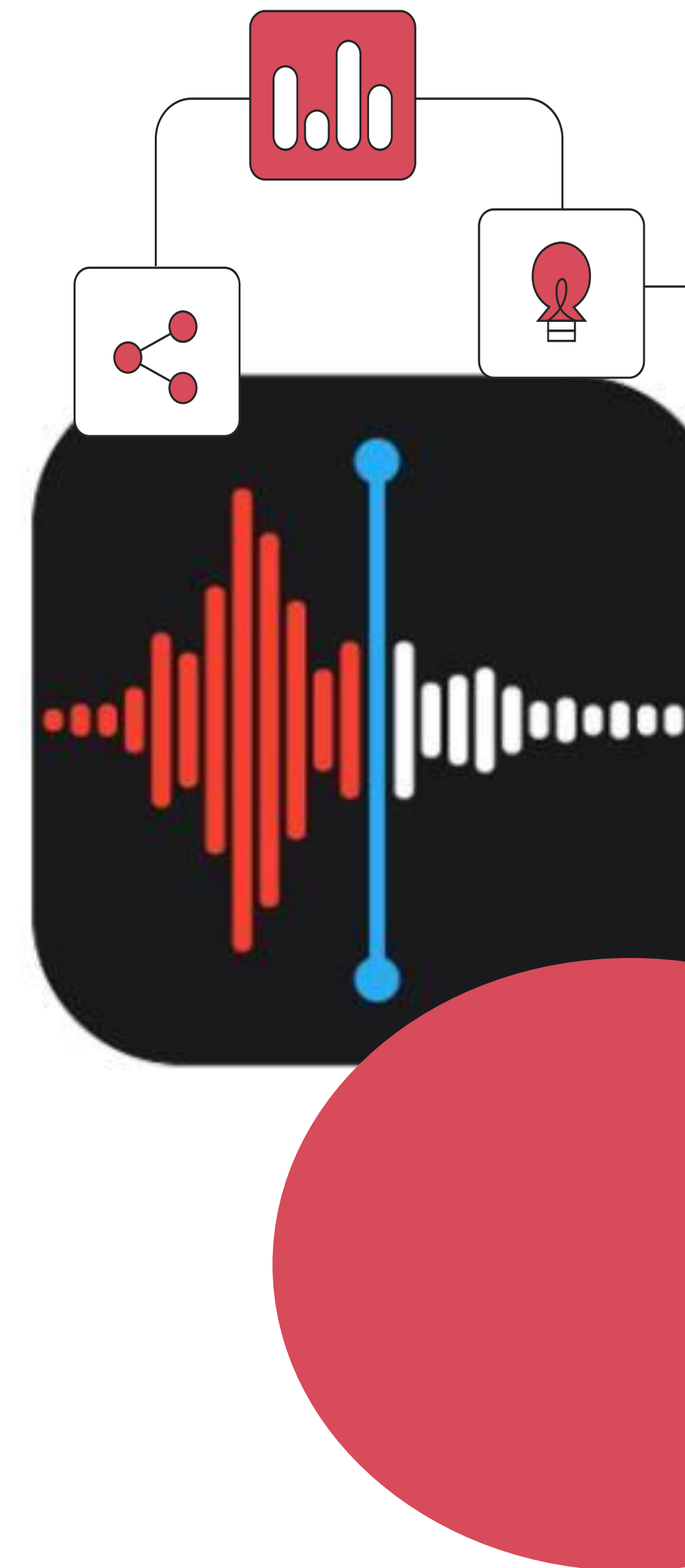
THE SOLUTION

With more than 120000 words to be translated into Spanish (EU) and 150 videos (totalling over 500 minutes of video) to be subtitled and dubbed for accessibility purposes within 2 months of time, our dedicated Transladiem team had to put together a watertight project plan based on the client project requirements and timescale. Key dates and step turnaround times have been discussed and agreed upon prior to kick starting the project and clear indications have been given regarding when input would be required by various parties, including client SMEs.

Our team selected carefully the right linguists to work with, in this case they needed to have retail and marketing expertise on one hand and on the other hand experience with character-limitation rules in translation as 150 video scripts were to be translated too, meaning that the translations cannot be longer than the original sentence length and match the original source material timings! Translation was then carried out, for which the adherence to the project glossary and translation memory was verified by our team. This QA step was then followed by proofreading and editing by a second linguist, which then triggered another internal QA step called validation, so to make sure all edits or amendments made by the second linguist are in line with the approved terminology and do better the natural flow of the translated text.

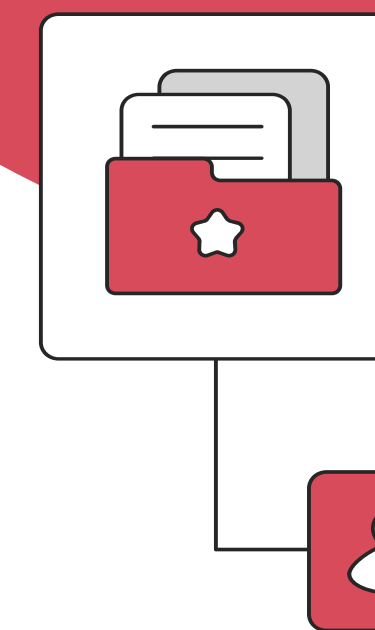
Once all content had been translated, our production team could start formatting the side supportive materials such as InDesign and Power Point documents as well as creating the SRT files that will be used to subtitle the videos and issuing the final scripts so the voice talents selected for this project could also start recording. Our video editing team has then subtitled all videos and synch the recorded timed audio clips into the videos using the UN-style dubbing technique. It was key here to progress on all materials in batches and to delivery on a rolling basis so to allow the client to start reviewing early enough our deliverables in the localisation process so to have time to implement any potential last-minute feedback! When all elements have been validated our e-learning team has rebuild the module in Elucidat and dropped in the right placeholders all project files (videos, PPTs, InDesign, etc)

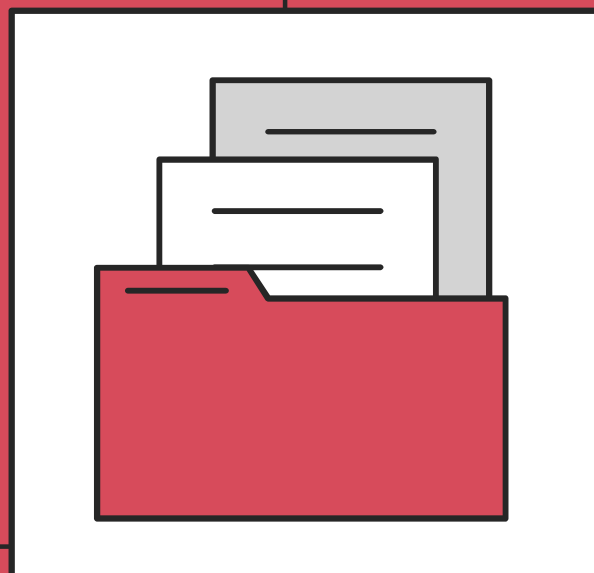
The project management team provided regular updates on the project's status to the client, ensuring timelines were maintained and any changes to content or to the project scope were dealt with in an efficient and timely manner.



RESULTS

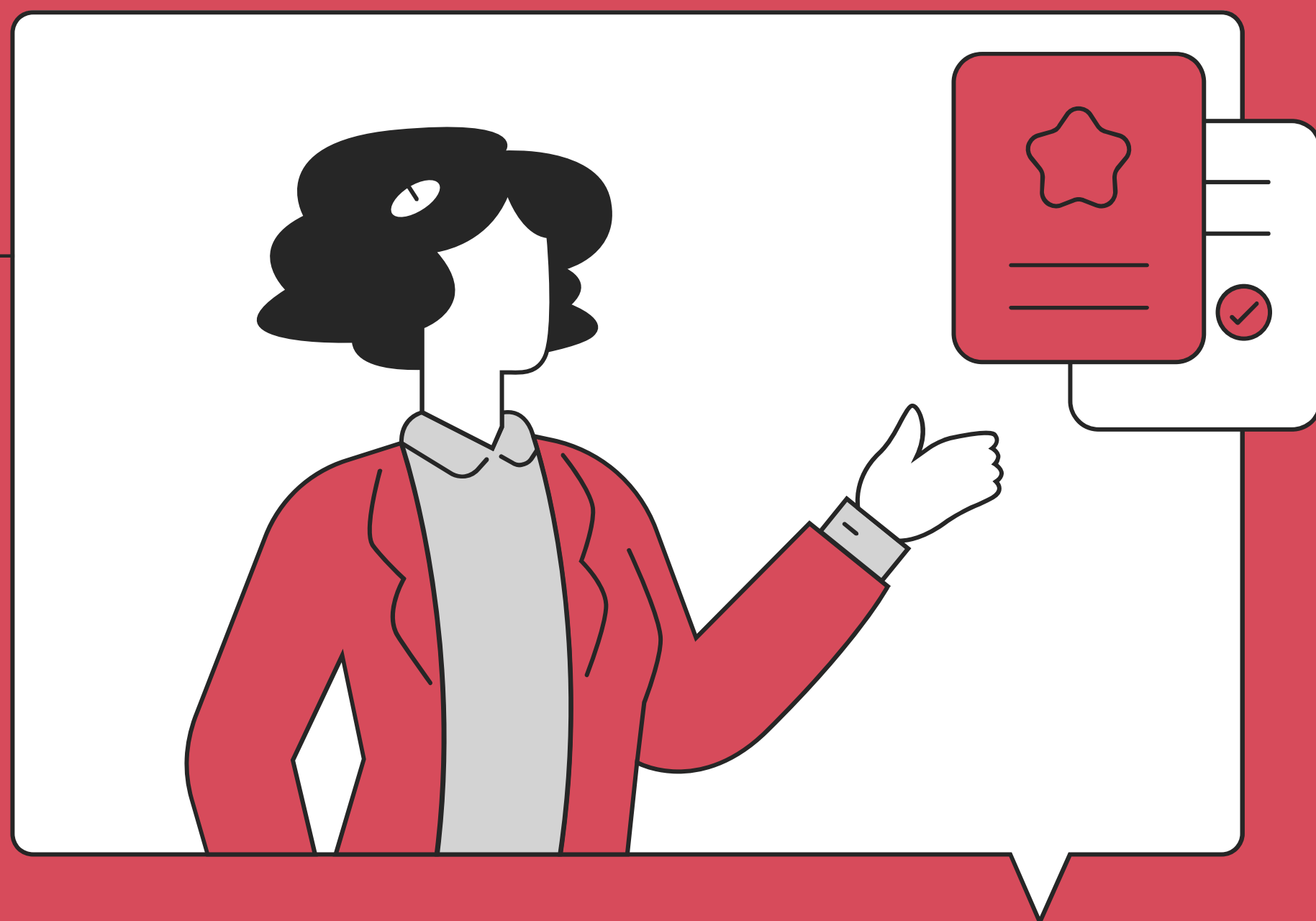
- Fully localised and tested dubbed and subtitled videos deliver on time!
- Tailored, approved and consistent terminology and style throughout the translated materials about neuromarketing.
- Optimised use of the translation memory technology that enabled consistency and savings through leveraging repeated content from current and past projects completed for Ecolab.
- Streamlined process and effective communication liaising directly with Leroy Merlin key stakeholders and subject matter experts.
- Final delivery of all files into the corresponding place holders of the e-learning module built in Elucidat to hold all materials together for the learners.





TESTIMONIAL

FR: “Transladiem nous a aidé dans le déploiement d'un parcours micro learning sur le Neuromarketing. Constitué de 150 vidéos, l'ensemble a été traduit avec ajout d'une voix off pour une durée de 8 heures. Initialement en Français, tout le contenu a été traduit en Espagnol.. ”



EN: “Transladiem helped us deploy a micro-learning curriculum about Neuromarketing. This curriculum is made up of 150 videos, everything has been translated and recorded for dubbing purposes for a total duration of 8 hours of audio. Originally in French, the curriculum and its videos is now entirely available in Spanish”

L&D PROJECT MANAGER AT LEROY MERLIN

PROFESSIONAL LANGUAGE SERVICES FOR THE **LEARNING & DEVELOPMENT** SECTOR

INDUSTRY SPECIALISTS AND BESPOKE E-LEARNING PROCESS

At Transladiem, all is made to ease the e-learning localisation process and to offer a seamless experience to our stakeholders. Indeed, our Sales, Account Management and Production teams are proud to rely on e-learning specialists acquainted with L&D requirements (accessibility via CC or audio narration, media elements such as images or videos, etc) and classic e-learning-related issues to anticipate when tackling multilingual e-learning localisation projects and rebuilding modules. We pride ourselves in mastering all authoring tools on the market and in having the most elaborated e-learning localisation process in terms of taking onboard our client's requirements and feedback and of collaborating with client's subject matter experts.

CUTTING-EDGE TECHNOLOGY

At Transladiem, we put our technology at the service of our clients. Our translation memory technology will help you generate savings and translating consistently through the time. Our Online Review Platform will streamline the review process of the subject matter experts on client side and ease the project management with no more manual handling of files -, indeed the review phase is centralised, and its advancement can easily be monitored by our clients. On a trendier note, to offer unbeatable timelines and keep costs low, we put our machine translation engines at our clients' disposal. We also master all e-learning authoring tools in the market and can take care of the whole process of recreating the modules or simply focusing on the translation of the exports while keeping the coding elements intact so your team can rebuild the modules internally if you have the capability to.

PROFESSIONAL LANGUAGE SERVICES FOR THE **LEARNING & DEVELOPMENT** SECTOR

FOCUS ON QUALITY

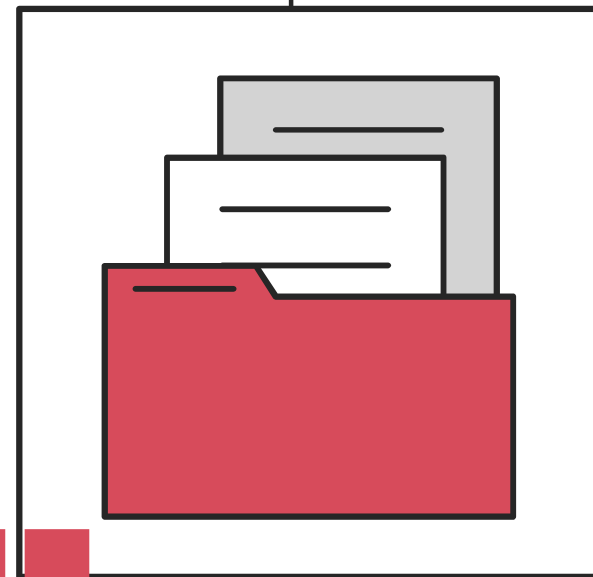
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid quality assurance processes are in place and performed by our projects managers who streamline the work of our resources (linguists, voice talents, video editors, engineers, etc). Every project step at Transladiem is QA'ed prior to prepping the files for delivery so last adjustments and fine-tuning can occur. Another unique quality-based feature is our enhanced translation process called "Verification & Validation" which have our project managers perform 2 checks during the translation process instead of a single final one. Hence, our translation workflow includes internal checks on the work delivered by both the commissioned project translator as well as by the project proofreader upon delivery to us, so to make sure that each step of the process is always thoroughly QA'ed and to allow us to react immediately in case of non-conformities.

PERSONAL APPROACH, AGILE PROJECT MANAGEMENT AND TAILORED PROJECT PLAN

Transladiem provides you with a dedicated account manager who will guide you through your next translation or localisation project. We will discuss and gather all key requirements and draft the project plan and the corresponding timeline accordingly so to match your expectations. Client input and feedback are sought continuously, and our highly-flexible and reactive project team is ready to implement planned as well as last-minute changes anytime!

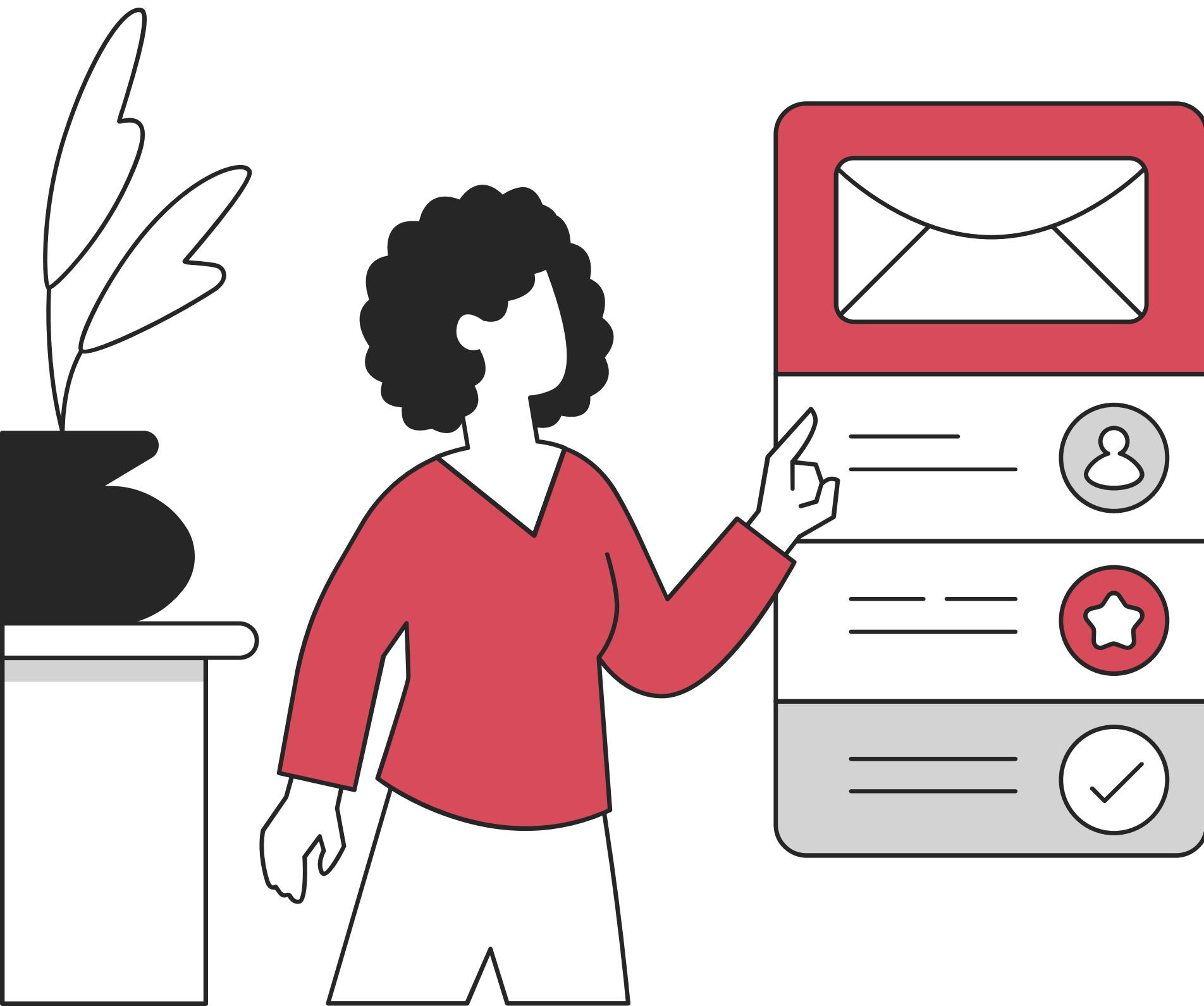


THANK YOU!



DO YOU HAVE ANY QUESTIONS?

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