



## CASE STUDY

Language services in the **Social Media** sector for **Pret a manger**.

**“LOCALISATION OF AN E-LEARNING MODULE BUILT IN ELUCIDAT IN  
8 LANGUAGES.”**

## SPECIFICS

- Running test translations in a pool of carefully selected social media translators to identify and select the ones that correspond best to the client's expectations for the German and Swiss German markets.
- Timely delivery of colourful, creative and impactful translations adapted to the brand tone of voice and targeted audience.
- Optimisation of hashtags and emojis across the target markets.
- Weekly batches of content spread out across multiple articles to be dealt with in a very fast turnaround time for both target markets.

# ABOUT THE COMPANY

Pret A Manger is a British sandwich shop franchise chain headquartered in London, United Kingdom and founded in 1983. It is popularly referred to as Pret.

Pret has over 400 shops in the UK, including 273 in London, plus three "Veggie Prets", which focus exclusively on vegetarian and vegan options. It also has shops in France, the US, Hong Kong and several other regions.

Around 90% of all Pret shops worldwide donate their unsold fresh food to local charities, giving more than 16,000 sandwiches, wraps, salads and baguettes every day to homeless shelters and charities



# OBJECTIVES & PROJET SCOPE



## OBJECTIVE

Pret A Manger planned to open new shops in Germany and the German-speaking region of Switzerland for which they wanted regular and fresh news to be published in the most popular social media. The project would consist in translating posts weekly that respect the brand jargon, image, tone of voice and targeted audience vocabulary. They required a fast turnaround time as the content released on a Thursday or Friday evening would need to go live by Monday on the selected social media.



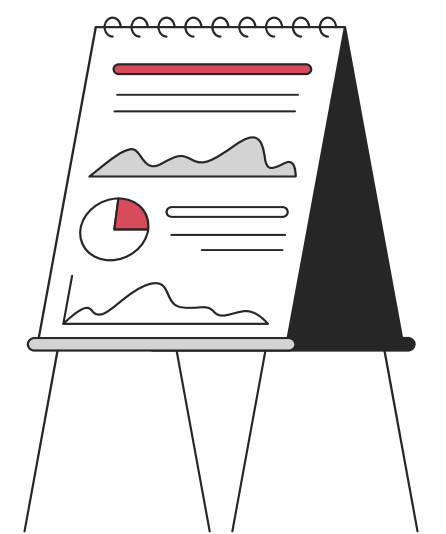
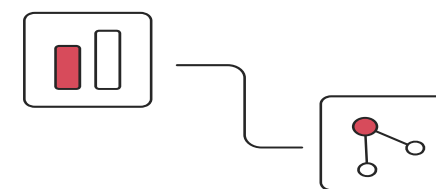
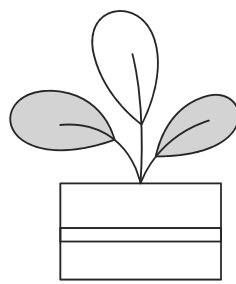
## PROJET SCOPE

Our client required to run test translations to identify the perfect translators for their content who will instantly grasp the right emotions to be conveyed and use the right vocabulary adapted to the targeted audience and that respects the brand tone of voice. The posts were drip-fed to us every week on a Thursday evening or Friday for a delivery in the client's Google sheet of all translated posts into Swiss German and German by Monday so to publish the content immediately on social media.

# PROJECT-RELATED CHALLENGES:

Once Group Pret A Manger and Transladiem defined the project requirements, we kicked off the work bearing in mind the following challenges:

- ✓ Finding the right linguists that perfectly match the client's expectations in term of tone of voice and vocabulary use to match the brand image and targeted audience's communication style.
- ✓ Making sure to make the best use of the social media features present in the post content such as hashtags and emojis.
- ✓ Establish a watertight and seamless localisation process to successfully deal with the client weekly batches of content and deliver them on time through a fast turnaround procedure.
- ✓ Work as one team with our client stakeholders and multiple the communication channels available by providing them with the right tools while the project is running to give us feedback on the translations themselves so to make sure we meet all requirements in a timely manner.



# THE SOLUTION

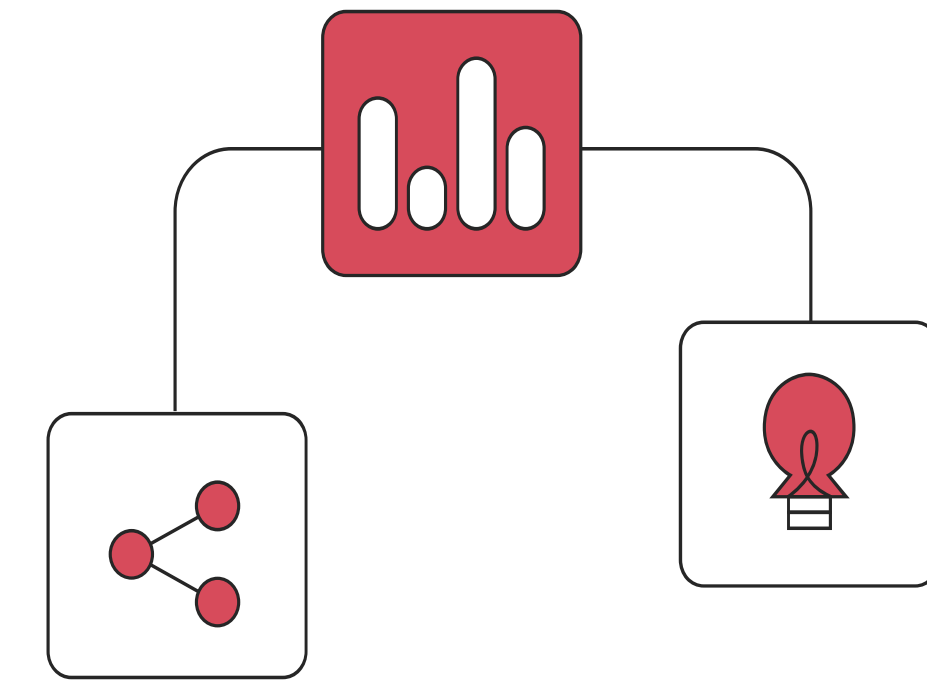
The dedicated Transladiem team put together the project quotation and suggested fast turnaround times based on the client project requirements and source files at hand. Key dates and step turnaround times have been discussed and agreed upon prior to kick starting the translation on the first batch or content and clear indications have been given regarding when input would be required by various parties, including client SMEs.

The first step of this project was to identify the perfect linguists that would match the client's expectations in term of tone of voice, style and vocabulary. Our team has shortlisted a variety of CVs and tasks the selected linguists that had social media expertise with test translations that we submitted to the client to get their feedback and approval on who to task with this project for the German and Swiss German markets. Once the client has clearly identified their preferred translators and that the whole team was then in place, we could confidently start gathering the project specifics around terminology to be used, tone of voice, brand image, targeted audience and clearly convey all instructions to our translators.

Content would be ready under the form of weekly batches and send to us on Thursday evenings and Friday and set for delivery on Monday morning so the client could directly push the social media translations into their platforms and keep giving their followers fresh updates every week to support the opening of the client's new stores in the foreign markets.

Prior to delivery, a thorough linguistic testing stage was carried out, working through each post, checking the translated text, visuals via emojis and hashtags carefully added. The project management team provided regular updates on the project's status to the client and shared our linguists' s queries in case of doubt, ensuring timelines were maintained and any changes to content were dealt with in an efficient and timely manner.

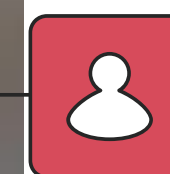
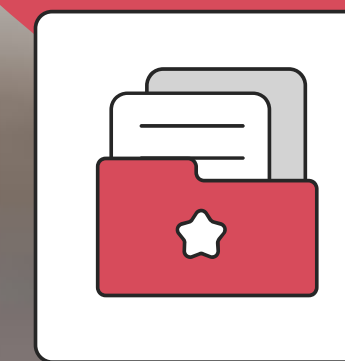
Transladiem worked closely with our client for each of the target languages; managing the communication process and ensuring tasks were completed on time paying extreme attention on the style, vocabulary and tone of voice of each post.





## RESULTS

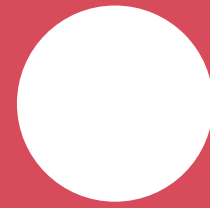
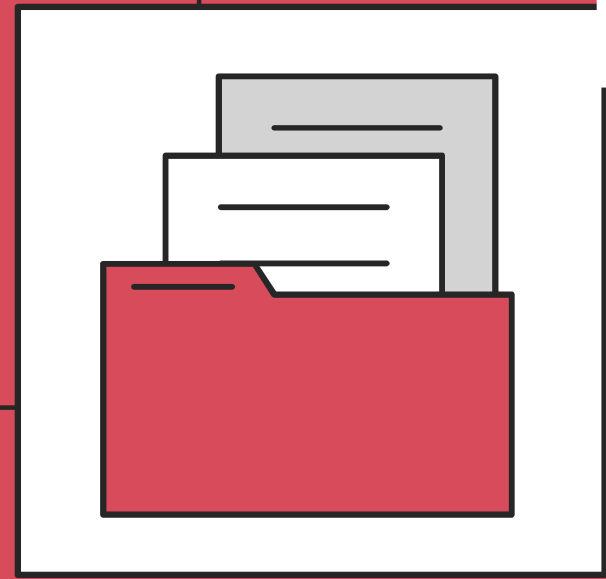
- Successful identification and short-listing of key social media translators that corresponded best to the client's expectations for the German and Swiss German markets.
- On-time delivery of colourful, creative and impactful translations adapted to the brand tone of voice and targeted audience.
- Optimised used of hashtags and emojis
- Weekly batches of content spread out multiple posts to be dealt with in a very fast turnaround time for both target markets.



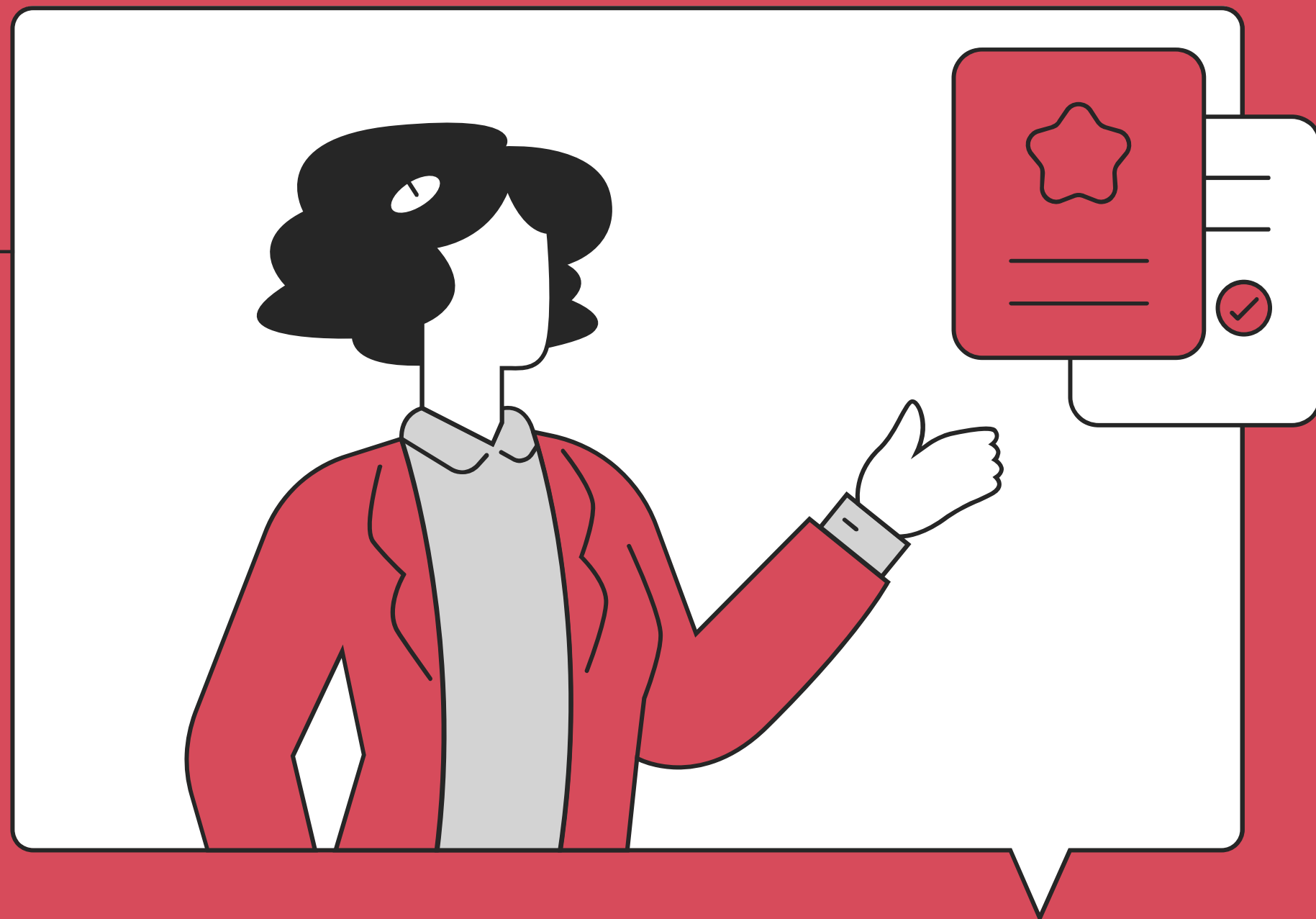
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# TESTIMONIAL



**FR:** “Nous avons été ravis de cette collaboration. La réactivité, l’écoute et l’adaptation était à la hauteur. Les légendes de Prêt A Manger étaient traduites avec soin et en respectant le ton de la marque. Nous sommes ravis d’avoir pu trouver une agence qui ne fasse pas de traduction littérale, qui propose plusieurs profils adaptés aux besoins de notre client et soit aussi réactive. La fluidité a également été de mise. Nous recommandons fortement vos services.”



**EN:** “We have enjoyed collaborating with Transladiem. Their level of reactivity, attention to details and adaptation matched our expectations. Prêt A Manger captions have been translated with care while respecting the brand tone of voice. We are pleased to have come across a localisation agency that does not deliver literal translations, that offers a variety of linguist profiles to choose from adapted to our client’s needs, and that is very reactive. Projects have run very smoothly. We highly recommend Transladiem’s services.”

**DIGITAL DIRECTOR AT PRET A MANGER**

# PROFESSIONAL LANGUAGE SERVICES FOR THE **SOCIAL MEDIA** SECTOR

## INDUSTRY SPECIALISTS AND BESPOKE TRANSLATION PROCESS

At Transladiem, all is made to ease the social media translation process and to offer a seamless experience to our stakeholders. Indeed, our Sales , Account Management and Production teams are proud to rely on industry experts acquainted with social media requirements. On top of this, our production department is able to supply a variety of matching profiles from our database with supportive resumes (Curriculum Vitae listing all relevant experience) so to conduct test translations that we submit to our clients for them to assess and select the most appropriate writing style and tone of voice they would like to go with and therefore to select this way their preferred linguists per target language.

## 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 since, indeed, the review phase is centralised, and its advancement can easily be monitored by our clients. Indeed, the review phase is centralised, and its advancement can easily be monitored by our clients. Our social media expert translators can here connect to our centralised translation management system and gain access to the client preferred terminology and approved glossaries while translating so to always guarantee top quality and impactful wordings for efficient social media translations.

# PROFESSIONAL LANGUAGE SERVICES FOR THE **SOCIAL MEDIA** SECTOR

## FOCUS ON QUALITY

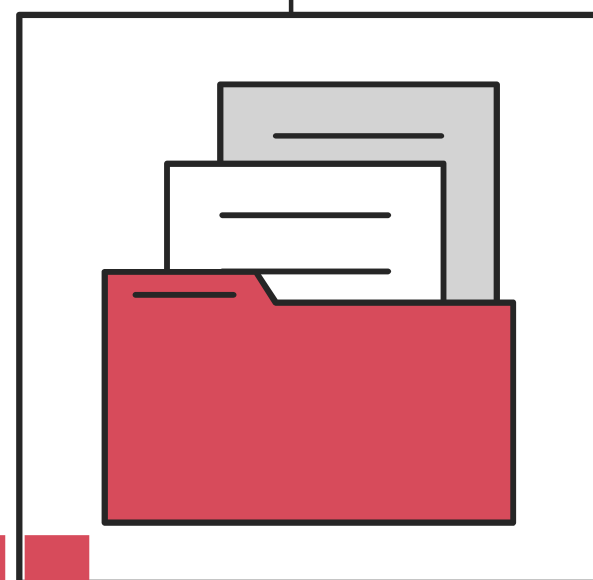
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid 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!

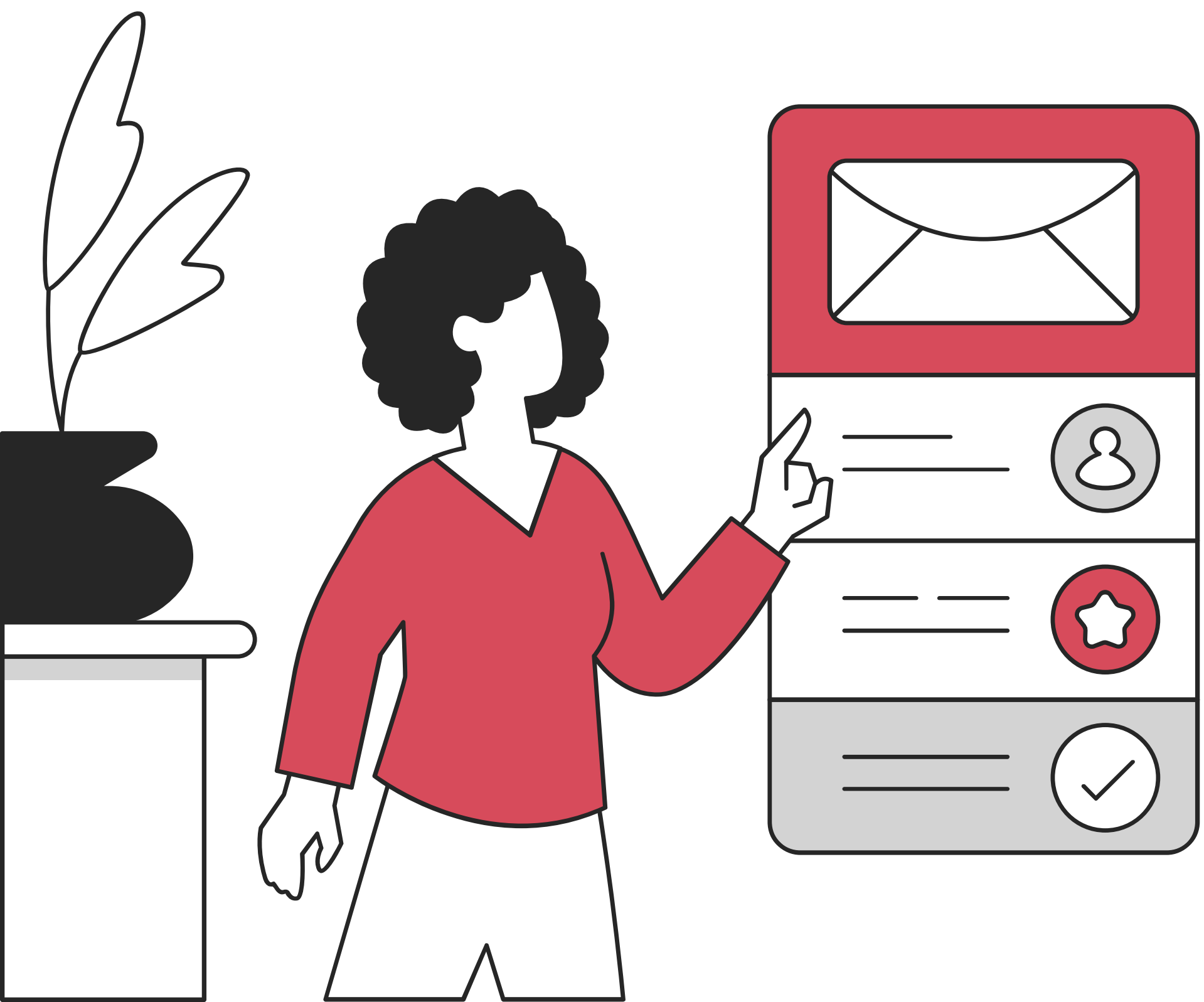


# THANK YOU!



**DO YOU HAVE ANY QUESTIONS?**

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