



## CASE STUDY

Language services in the **life-science** sector for **Vifor Pharma**.

**“CREATION OF 12 VIDEO EXPLAINERS, AS ANIMATIONS, TO SHED LIGHT ON THE CLIENT’S KNOWLEDGE PLATFORM.”**

## SPECIFICS

- Elaborate the animation storyboards for each animation based on the client’s instructions and video runtime requirements for 12 videos totaling 28 minutes of animated content in total.
- Translate the scripts for future audio recording purposes in mind (character limitation) and record the timed audio clips corresponding to each character into English (UK) for 12 animations.
- Create, edit, mix and render the videos, factoring in final client edits and feedback.

# ABOUT THE COMPANY

CSL Vifor is a global specialty pharmaceuticals company in the treatment areas of iron deficiency, dialysis, nephrology & rare disease. It is headquartered in Switzerland and consists of CSL Vifor, Vifor Fresenius Medical Care Renal Pharma (VFMCRP) and Sanifit Therapeutics.

The Vifor Pharma Group has an increasing global presence with a network of affiliates and partners all over the world. The Vifor Pharma Group is present in more than 100 countries.



# OBJECTIVES & PROJET SCOPE



## OBJECTIVE

Vifor Pharma planned to create a series of impactful video explainers displaying multiple animated character to take the audience through the basics and advanced features of their web-based knowledge platform. The project was scoped as 12 videos in total for an overall combined duration of 28 minutes of animated content to be completed all in English (United Kingdom), and which had to bear the colours and style of Vifor Pharma and explain in simple and carefully selected words the functionalities of the website.



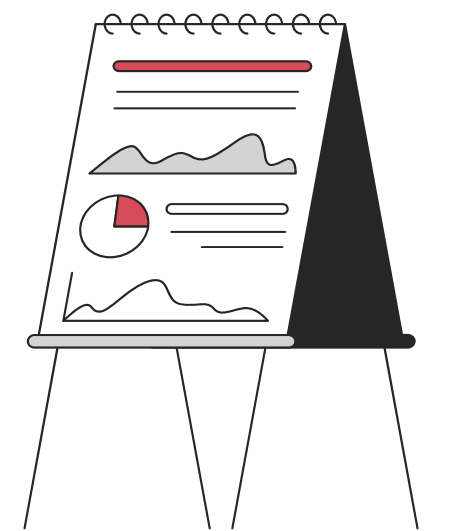
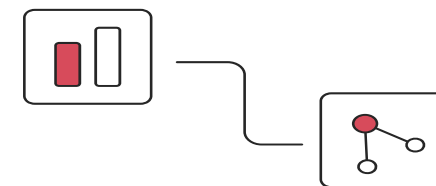
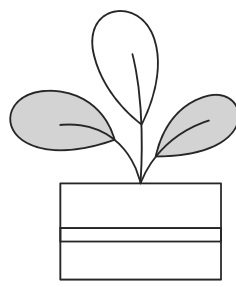
## PROJECT SCOPE

The project entailed the creation of 12 distinct storyboards for the client with multiple rounds of edits and feedback so to make sure the animation has fully meet client's expectations and that our process has room for last minute changes. We have then accompanied the client through the voice artists and music selection, plus voice artist briefing in term of tone of voice, speed of speech and intonation, before getting the scripts translated for audio syncing purposes and sending them to our Studio to be recorded. Finally, we went through creating the animations, mixing the audio and music into the video before final rendering. We were asked to proceed with a staggered delivery and deal with one video at the time to get it validated before moving to the next one.

# PROJECT-RELATED CHALLENGES:

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

- ✓ Precisely sense and capture the client requirements discussed in meetings so as to render best the client expectations and produce a first version of the storyboards as close as possible to what our client had in mind.
- ✓ Work as one team with our client stakeholders and provide them with the right tools while the project is running for them to give us timely feedback on storyboards, acting directions, audio clips and different versions of the rendered animations.
- ✓ Identify key vocabulary from the client knowledge platform so to make sure to address these before starting the translation phase and make sure to have the translations approved by the client before recording the scripts in our Studio by the multiple actors and actresses commissioned.
- ✓ Navigate and get acquainted with the client knowledge platform and accurately select relevant screenshots and screengrabs from the platform, for us to embed them in the future animations to help the audience understand some advanced functions.



# THE SOLUTION

The dedicated Transladiem team set up an initial meeting to gather the key requirements for this video creation project and gather more information on the project objective, tone of voice, future audience, time and budget constraints. Our team has then put together the project quote and created a timeline document outlining key dates and steps to go through for each of the 12 animations in scope.

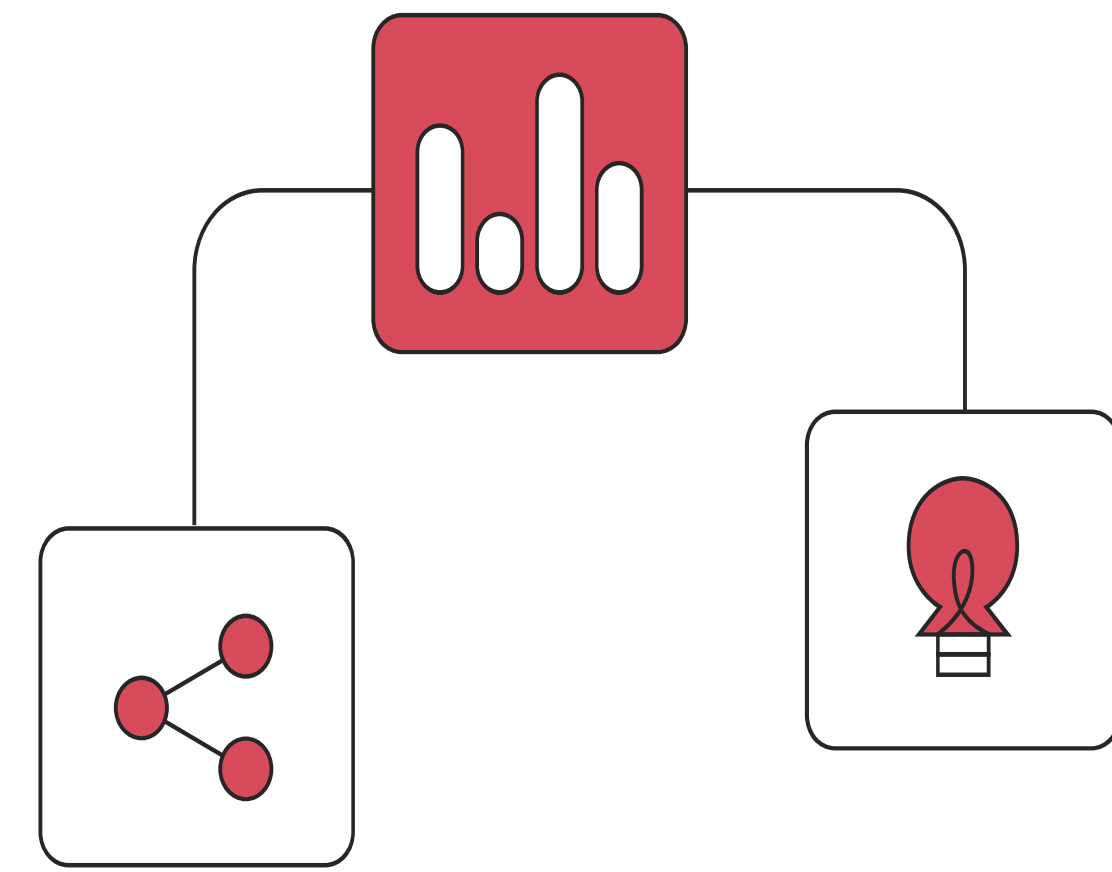
A carefully selected team of copywriter, storyboarder, linguists, voice overs and video animator has been formed, with the relevant background in the life science industry. The terminology linked with the essential functionalities of the platform that the client wanted to shed light on had been extracted and discussed with the client for approval prior to storyboarding each video and creating the scripts that would then undergo translation and voice recording in English (UK).

Our team has been shared access to the web-based client knowledge platform so to give us free reign when it came to identify key screenshots and screengrabs to add to the animations so to ease the understanding of some functionalities. Concurrently, we have accompanied our client through the voice over selection process and gather as many acting directions as possible for us to make sure the overall tone of voice and emphases in the animations will be exactly how the client dreamt them.

The translation process involved expert audio-visual linguists who know about the character limitation rule when working on audio scripts belonging to videos or animations. Instructions during the translation process were clear in term of finding impactful wordings, respecting the established naming conventions for the essential Vifor Pharma items and functionalities as well as respecting the tone of voice and overall style communicated by our client.

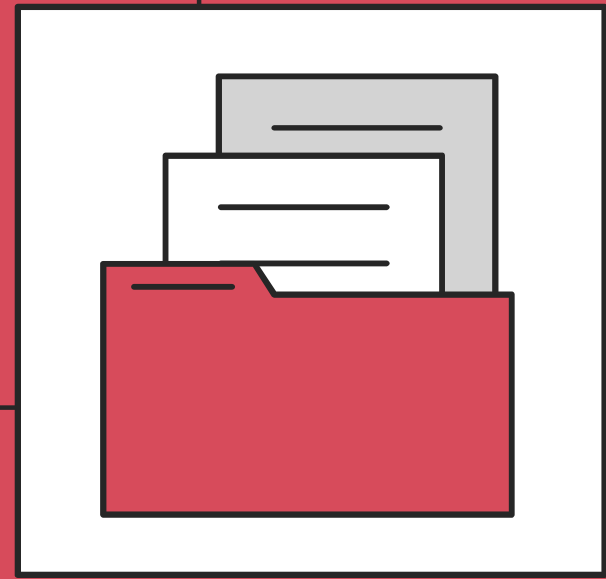
We planned feedback sessions with our key stakeholder on client side every time the first storyboard version would be released and for each animation release, which helped gather feedback verbally but also via the specific tools and supports we provided our client with.

Transladiem worked closely with Vifor Pharma staff and was factored in all edits and update requests received through the feedback sessions organised while managing the communication process with timely updates and ensuring tasks were always completed on time with top quality. The 12 animations were delivered on a rolling basis and got deployed as per client original schedule.

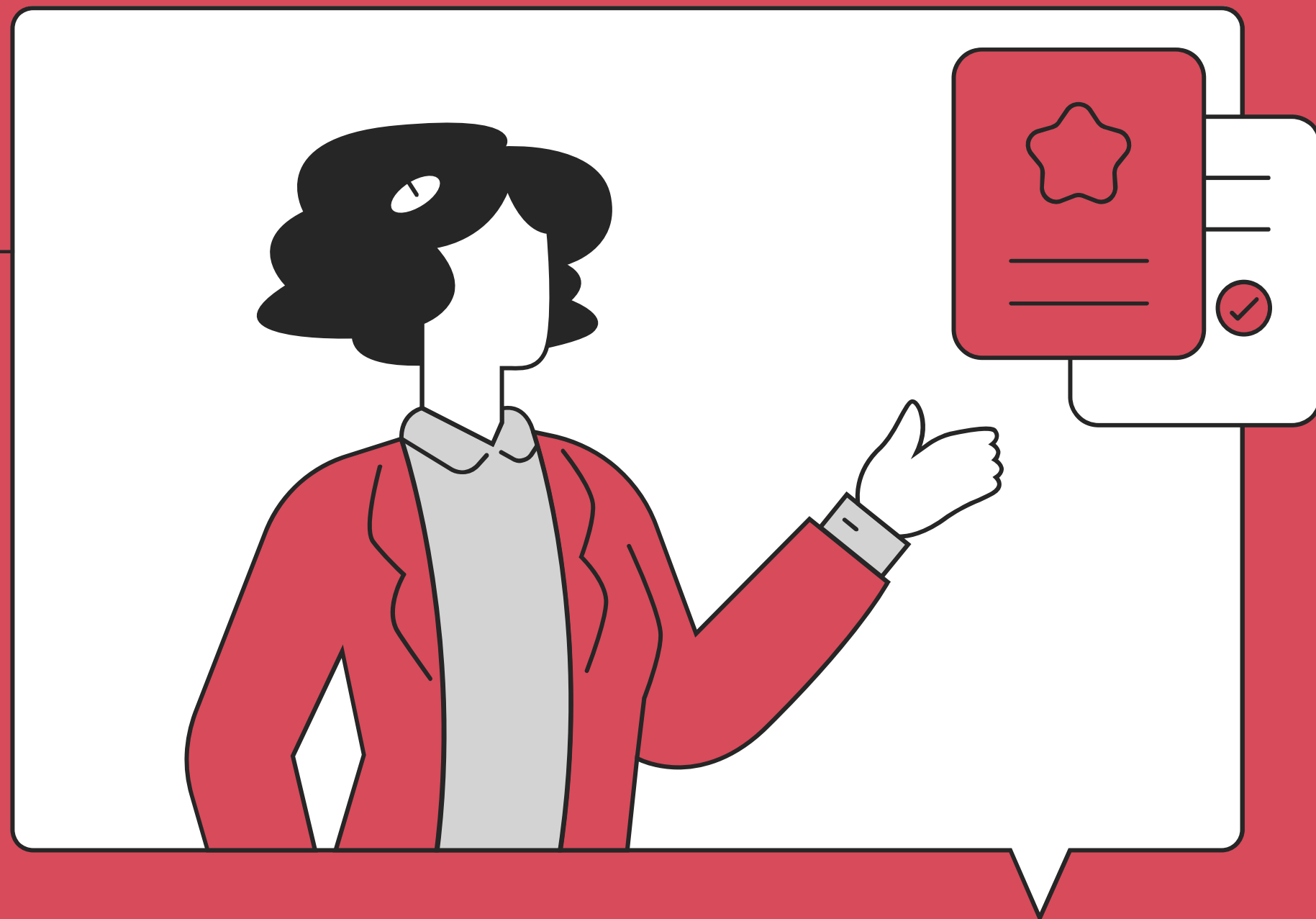
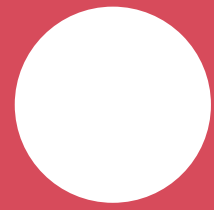


# RESULTS

- Successfully delivered on a rolling basis 12 animations totalling 28 minutes of runtime from scratch, going through the initial project scope meeting, gathering the requirements, storyboarding, offering rounds of edits, performing translation & voice over, creating the animation, mixing and rendering.
- Tailored, approved and consistent terminology and style throughout the translated and voiced animations we have produced.
- Optimised use of the translation memory technology that enabled consistency and savings through leveraging repeated content from current and past projects completed for Vifor Pharma.
- Streamlined process and effective communication liaising directly with Vifor Pharma key stakeholders.



# TESTIMONIAL



“I highly believe that our collective efforts have resulted in a set of high quality videos that effectively showcase the benefits and features of our website. I would like to recommend each member of the team for their dedication and expertise in bringing this project to life. The collaboration and professionalism demonstrated throughout the process were truly inspiring. It was a true pleasure working alongside with such a professional team..”

**DIGITAL MARKETING EXCELLENCE MANAGER AT VIFOR PHARMA**

# PROFESSIONAL LANGUAGE SERVICES FOR THE **PHARMA** SECTOR

## INDUSTRY SPECIALIST AND BESPOKE VIDEO/ANIMATION CREATION PROCESS

At Transladiem, all is made to ease animation creation process and the localisation of videos so to offer a seamless experience to our stakeholders. Indeed, our Sales , Account Management and Production teams are proud to rely on video and animation specialists who are happy to accompany our client through the whole process from the initial meetings, through the creation of the storyboards, gathering client feedback via our tools to process these essential rounds of edits and the final creation of the videos. We pride ourselves in mastering audio-visual translation requirements, such as character limitation, which are key when the translated content serve as impactful scripts that are meant to be voiced at a later stage for us to create timed audio clips to synch into the final animations.

## 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 **PHARMA** SECTOR

## FOCUS ON QUALITY

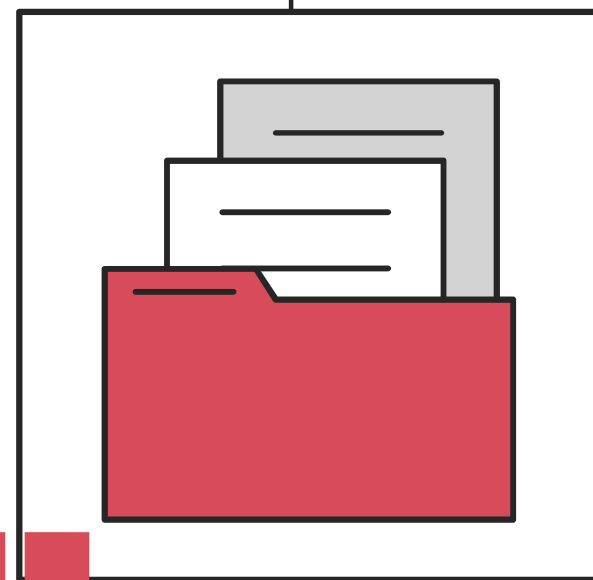
Quality is at the heart of everything we do. Our linguist section process has strict requirements so to allow us to only work with industry-leading translators. We also operate following internationally recognised quality and operational standards such as ISO 9001 and ISO 17100. We ensure that rigid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

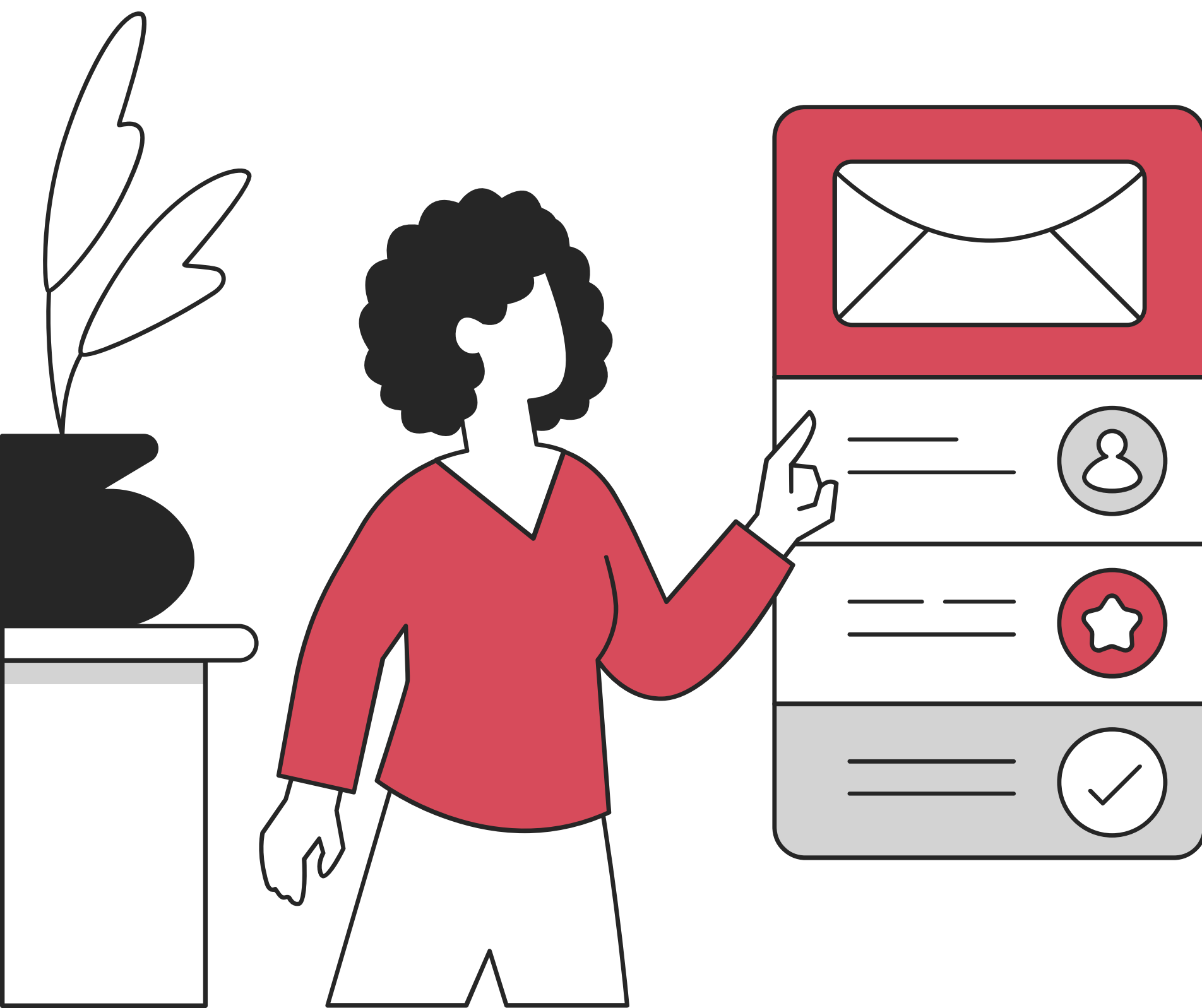


# THANK YOU!



**DO YOU HAVE ANY QUESTIONS?**

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