

# Local is Global: Effective Multilingual Web Strategies

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**Director, Global Corporate  
Communications**

**SDL**

- Languages and the web today
- Global brand versus local relevance on the web
- Providing culturally relevant content and advertising
- Improving the efficiency of translating web content



90% of HP's customers buy based on content, not on touching the product\*

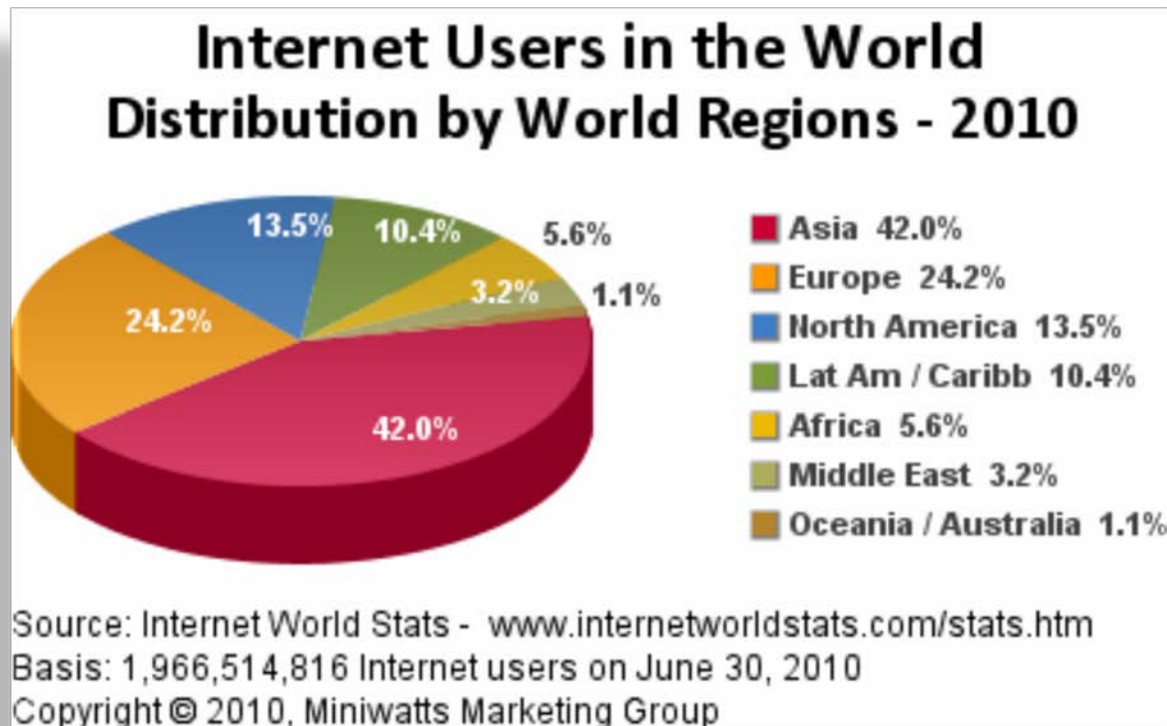
Only 15% of purchasers are very comfortable buying online in non-native language\*\*

69% of HP's revenues are generated from outside of the US\*

\* Gilbane Globalization blog – Mary LaPlante, 2008

\*\* (c) Common Sense Advisory 2008; Proof Localization Matters - Organizations with more than 250 employees.

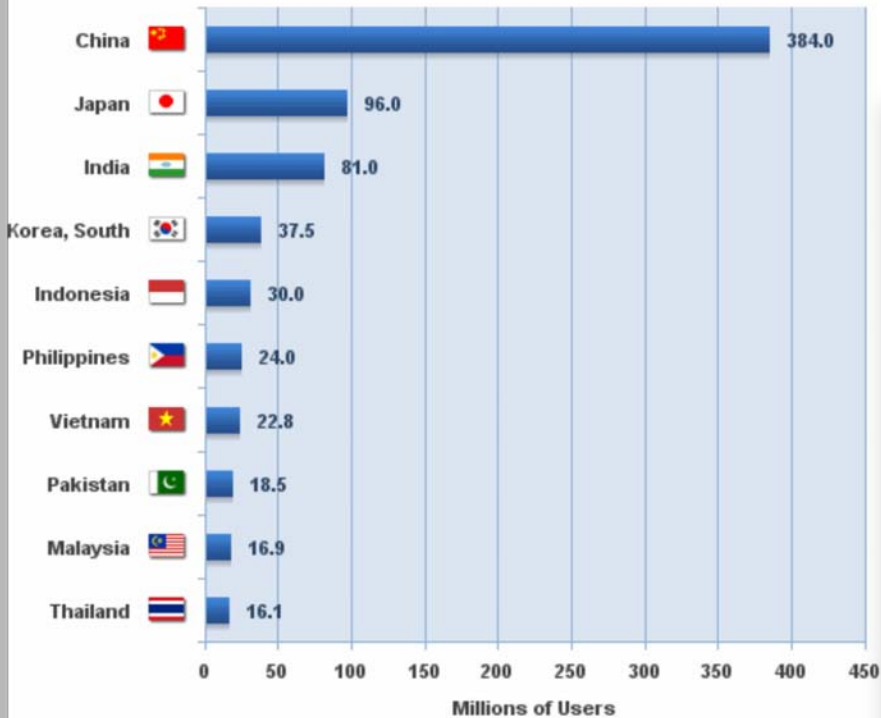
- Asia has the highest number of internet users in the world



# Top Asian and European Internet Users

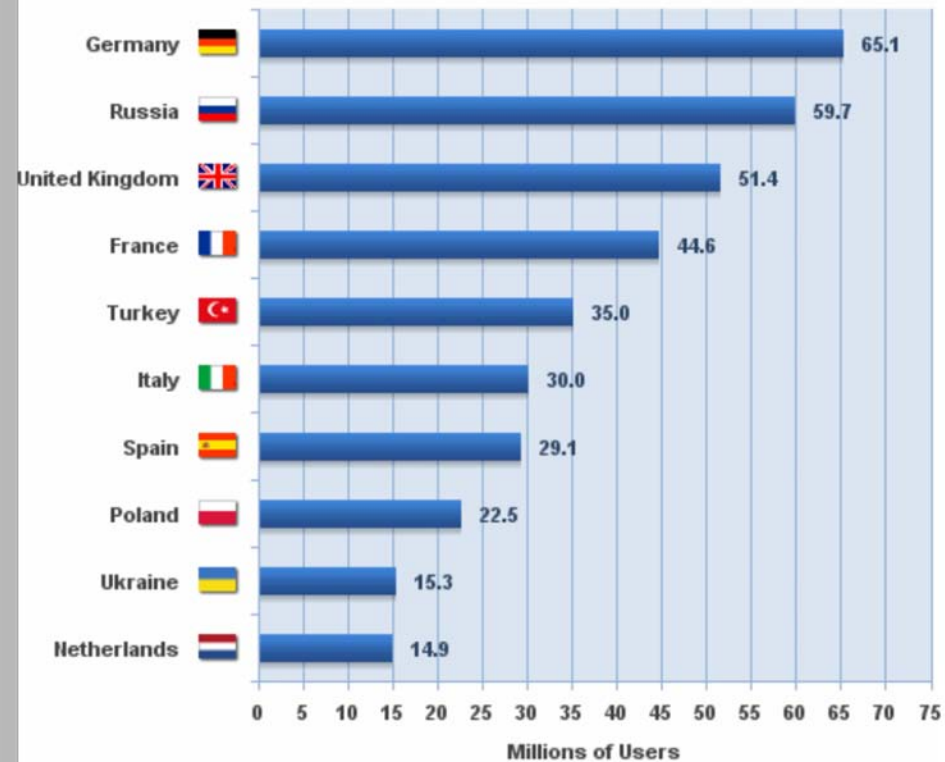


## Internet in Asia - 2009 Top 10 Countries



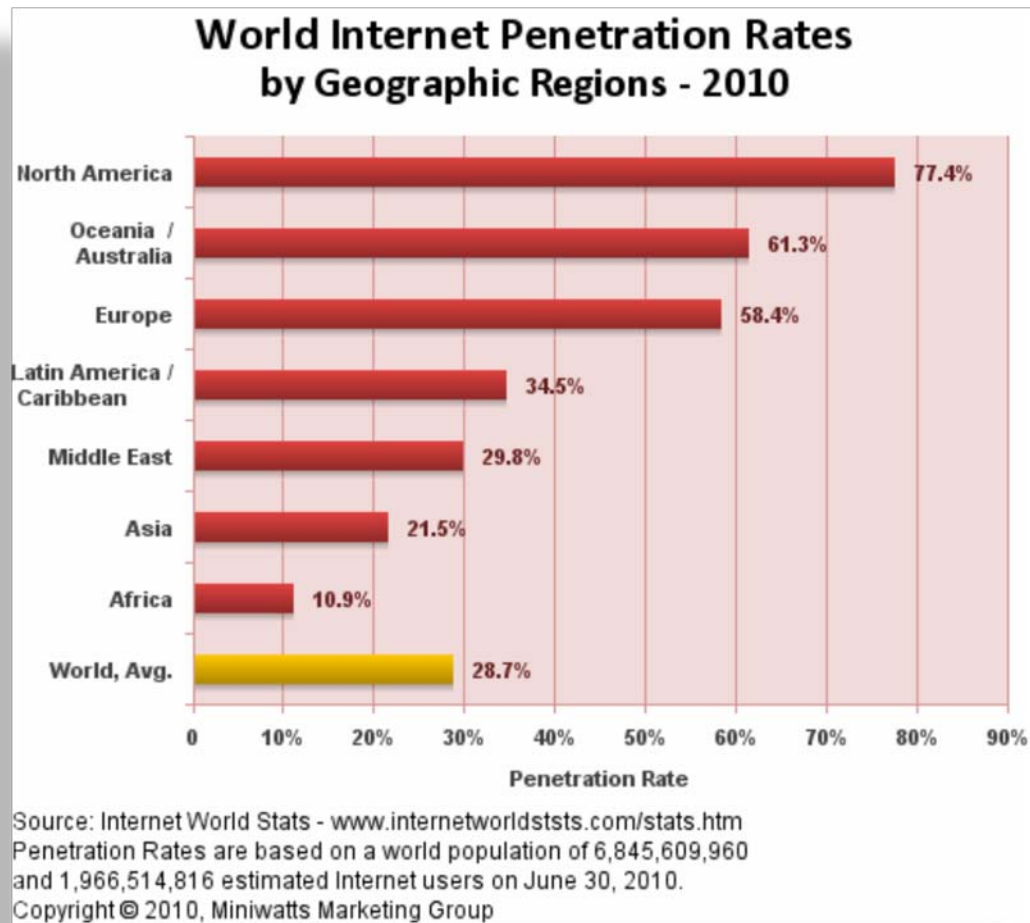
Source: [www.internetworldstats.com/stats3.htm](http://www.internetworldstats.com/stats3.htm)  
Estimated Internet users in Asia 764,435,900 for 2009  
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## Internet Top 10 Countries in Europe June 2010



Source: Internet World Stats - [www.internetworldstats.com/stats4.htm](http://www.internetworldstats.com/stats4.htm)  
Basis: 475,069,448 estimated Internet Users in Europe on June 30, 2010  
Copyright © 2010, Miniwatts Marketing Group

- Asia has the highest usage, yet the penetration is low



The image shows a screenshot of a web browser displaying a BBC News article. The browser's address bar shows the URL 'BBC News - China's online retail booms as consu...'. The page header includes the BBC logo, the word 'Mobile', and navigation links for News, Sport, Weather, Travel, TV, Radio, and More. A search bar for 'Search BBC News' is also visible. The main headline of the article is 'China's online retail booms as consumer base grows', dated 7 March 2011. The author is Chris Hogg, a BBC News reporter from Shanghai. The article text discusses the growth of the Chinese middle class and their preference for international brands like Louis Vuitton. A photograph of a Louis Vuitton store is included. On the right side, there are sections for 'Top Stories' and 'Features & Analysis', with one feature titled 'Horrors revealed' about Egypt's police torture facilities. Two callout boxes with green text are overlaid on the page: one pointing to the headline and another pointing to the article's introductory text.

10% of retail sales in China are now done online

Online, relevant information in the right language is key to global success today

China's online retail booms as consumer base grows

By Chris Hogg  
BBC News, Shanghai

The middle class in China loves brands as much as shoppers in any other country.

Perhaps more so.

Unlike New York, London or Tokyo, where people have been shopping in big stores for years, in China the modern consumer market has only really developed over the last decade or so.

For many Chinese, particularly those who

China's economic success has seen the rise of a consumer base with an appetite for marquee brands

Top Stories

Features & Analysis

Horrors revealed  
Inside Egypt's secret police torture facilities

Not amused

● How do you represent your brand consistently in different countries while allowing for local marketing input?

**Answer:** Component-based model

● How can you make sure that content on there is relevant to a specific culture?

**Answer:** Targeting and personalisation, local knowledge

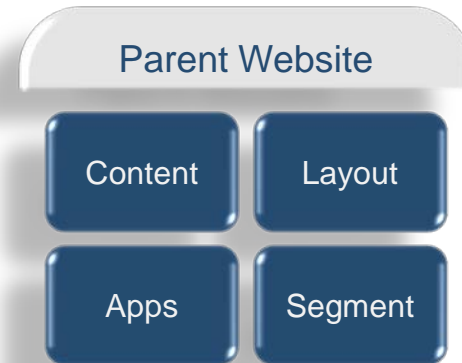
● How can you have an efficient way of making sure all the content gets localized on time and on message?

**Answer:** Integrated web content and translation management



# Component-based Model

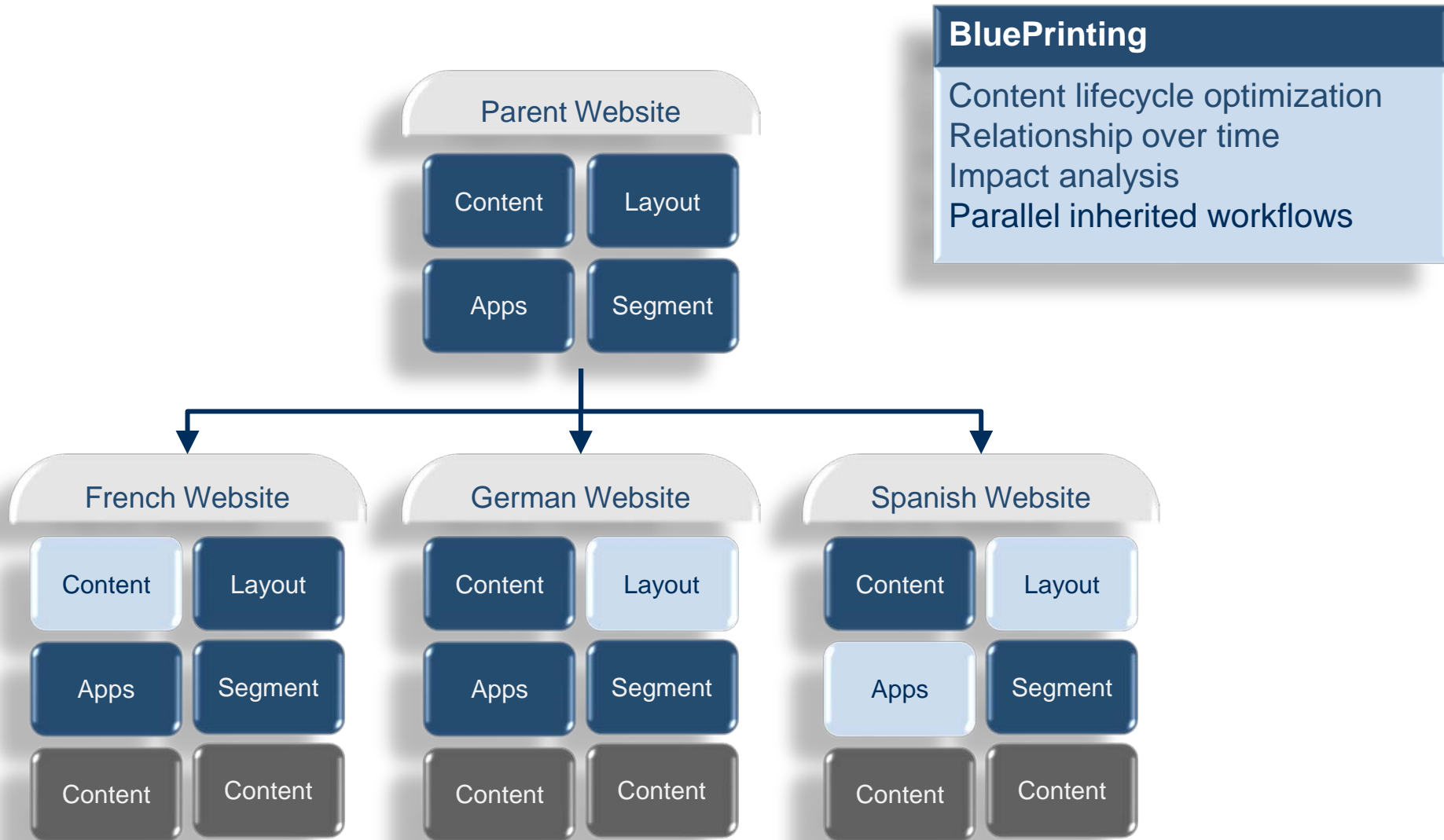
# Component Based



## BuildingBlocks

- Single update, multiple pages
- Secured authoring
- Zero redundancy
- Dynamic linking

# Synchronization of Content

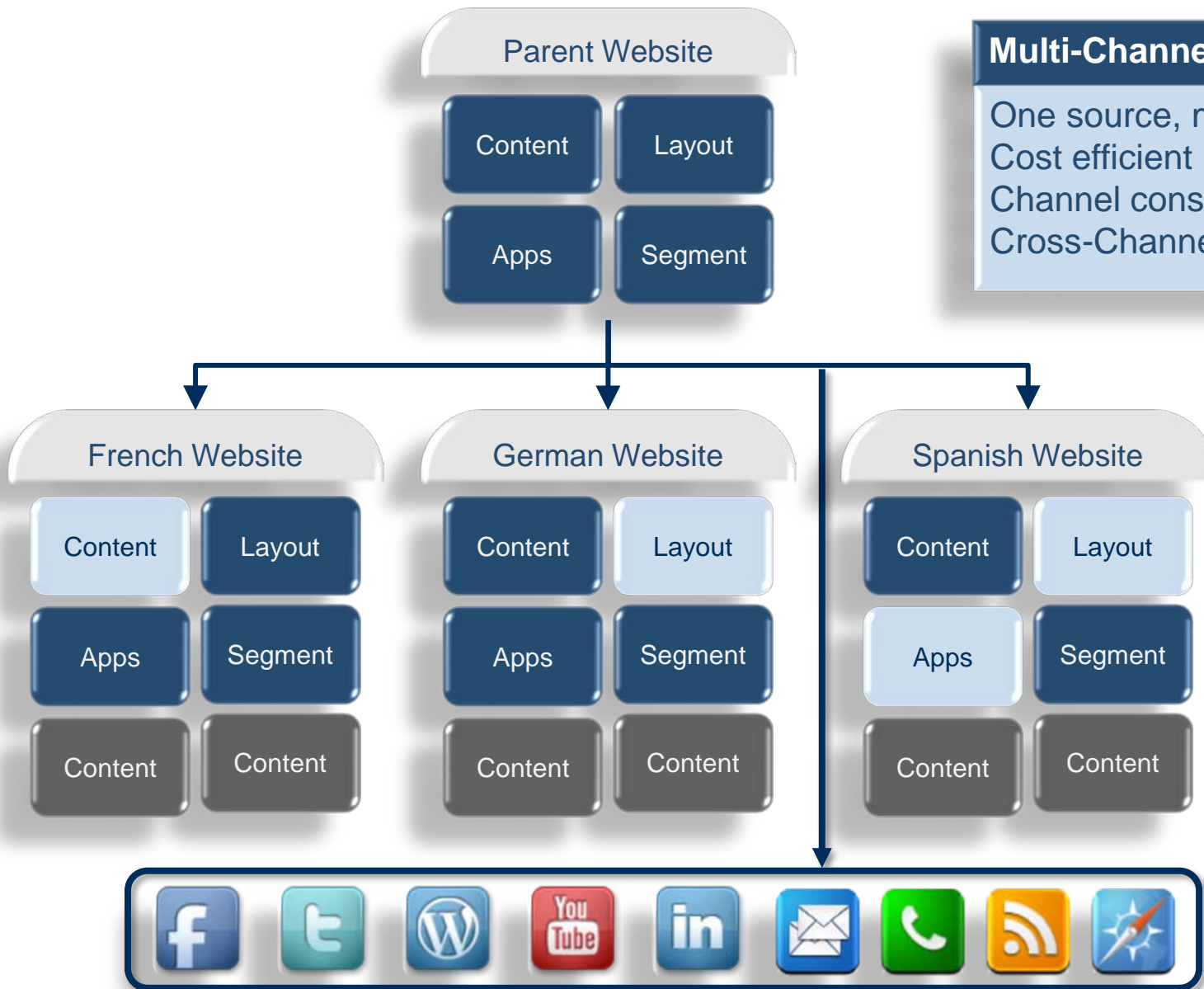


# Central Control, Local Flexibility



The screenshot shows the Emirates website interface with several callouts highlighting specific features:

- Brand/ Design**: Located at the top of the page, above the navigation menu.
- Country & Language**: A dropdown menu in the top right corner showing options for Switzerland, Deutsch, English, Français, and Italiano.
- Brand Marketing**: A callout pointing to the main banner image featuring Emirates cabin crew members.
- Local Special Offers Application**: A callout pointing to the 'Special Fares' section, which lists destinations like Bangkok, Durban, Melbourne, and Sydney with their respective starting prices.
- Central Booking Application**: A callout pointing to the 'Flight Search' form, which includes fields for departure/arrival airports, dates, number of adults, class, and search criteria.
- Local Campaign**: Three callouts pointing to promotional banners: 'Fall specials to 60 destinations. Book now', 'Companion Fares in First Class and Business Class', and 'Dubai from CHF 780, Muscat from CHF 775'.
- Local Campaign**: A callout pointing to a banner for 'Asia and South Africa from CHF 972, Oceania from CHF 1,690'.
- Legal**: A callout pointing to the footer area containing links for Sitemap, Operational Updates, Terms & Conditions, Privacy Policy, and Accessibility Statement.



## Multi-Channel Delivery

One source, multiple channels  
Cost efficient  
Channel consistency  
Cross-Channel integration

# Targeting and Profiling Relevant to the Culture


[TV](#)
[PRINT & FAX](#)
[AUDIO](#)
[PHONES](#)
[ACCESSORIES](#)
[COMPANY](#)
[SUPPORT](#)



## About 3D TVs

All developments in the market suggest that 3D is "the next big thing". Looking at the development of 3D imagery fits very well into the existing trends. Hollywood produces more and more 3D movies, the famous film producer Dreamworks has indicated only doing 3D movies from 2009. After blackwhite-, colour and HD TV, the next years are about 3D TV.

# Think you're tough enough?

3D brings you eye-to-eye with the game.

[Super Bowl XLIV in 3D!](#)



## Quote of the Day

“ *One of the biggest stories in consumer technology this year is the emergence of 3DTV. In the ramp up at retail, most consumer insights have centered on the purchase potential, including the factors that drive purchases and when consumers expect to buy.* ”

— Electrision CEO Peter Jobs



TRIVISION LED 3D



11/5/2010 12:00:00 PM

3D TV FAQs



electridion

TV PRINT & FAX ALCO PHONE ACCESSORIES COMPANY SUPPORT

### About 3D TVs

Think you're tough enough?

3D brings you even closer with the game.

All announcements in the market suggest that 3D is "the next big thing". Looking at the development of 3D imagery the new next step for the industry is to introduce 3D to the mass market and more 3D movies, the National Business Development Association has indicated that using 3D movies from 2008. After that, the next step will be 3D TV. The next year will be about 3D TV.

**Footprint**

**Geo location**

City	Dallas
Countrycode	US
Countryname	United States
Ip	87.213.46.130
Latitude	32.7825
Longitude	-96.8207
Regioncode	48
Regionname	Texas
Weather	partly cloudy (84)
Zipcode	75207

**Client**

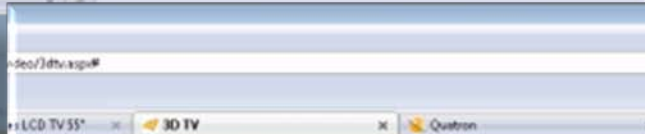
**Session**

**Extended Contact details**

**Audience Manager**

**Referrer id**

Switch Geo location dataset [select]



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TRUVISION LED 3D

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BYTWORK







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## Experience the Cricket World Cup in 3D!

Be in the center of the action

Enter the heart of the action



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TRIVISION LED 3D



11/5/2010 12:00:00 PM

3D TV FAQs



## ● For brands like Unilever, products have different images in different countries.

- In most countries, Lux is an everyday brand
- In India it is a superior brand and so the content needs to reflect that
- Wording can also be 'localised' for that brand – tone of voice changed

### ...Localized Brand Experience & Target Group Branding



- **Ensure you work with an agency/local people that understand local nuances and can give feedback into what works**

- **Different layers of culture**

1. What you see – buildings, language, food
2. Norms and values
3. Core assumptions

- **Cultures vary based on their attitudes to**

- People – eg individual v community; neutral v emotional
- Time – what you do now v in the past
- Environment – you alone or part of a bigger environment



# Integrated Web Content Management and Translation Management

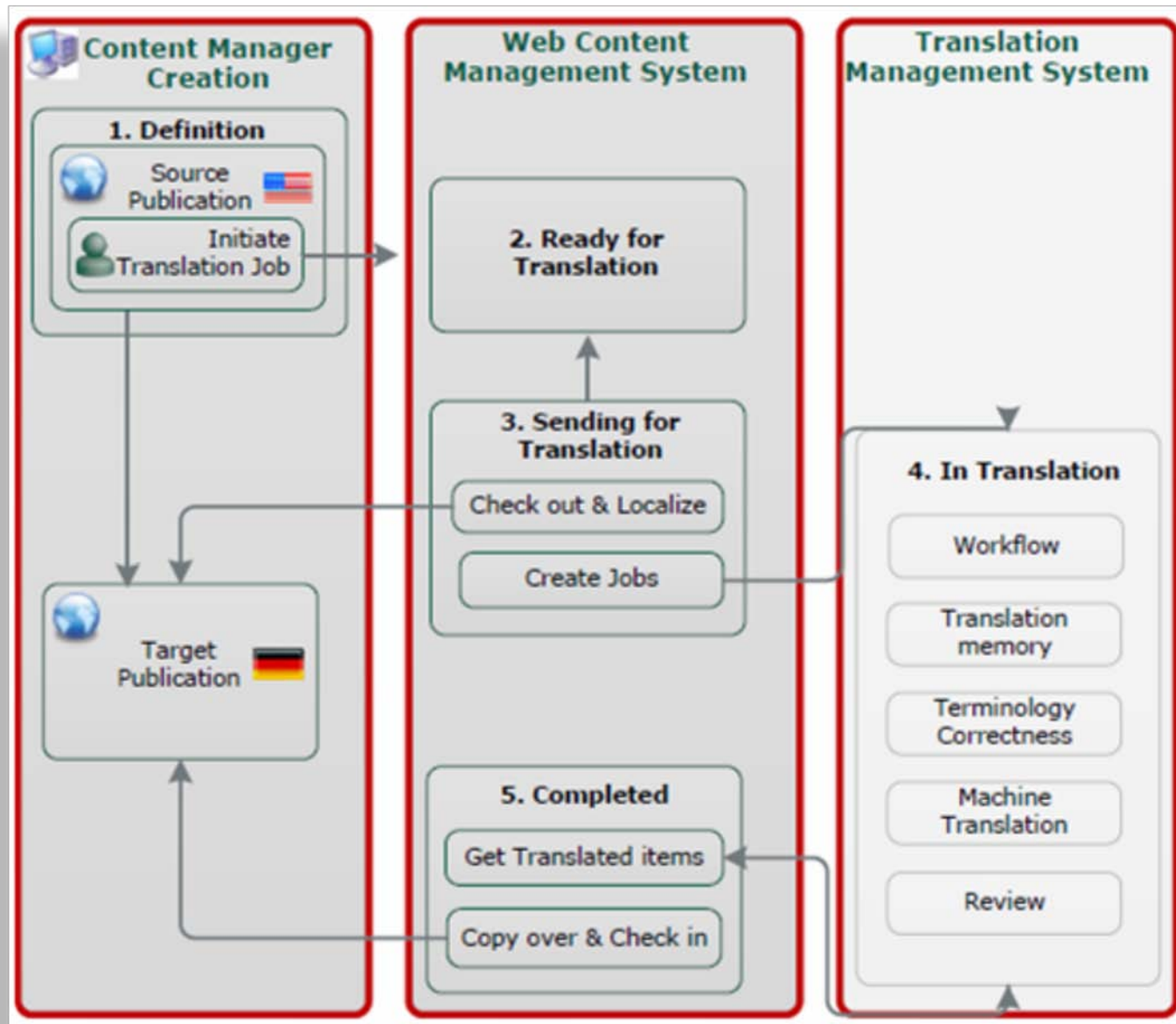
## ● Automation of translation processes

- Define a translation job and send for translation from within the Web Content Management System
- Translations are handled in Translation Management System, translation memory and machine translation are applied
- The right people review and process
- Translated content is returned to the Web Content Management System

## ● Translation for all online communication

- Social (can be run through machine translation as well as crowdsourced)
- Corporate – decide which types of content deserve which types of translation:
  - *Machine translation, machine translation plus post-editing*
  - *Crowdsourcing*
  - *Human only*

# Translation Management and Web Content Management Combined





Solution components:

- ✓ Web Content Management
- ✓ Integrated with Translation Management
- ✓ Language Services

- ✓ Web and mobile sites
- ✓ Increased mobile traffic
- ✓ Bookings exceeding expectations
- ✓ ROI in only two months





SEE ALL THE AMAZING THINGS PEOPLE ARE DOING

Roll over the slices to reveal the stories. Click to play.

Solution components:

- ✓ Language Services
- ✓ Web Content Management
- ✓ Integrated with Translation Management and Machine Translation
- ✓ Quality control at the source



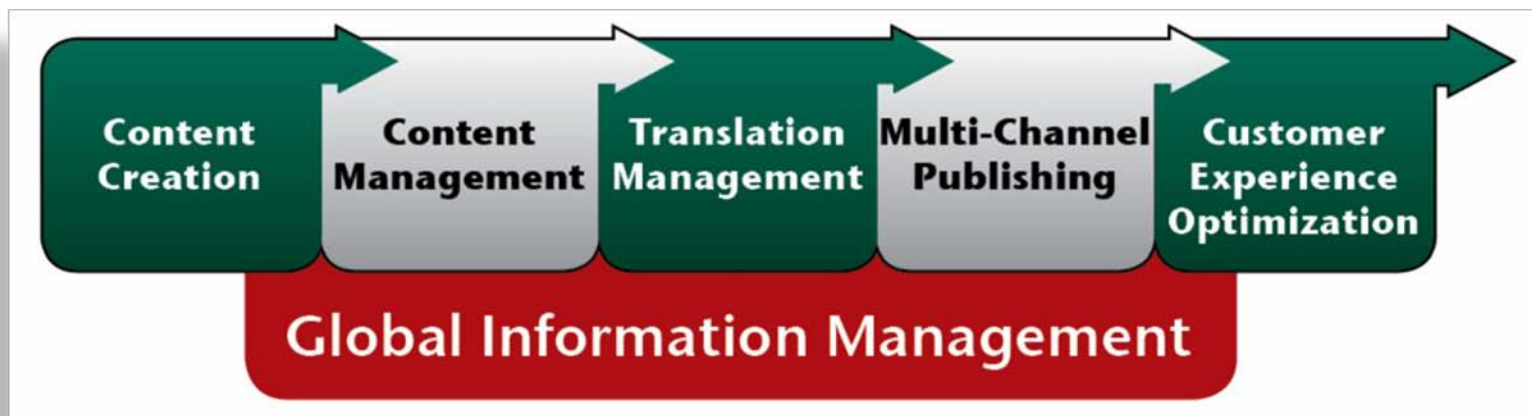
NETWORKING  
**INTERNET IN SPACE.  
YES, SPACE.**

HP networked the International Space Station.  
Imagine what can be done here on Earth.

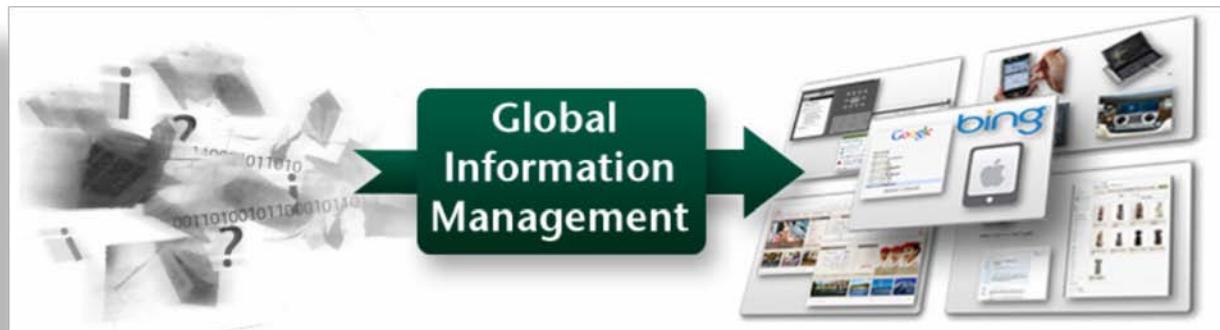
SHARE <

- ✓ Centralized infrastructure and standardized processes
- ✓ Access provided to authors, translators, marketing and reviewers
- ✓ Higher quality and consistency achieved
- ✓ Scalable for future
- ✓ Savings Year 1: \$5M





- Create content in reusable components that can be modified per country
- Use geo-positioning to make content culturally relevant
- Integrate language technology into your Web Content Management System





# SDL Your Content Their Language

[www.sdl.com](http://www.sdl.com)

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