

CASE STUDY

Well-known Shoemaker

LanguageLine Solutions delivered localized product descriptions for a better online shopping experience.

LanguageLine
Solutions®



Using multilingual copywriting to boost sales overseas

LanguageLine Solutions has been working with a well-known shoemaker since 2016, helping them to sell their shoes online to customers around the world via website translation services. This organization operates in over 75 countries, and because of this the need for localization is a well-embedded part of their business.



The Challenge

In order to reach more of their customer base overseas, the shoemaker needed to translate certain sections of their website content into a selection of core European languages. They opted for French, German, Spanish, and Dutch, knowing that these languages would help them to reach a proportionate audience across Europe.

As the brand is continuously developing and offering new ranges of footwear, these shoes need to be promoted via the company's website and e-Commerce store. Product descriptions are vitally important in helping the retailer to sell their shoes online, because without being able to physically see the shoes as you would in a physical store, consumers need detailed descriptions in order to visualize and have a compelling message to guide them to make the purchase. The shoemakers release a new range of shoes every 3 months, so the product descriptions need updating and translating to enable them to attract overseas customers.

Product descriptions cannot simply be directly translated from one language into another. The words for "pumps", "galoshes" or "combat boots" may not directly transfer into another language and make much sense. Some of this brand's product lines include boots such as "London Lights" and "London Rain", which sell very well in the UK, as locals and tourists understand bad weather is to be expected in London in the winter. A direct translation of this into Spanish, though, may not work, and Spanish-speaking consumers may prefer to purchase a boot they can better relate to, such as "Barcelona Boots".

The Solution

Local copywriting, or transcreation, is the process of adapting material for a given target audience instead of merely translating it. When a translator works on product descriptions, it's vital that they consider their audience, and carefully choose wording that will resonate with and mean something to them. In English, some of this retailer's shoes are described as "cozy", so the local translators working on these product descriptions must consider what colloquial terms in their native languages create the same impact as "warm" and "comfortable", to ensure they transfer a similar meaning, in the same tone of voice as the English.

As new product lines are continually being released, it's important that LanguageLine Solutions is able to deliver localized product descriptions in a timely manner, as overseas sales depend upon a localized customer experience. Due to a well organized Project Manager and a pool of knowledgeable linguists, LanguageLine Solutions is able to deliver localized product descriptions for this company in 4 different languages within the timeframe required from the retailer.

What the retailer said:

"Following a recommendation from a colleague, we approached LanguageLine Solutions to help us with the localization of our product descriptions. Their professionalism, translation quality and great account management ensures we return to LanguageLine Solutions time and time again."



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