



## CASE STUDY

**Client:** Lyre's

**Sector:** Food & Beverage

**Project:** Website Localisation & Transcreation

**Languages:** Nine European  
Destinations & Mandarin  
Chinese

### About the client

Lyre's launched in 2019. Since then, Lyre's has seen phenomenal growth, both in its domestic market (Australia) the UK and in European, North American and APAC territories.

Now available in 43 countries, it is reported that Lyre's is generating double-digit monthly revenue growth with annualised sales on course to exceed £35 million by the fourth quarter of this year.

Lyre's has achieved the accolade of the most awarded non-alcoholic spirit in the world.

#### Our involvement

Prestige Network was originally approached in Q4 2020 with a view to providing a localisation service, primarily focused on Lyre's social media brand awareness and promotional campaigns. The service has now expanded to include the localisation of the Lyre's European and Chinese

### Our challenge

#### Brand messaging and promotions

Lyre's have created a unique brand. Their brand messaging and promotions reflect the Australian origins of the company and contain many esoteric and sometime obscure references.

Conveying such creatively written messages is challenging, as is maintaining the Lyre's style across all markets. We have achieved this through the creation of a dedicated account management and transcreation team.

Source content is subject to critical analysis and the more complex concepts are explained in detail to the team. Brand, style and ToV rules have been created to support the process.

Where a transcreator is unsure of the proposition, then we encourage their feedback and we work closely with the transcreators, re-working the messages where required to resonate with Lyre's local target demographic.

#### Website content

Lyre's conceived a roll-out strategy wherein they could create an initial footprint in each market at minimal outlay. Their strategy underlines why lateral thinking can deliver really excellent results.

Lyre's adopted a dynamic website translation tool - delivering instant translation as the pages are served. It was understood from the start of the roll-out that the translations would not be perfect - indeed they



could be quite poor. But it gave Lyre's the means to evaluate each market very quickly.

Prestige Network was then engaged to start the process of reviewing and revising the dynamically translated content, retranslating where required or editing. With many tens of thousands of words in each language, this not a simple or quick exercise.

However, our ability to integrate our workflow management tools with the dynamic translation application used by Lyre's has immediately improved throughput and helps manage cost.

## The results

Recently Mark Livings, Lyre's founder, commented: *"We've just established our footprint in our 40th country, recruited our 50th full-time staff member and are hitting mid-cap firm annualised revenues. There are extraordinary tailwinds fuelling the category's growth and I'm delighted that we seem to have the right product and brand to continue to outpace the growth of the category and grow share."*

*"2021 is going to be particularly exciting for us as we scale our RTD range globally, deliver even more innovations to market and, with some luck, start to see our products again placed behind the bars of the world's best establishments as the world turns to reopening."*

Engaging with each market has been a key part of Lyre's growth strategy, Prestige Network is pleased to be a part of this success.

Thank You for being a brilliant agency to work with. You make a challenge seem easy!

**Lyre's**



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