

CASE STUDY

Client: Ankorstore

Sector: Wholesale

Project: International marketing
and advertising
support

Languages: European

About the client

Ankorstore operates across 23 European countries with local offices in France, Germany, United Kingdom, the Netherlands and Sweden.

Ankorstore support more than 200,000 retailers, who are seeking authentic products and brands that e-commerce giants such as Amazon do not offer.

With a catalogue of over 15,000 European brands available to retailers who want to offer their customers a differentiated shopping experience and new products, Ankorstore defied the impact of lockdowns and a struggling retail environment and has enjoyed growth throughout 2021 and 2022, being valued at €2bn.

Our involvement

In Q3 2021 Ankorstore approached Prestige Network as a growing need for a resilient, pro-active translation service had been identified.

Early discussions quickly identified the major challenges involved in supporting a very fast-moving business environment that was literally creating new, internationally consumed marketing assets every hour.

Our challenge - Onboarding

This was literally a 'zero-to-hero' scenario. Ankorstore needed to fulfil an immediate and very substantial demand within days, rather than weeks.

An experienced account and project management team were assigned to the Ankorstore account and they in turn called upon our established network of Creative translation and transcreation professionals to create a team able to start delivering expertly localised assets without delay.



Managing the volume

Ankorstore use Asana – a powerful asset management platform - to manage their marketing assets - from initial request to final delivery. This is where our project management strength proved invaluable.

Our project management team are well-versed in the management of large, fast-moving projects, and our experience working with a variety of asset and content management systems made us well-placed to take on the Ankorstore challenge.

Prior experience meant that we were able to adopt the Asana platform without any delay. Fast adoption was particularly important as new translation requests were arriving in a continuous stream from day one.

By integrating the inbound requests with our internal management system, we have been able to process and deliver requests quickly - speed being a key aspect of the relationship.

Managing the quality

Ankorstore operate at a very fast pace, with international promotions running constantly, promoting brand owners and retailers. Growth has been phenomenal, with the company valued at €2 billion in 2022.

So, this was no ordinary translation task.

There is a mix of CRM emails, banner ads, PPC advertising, web page content and presentations. All happening at the same time!

We assembled a team of proven creative translators and transcreators with strong retail experience, able to apply their skill to the successful management of this growing brand. Our internal management team worked hard to become brand champions, living and breathing Ankorstore constantly since we were onboarded.

The results

Working closely with Ankorstore we are now operating as an extension of their marketing, brand management and content teams.

By meeting their demanding delivery and quality requirements we ensure that Ankorstore achieve

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