

## CASE STUDY

**Client:** **GOPA Consulting Group**

**Sector:** Communications

**Project:** Pillar of Social Rights Videos

**Languages:** French, German, Spanish, Italian & Dutch

### About the client

GOPA are a dynamic team of communication experts based in Brussels. They specialise in creating and delivering carefully crafted communication solutions to their clients, helping them get their stories out there, on target and on time.

As a leading insight partner for European Institutions, we put our nuanced understanding of the European political context to good use in providing effective strategies that achieve our clients' communication goals.

### Our challenge

In 2022 GOPA were presented with a need to create a series of localised videos for their client, the European Commission.

As the videos had to be inclusive, accommodating the needs of both Deaf and visually impaired people.

This presented the challenge of how to create a video with translated subtitles, voice-over, video descriptions, and International Sign Language - all in the same video!

Prestige Network loves a challenge, so we set to work to not only provide videos that met the brief, but also at a cost that wouldn't break the bank.

This is how we did it.

### The solution

#### Managing the budget.

Our in-house video localisation team completed each aspect of the project, start to finish.

This ensured that we could control the expenditure across all aspects of the task; writing the scripts and the video descriptions, translating the scripts and the subtitle content, editing the videos to accommodate the video descriptions, burning the subtitles, recording the voice-over (5 languages) and very importantly filming the sign language sequences using our own inclusion team and in-house studio.



### Scripting and recording the sign language sequences

For this project, GOPA requested international sign language. As there isn't a recognised international sign language, our inclusion team had to use their experience to write the scripts, translate and create the sign language sequences, meeting the needs of an international audience.

The sign language sequences were filmed in our own studio, edited and incorporated into the final video versions.

### Adding the video descriptions.

First, the videos were edited, adding 'space' where the video descriptions could be inserted.

The descriptions were scripted and recorded in each of the languages. The multimedia team then incorporated the descriptions into the videos.

### The final result

GOPA received the three videos in the five languages, each with voice-over, subtitles, video descriptions, and sign-language sequences.

Each video was re-versioned for use on the client's own website and for social media.

The project was delivered on time and on budget, meeting all of GOPA's requirements.

Thank you so much again  
for your excellent work!

**PROJECT MANAGER**  
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