

CASE STUDY

Client: WeightWatchers

Sector: Health

Project: Translation

Languages: Arabic & Urdu

About the client

WeightWatchers is a leading institution in the weight loss industry. They offer an enhanced, balanced approach to weight loss, allowing individuals to enjoy their favourite foods while adopting healthy lifestyle habits.

Their methodology supports sustainable weight loss and has positively impacted millions over the past 55 years, using the latest in nutritional and behavioural science. As experts in health and wellness, WeightWatchers tailors strategies to align with clients' unique weight loss and lifestyle goals.

The challenge

The objective was to create an inclusive environment, where diabetes sufferers would be able to gain long-term group support and have access to healthy living plans, workshops and useful dietary information. The materials WW envisaged consisted of a 28 page Pocket Guide to Healthy Eating, and the interactive Diabetes Prevention Programme Workbook.

And, having recently rebranded, maintaining the new WW brand identity was really important - even when preparing Arabic or Urdu versions of the booklets.

The solution

First stage:

- Re-version several items of existing literature, so creating a master version of the WW Pocket Guide to Healthy Eating
- Once approved by WW, we created ten different language versions including several Indic languages and Arabic
- The final deliverables being both print-ready and web



Second stage:

- Create 10 language versions of the Diabetes Prevention Programme Workbook an interactive introduction to the local service provide by WW to diabetes sufferers, enabling goals to be set and recorded.
- Again, the final deliverables were print-ready and web-ready versions.

The Result

Prestige Network successfully created content in multiple languages for an inclusive environment, where diabetes sufferers would be able to gain long-term group support and have access to healthy living plans, workshops and useful dietary information.

Smart Workflow

With a tight delivery deadline and a fixed budget, using smart workflow technology to streamline the entire process was the only way to go.

Prestige Networks Translation Solutions

At Prestige Network, our dedicated translators are endlessly passionate about what we do. When having something so integral as your entire brand message translated, you want to know it's being done right.

Prestige Network Our talented translators use transcreation when dealing with marketing copy. Transcreation involves creatively refining your translated content in order to retain your key brand message and tone of voice – no matter which language it's translated into.

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