



CASE STUDY

Client: scarlettabbott

Sector: Public Relations and Communications

Project: Global share option scheme for employees

Languages: 14 global languages

About the client

Scarlettabbott is the UK's leading employee engagement and communications consultancy.

They do it by delivering purpose-driven, engaging, and productive worlds of work where wellbeing, pride and advocacy, thrive and where engagement, understanding and alignment fuel high performing cultures.

Scarlettabbott's clients range from brand leading multinationals to smaller organisations.

Our challenge

Scarlettabbott are experts in internal communications, working with a wealth of world-leading organisations they enhance organisational performance.

In mid-2022 Prestige Network was approached by Scarlettabbott to help fulfil the multilingual requirements of one of their clients - a global supply-chain organisation.

The subject being a share option scheme to be made available to a global workforce as a means to enhance motivation and reward staff.

To communicate the aims and benefits of the scheme, a creatively conceived campaign was developed, which naturally had to deliver just the right message to employees operating at many different levels.

The challenge for Prestige Network was to convey this message in a number of European and Asiatic languages and to deliver each localised campaign as ready to publish assets – digital and print.

An added challenge was the delivery schedule, as the campaign had to be ready for a fixed launch date.

The solution

As with any campaign localisation project, our approach is to gain a full understanding of the campaign goals, and the intended audience.

At this early stage we called upon our global community of transcreators - specialists in adapting creatively written content for overseas markets - for their feedback. This enabled us to identify any complexities likely to be encountered during the localisation process.



It's also important that our transcreation managers identified the team best suited to undertake the work, and a part of this process was to run a trial using sample copy.

This became the benchmark for the live campaign.

Using information provided by Scarlettabbott, a comprehensive brief was created for the transcreation team as it was important that they fully understood the aim of the campaign.

Brand, style and tone of voice directives were also established, and any related queries were resolved.

We were now ready to launch the transcreation process quickly and meet the completion deadlines.

The transcreation process effectively broke down into two three stages:

1. Initial transcreation of all assets, with 1st proofs of the assembled assets being made available for client approval.
2. Revisions were incorporated and a 2nd proof returned for any fine-tuning.
3. The assets were then finalized, with ready-to-publish digital and print files delivered to Scarlett Abbott.

All deadlines were met, ensuring that the campaign was launched and received by the employees as intended.

Prestige Network deliver fantastic, high quality transcreation's. Very high quality.

**Project Delivery
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