

Website Localization & Transcreation of Creative Content for a Greek Luxury Hospitality Giant

A case study about how Commit localized the website for 7 different hotels of the Group in 6 languages

Fast turnaround projects can be tricky and demanding, especially when creativity and cultural relevance are a prerequisite.

Commit offers:

- ◆ *Fast turnaround while maintaining top quality*
- ◆ *Local, in-country resources for cultural relevance*
- ◆ *Dedicated account Project Managers, who are linguists, to respond in short notice, foresee and solve problems right at the start*
- ◆ *Client Consultation for optimal localization*

The Challenge

- Differentiate among the various submissions
- Gain the client's trust; Commit was not previously involved with that brand
- Set up and coordinate in-country teams of linguists to ensure a truly localized outcome
- Deliver SEO-optimized content to ensure high visibility and searchability in the worldwide web
- Work with a strict timeline during the summer period when resources are by default limited: early July to early August

The Encounter

Summer 2018; a year when Greece broke all its tourism records welcoming 33 million travelers, one of the oldest and most prestigious players in the Greek hospitality sector decided to rebrand by renovating its facilities and creating brand new websites for all 7 hotels of the Group. Given the importance and the volume of the project at hand, the client decided to open it up to an [RFP](#) welcoming proposals from any country.

The facts

- ◆ **Target languages:**
Arabic, Chinese, French, Greek, Russian, Spanish
- ◆ **Turnaround time:**
1 month
- ◆ **Volume:**
approx. 200K total words
- ◆ **Content localized:**
Websites for 7 different hotels located in 4 different Greek cities, and SEO-optimized content
- ◆ **Number of people that worked on the project:**
approx. 25 including Project Managers, translators, reviewers, transcreators, and terminologists for all languages



localization • translation • interpreting • consulting

The Approach

Commit submitted a comprehensive proposal with solutions that span from [source text optimization](#) for cost-efficiency and brand consistency, to a full [website localization](#) workflow. After being shortlisted and selected for the project, the Commit team worked closely with the client to decide upon the [translation](#) approach, both technically and linguistically, providing consultation on the processes while suggesting solutions to the client's concerns. Commit reviewed the entire source content in order to eliminate possible inconsistencies, decided on specific terminology and built [glossaries](#) that included frequently used terms among the seven websites, and compiled a DNT (DO NOT TRANSLATE) list thus ensuring a consistent approach among languages and hotel websites. Commit also provided translators with instructions on various culturally-specific notions. Translations were carried out by in-country teams of translators & reviewers experienced in marketing localization, while the highly creative content, such as taglines and CTAs underwent a third round of [transcreation](#). Our in-house team of Account and Project Managers, who are all linguists, performed extensive [quality assurance](#) rounds across languages making use of specific quality profiles and checklists.

The Outcome

- Client successfully launched all 7 hotel websites in all 6 target languages on schedule
- Brand image was consistently conveyed and communicated across languages and website entities
- Website content was SEO-optimized for boosting traffic
- Client's trust to Commit as a new vendor for localization was rewarded from start to finish, and a new relationship was established