

Case Study NO. 019

Maintaining Brand Identity Across International Markets

Working with DAKINE to fully understand the business goals of their glove product line, ULG provided a streamlined translation and localization solution for French, Italian, German, Spanish and Japanese.



Background

DAKINE, an industry leader in action board sports accessories, was gaining international popularity and needed to provide multilingual content to promote its message and products globally.

DAKINE saw this as an opportunity to enhance communication for five of its international markets: France, Italy, Germany, Spain and Japan. In addition, French law required DAKINE to provide product information in France's native language. DAKINE first focused this international effort on its glove product line.

The Challenge

The challenge DAKINE faced was how to correctly translate its technical product information and their company story to fit the culture of each market. For example, product features such as "nose-wipe thumb panel" can carry vastly different meanings depending on the target culture.

DAKINE wanted to ensure that its brand messages and story were translated accurately. Specifically, DAKINE needed a way to convey its dynamic brand and technical product advantages to ensure they would not be lost in translation.

"DAKINE has been using ULG for translations for over a decade. The staff is a pleasure to work with.

Estimates, translations, and any reworks are always delivered on time if not sooner. Plus, ULG's translators are highly qualified to accurately reflect the cultural nuances of our target audiences.

We have confidence that our product information is being understood and accepted around the globe. I look forward to working with ULG for years to come."

The Solution

In order to meet these challenges, DAKINE turned to United Language Group (ULG), a leading provider of language translation and localization. ULG is known for its high-quality translators who are skilled at adapting text to resonate with the target market and culture. Additionally, ULG has an industry leading translation and localization accuracy record, which was essential in helping DAKINE address its business objectives.

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The Results

The process was quick and easy. DAKINE provided glove product information in an Excel format to ULG Project Managers, who then assigned translators native to the United States, as well as DAKINE's targeted countries.

After translating and localizing the information, it was ported directly back into DAKINE's database. DAKINE was then able to easily place the translated text on their products, simplifying workflows for their international distributors.

