



A world leader in sporting goods and apparel was in need of a language partner to help them centralize their global website localization procedures. In addition to aiding in the creation and maintenance of the company's multi-language websites, Translations.com collaborated with the client to develop a comprehensive workflow process for all future localization projects, including linguistic and technical guidelines, localized glossaries and style guides, and best-practices procedures.

The Client:

For over 80 years, the adidas group has been part of the world of sports on every level, delivering state-of-the-art athletic footwear, apparel, and equipment. As a global leader in the sporting goods industry, adidas is dedicated to providing its customers with the best possible products to optimize athletic performance. With its global headquarters in Herzogenaurach, Germany, the adidas group offers a broad portfolio of products available in virtually every country in the world.

The Challenge:

The adidas group's global e-marketing division maintains over 60 retail and news websites in twelve different languages. As a result, branded content is targeted at a wide variety of demographics. To maintain their global brand sites, adidas works with numerous interactive ad agencies and leverages several different site formats.

Previously, each agency had dealt with localization-related issues independently. The large number of ad agencies and on-site project managers involved made the process significantly more complex. Multiple projects, concurrent timelines, and individual country managers in twelve different geographical regions added to the challenge. Furthermore, the risks of inconsistency and budget overruns in the global adidas brand messaging were paramount concerns. Recognizing the shortcomings of their existing procedures, adidas partnered with Translations.com to help them centralize their worldwide localization processes.

The Translations.com Solution:

Working closely with Translations.com's project managers, adidas was able to avoid the pitfalls commonly associated with centralization. Before a single word was translated, adidas and Translations.com executed a "pre-flight" project phase to standardize linguistic preferences, establish technical requirements, determine task interdependencies, and clearly define all steps in adidas' customized localization process.

To meet the challenge of working with several ad agencies and project managers at once, Translations.com consulted with each agency to determine best practices for the technical aspects of the project. We then created a series of guides and forms for the adidas country managers to streamline the localization process, including detailed instructions for language review, simplified templates for requesting new quotations, a pass-over sheet to gather all startup information for project launch, and "best practices technical specs" for each agency. By providing country managers with clear guidelines, we were able to ensure technical and linguistic consistency throughout the localization process.

To shore up the language aspects of the process, Translations.com worked directly with the adidas country managers to develop glossaries, style guides, and brand identity guidelines for each target market. These now dictate the style, tone, and language used for each adidas site. Translations.com also worked with adidas to develop a comprehensive workflow process for all future localization projects. Furthermore, advance consideration of all tasks and dependencies provides adidas project managers with instant visibility into every step of the process, making the submission, updating, and tracking of projects transparent and predictable.

The global partnership between adidas and Translations.com has resulted in the successful creation and maintenance of adidas brand sites in Brazilian, Cantonese, French, German, Italian, Japanese, Korean, Mandarin (Traditional and Simplified), Portuguese, Spanish for Europe, and Spanish for Latin America.