

| Case Study

Scaling Global Brand Authenticity for a Leading Outdoor Gear Brand



| Client

Our client is a US manufacturer of ruggedized outdoor electronics for adventure seekers and extreme sports enthusiasts. They also have several applications that support their offerings and recently acquired several additional media properties.

Known worldwide, their brand name is particularly popular with millennials, fans of outdoor sports, and nature documentary aficionados.



| Task

The company's founder and employees are deeply passionate about the quality of their products and the market segment they are trying to reach. The founder is an extreme sports enthusiast, so "keeping faith" and being genuine with his customer base is very important to his brand mission. As a result, this client is deeply invested in the US market and international expansion.

Reaching this buying segment of the population on a global scale has always been challenging. Brand loyalty is essential, and millennials seem universally sensitive to any hint of a lack of authenticity.

Getting the client's message right in these international markets involves the unique skill of reviewing transcreation, which goes far beyond content translation. A specialized process, transcreation, recreates the messaging, emotional impact, and cultural anchors from one language to another. And this is what makes it so challenging to commoditize – transcreation relies on cultural cues and subjective trade-offs that elude the automation process.

The client already understood the value of transcreation and its role in gaining market share abroad. The bigger question was how they could scale the quality of transcreation parallel to their expansive language support. It became clear that the client needed a partner along this journey who was just as invested in international success as it was, so they approached Vistatec.



| Actions

Vistatec immediately set to work identifying a pool of in-country reviewers who matched the profile of the client's target customer base. Understanding the following criteria, we specifically looked for individuals who:

- Understood the transcreation process and were experienced in the nuances required.
- Understood young, hip, outdoor sports enthusiasts – their passions, their favorite leisure activities, and their aspirational self-image.
- Were outdoor enthusiasts themselves or users of our client’s products and tools.
- Were passionate about the client’s products and willing to go the extra mile for customer satisfaction.

Because the client is heavily invested in the international review process, Vistatec was transparent about the candidates selected for the in-country review (ICR) process, presenting every profile under consideration for these roles.

The work assigned to Vistatec teams is varied; they typically work with the client’s localization vendor, acting as a second set of expert eyes focused on the transcreation process from a marketing perspective. They might assess marketing material, drops for the client website, product pitches, and slogan/tagline drafts, alongside making recommendations and corrections wherever needed. Additionally, they can be involved in reviewing creative images, promo videos displayed in stores, on TV, social media, and influencer marketing packages – essentially in every part of a launch campaign for new products. They can provide all these services for the client in up to 30 languages.

Our teams also model the international end-user experience for the client. We test the online purchasing experience for their top nine global markets and have our reviewers go through the purchasing flow incrementally, documenting their observations about the localization quality, ease of making a purchase, and whether the entire experience feels customer-friendly or not. The client leverages this feedback to improve the customer experience, reduce post-purchase support costs, and create that all-important customer “stickiness” that keeps buyers from wandering away to other products and brands.

The client enjoys a full-scope service. Vistatec provides backup reviewers during holidays, sickness, or other events and conducts ongoing training to help new reviewers ramp up, cover new products, or master any newly introduced tools or processes.

Vistatec also suggested several improvements to the client’s existing processes to improve overall quality and shorten the time to market. For example, we organized group calls between the client’s HQ staff and our teams. We encouraged the client’s content managers to use this time to preview upcoming releases for these teams – specifications, features,

performance details, and other product details. The client was understandably concerned about confidentiality around unreleased products, so to mitigate the risk of information leaks, all Vistatec reviewers attended the online preview and training sessions synchronously. Audio or video recording is prohibited, and information may not be forwarded. Upcoming product features are discussed, and the client's employees field questions from the Vistatec team.



| Results

The collaboration with our client has led to tangible and impactful results demonstrating the value of a handpicked, dedicated, and scalable team with a high degree of product affinity.

There have been definite improvements in quality, most notably in the notoriously quality-conscious Japanese market. These improvements are a testament to the efficacy of our rigorous review process.

Our program is scalable and offers the client maximum flexibility. Because we designed it to manage peaks and troughs, this completely alleviated the pressure on the client to handle fluctuating volumes, and we can scale from ten thousand to ~one million words in any given month. Vistatec also achieved a 100% adherence rate to its SLA, including the same-day turnaround of reviews.

The client appreciated Vistatec's comprehensive method of reviewing all aspects of its launch campaigns for new products. From taglines to social, our ICR approach ensured consistency and resonance of brand messaging across all channels and touchpoints. Coordinating strictly confidential sessions prior to launches also meant our reviewers had time to ask the client's marketing team any questions about the play on words, localizability, or specific concerns. This entire pre-launch process shortens the ramp-up time for in-country reviewers tremendously while simultaneously respecting the client's need for extreme confidentiality.

The client eventually gained so much trust in Vistatec that it involved its teams in their customer experience (CX) testing. Our dedicated reviewers went through a product purchasing experience in nine markets, testing the entire flow from product feature exploration to payment, shipping, and actual usage. Their hands-on insights really

strengthened the CX and, ultimately, brand loyalty.

Through all these results, Vistatec proved to be a trusted partner to the client, providing the expertise, flexibility, and passion it needed for its ongoing international expansion, and ensuring the authenticity of the brand's message resonated across different global markets.