



**MARKETING AGENCY
OFFERS A MULTILINGUAL
LOCALIZATION EXPERIENCE
THANKS TO JONCKERS**



8 YEAR PARTNERSHIP

118 LANGUAGE COMBINATIONS

35.5 MILLION LOCALIZED
WORDS IN 2020

HIGHLY CONFIDENTIAL CONTENT

3200+ DELIVERIES IN 2020

100+ CERTIFIED LINGUISTS

FLEXIBILITY, CONFIDENTIALITY, UBIQUITY – JONCKERS CAN HANDLE EVERYTHING

One of Jonckers' most valued customers is an international marketing agency. In this particular case, Jonckers is not in contact with the end client but rather this marketing agency transmits the requisites and demands of their clients to us. Our relationship is simple as we all focus on what we do best: they design the marketing strategies their clients need and we localize them into multiple languages so that their clients can profit from being internationally marketed in one go.

Translation and localization happen at the point at which the product and your marketing strategy are ready to be launched. The localization process needs to be agile and robust to ensure your message is properly transmitted without being too time-consuming. Jonckers has to be ready to react to changes in translation volumes, turnaround times, and deadlines, adapting to last-minute surprises with flexibility.

LOCALIZING FOR A MARKETING AGENCY'S GLOBAL CLIENTS

Jonckers collaborates with a global marketing agency specializing in retail. This creative company offers digital and physical marketing solutions to some of the biggest brands in the world. Thanks to the wide variety of services this marketing agency offers, Jonckers has the chance to translate almost every conceivable content type, for just this one client.

A large portion of our source texts is **online content**. We also localize **CRM content** (typically customer newsletters). Jonckers fully translates the **materials for retailers** e.g. websites, in-store banners, SKU choosers, posters, standing banners, large-sized prints, etc., and the materials used by retailers to sell the products e.g. telesales guides, pitch decks, or fact sheets. We localize all **packaging content** that later goes to print (such as boxes, or POSA cards). Jonckers also translates the **subtitles and on-screen text** on the product trailers. And, of course, we localize all the **ad hoc documentation** such as presentations, webinars, apps, workshops, etc.

“ As a marketing agency, you plan the launch of the product, develop a marketing strategy, and establish a message. When reaching out to more international markets, that brand must be represented consistently across all channels while being culturally adapted for each market. The heart and soul of your marketing campaigns need to cross the language barriers and reach new clients while creating the same user experience as the brand in the original language. That’s where Jonckers takes action. Jonckers supports marketing agencies in their quest to communicate their customer’s brands consistently to new target audiences. ”

Nicola Meinders, VP Marketing at Jonckers

CHALLENGES

Besides working with a huge range of source texts, Jonckers needs to provide top human quality localization services and manage highly confidential content.

The content we localize for this marketing agency is **highly visible**. When localizing packaging, posters, in-store banners, gift cards, and other physically-printed texts, one error on our side can cause considerable losses in time and money if that file needs to be printed again. Fixing one small localization mistake can lead to a huge effort to re-work the text if these errors are found on millions of copies of large-sized prints. No matter how unexpected the project is, the surprise and urgency cannot affect the quality of our deliveries.

Moreover, the content we localize is **strictly confidential and sensitive**. We localize websites, extensive marketing kits with hundreds of files, video trailers - and many other materials - prior to the release date of that product. These products are often in high demand and eagerly anticipated by millions of loyal fans. The devotion and anticipation surrounding these products mean that the content is highly sensitive to work with. Users may be willing to hack systems for data leaks that can later be sold for large sums of money. Jonckers needs to ensure the privacy of this data and to go the extra mile to protect this client's privacy, until the official product release date.



VAST RANGE OF SOURCE TEXTS



HIGHLY VISIBLE
MARKETING CONTENT



LAST MINUTE & UNEXPECTED
REQUESTS



CONFIDENTIAL MANAGEMENT



MULTIPLE WORKFLOWS
AND PROCESSES



DEDICATED TEAM



CONFIDENTIAL CERTIFICATION
FOR MANAGEMENT



HIGHLY CONFIDENTIAL
ROOMS



HIGH-QUALITY HUMAN
LOCALIZATION



POST-PROCESSING & DTP



HOW JONCKERS HELPED

Over the past eight years of this partnership, Jonckers has created a dedicated support team for this marketing agency so that we can react promptly to any last-minute changes and requests. Our dedicated and always-ready workforce is extensible from internal employees to external freelancers, and combines project managers, engineers, language analysts, community managers, and certified linguists.

Jonckers has also perfected many different workflows and processes to deal with the localization of the various types of content we receive. Due to the high levels of quality expected and the confidentiality surrounding most of the content we work with, human translation is our standard service offered. Jonckers also does the **engineering and preparation** of all source files (typically DOCX, XLSX, PPTX, HTML, XML, INDD, PSD, AI, JSON, JS, SRT, TTML, or OFT), as well as the **post-processing and DTP**.

Due to the high level of confidentiality, Jonckers follows a strict certification process that covers all stakeholders in contact with sensitive information. Three of Jonckers' offices are equipped with highly confidential rooms that have controlled access and are monitored 24/7 by CCTV cameras. Anyone wanting to enter these rooms needs to pass the required certification to obtain their special access card.

DISCOVER WORDSONLINE BY JONCKERS

The digital world has more content than ever. Yet a marketer's reach is always restricted by the reach of their language engagement and their budgets. But what if you could be in all markets, at the same time? Most translations use a tedious, manual step-by-step process, which is disconnected, time-consuming, and relatively expensive. With over 25 years of experience in language services, Jonckers has developed an AI cloud platform called WordsOnline. WordsOnline uses a continuous publishing and localization approach that is fully automated, data-driven, and with a fully integrated language community.

WordsOnline is the end-to-end localization platform that combines Neural Machine Translation technology with an AI-empowered translation community to provide control, transparency, and scalability. **Go global faster and on budget.**

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www.jonckers.com

THE RESULTS

Jonckers' dedication to this highly confidential process shows that we can work under the most secure circumstances. This is living proof of how much we value our customers and the privacy of their data.

Above all, this marketing agency values Jonckers' flexibility and capacity to deal with unexpected volumes or tasks. The client can rest assured that they're able to send us content with no prior notice and we'll find the best workflow and process to deliver the best quality possible, under the strictest confidential circumstances. Jonckers is always willing to help this marketing agency achieve what their clients want with extreme flexibility, incredibly hard work and long hours put in for each and every product launch.