



# DEI.

Diversity, Equity and Inclusion Case Study.

RWS Global Production

Services

Inclusive Marketing is creating content that truly reflects the diverse communities that a brand serves. As part of our creative consultation services, at RWS' Global Production Services we have designed a range of processes to ensure our clients' campaigns are DEI proof. We can also create bespoke workflows to meet specific requirements a brand may have in this area.



Case Study.



As one of the world's leading sports apparel brands, Nike needs no introduction. The American brand is as well known for its ground-breaking sports innovations as it is for its boldness and readiness to evolve as people and cultures do so. Its famous slogan "Just Do It" is a bold rallying cry for Nike's followers to stop procrastinating, to get out there and take action and as such, it's been such a success that the brand has never translated it, yet everyone who knows Nike, knows what it stands for.

As societies evolve, cultures break stereotypes and people fight the status quo, Nike has managed to stay at the forefront of many major sociocultural shifts, taking a stance for what they believe in, regardless of who they may disappoint in the process.




“Believe in something.  
Even if it means  
sacrificing everything.”

From Nike's campaign pledging their  
support to Colin Kaepernick, 2018.



Believe in something. Even if it  
means sacrificing everything.

 Just do it.

## RWS & Nike. Spain.

**As a long-standing provider of localisation services to Nike, RWS has forged a strong and honest relationship with Nike's Global Localisation team.**

**Therefore, when the brand felt there was a need to understand the current shift in language inclusivity in the framework of DEI, they sought the advice of RWS.**

In a first request, RWS' Global Production Services took a brief to research and define the necessary framework to monitor and evolve their language strategy in Spain, specifically focusing on gender neutrality anglicisms and neologisms. The research exercise should also establish whether Nike's global brand progressive and inclusive tone of voice in

English is or is not reflected in Spanish, and what the rationale behind it might be.

The research findings should point to a language strategy for Spain that would enable

the brand to evolve its language alongside sociocultural shifts, while remaining

true  
to its global persona.



## RWS & Nike.

At RWS' Global Production Services we immediately jumped at the chance to participate in such an innovative and relevant initiative. Led by our Creative Director – Language and our Lead Researcher in Spain, we consulted with experts in different professional segments with a view to understand and examine the main changes Castilian Spanish is undergoing in Spain, we therefore had to:

- Understand the most relevant trends
- Extract language use by brands
- Dissect Nike's (perceived) current communications strategy and consider options moving forward

We then chose the most relevant profiles and organised a focus group to discuss topics around trends and tendencies, social media, the internet and its influence, sports language and potential structural changes in communication strategies in the short and the long term.





Over the course of 3 weeks, the Global Production Services team worked to extract all the relevant insights to distil into a 82-page report that offered a robust view on the Spanish language and cultural landscape in relation to brands, and more specifically Nike, in the context of language inclusivity and gender neutrality. This was funnelled into a set of strategic recommendations to serve as the basis of the brand's language evolution strategy in Spain.



## RWS & Nike. France & Italy.

**Following the success and relevancy of the Spanish research work. Nike once more approached the Global Production Services team to carry out an extended piece of work for France and Italy.**

In this instance, the brand wanted to go beyond gender inclusivity and the use of neologisms and anglicisms (themes that were also part of the request) and wanted to understand the following aspects of language in each country:

- The language of disabilities in sport
- The language of sustainability
- The language around racial discourse

The team at RWS worked with a Lead Researcher in each market that conducted interviews and a focus group with a group of in-market experts (linguists, copywriters and strategists) to distil the necessary insights that would allow them to address the questions raised by Nike's new brief. RWS delivered a findings report per market with data, guidelines and recommendations that gave Nike a fresh, bold and up to date picture of the status of language in each market.





“ I want to congratulate on really good work – delivered way above expectations – pleasantly surprised by quantity and quality as well as the way the information was collected and researched...We asked you to challenge and you did it, without much guidance from us... ”

**Alvaro Villalvilla** – Senior Global Language Services Manager, Nike

Take global content  
and ideas further