

Website and brochure localisation

Case study | **Jaguar Land Rover**





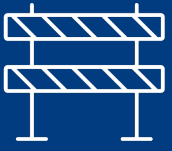
Background

Jaguar Land Rover

Jaguar Land Rover is a prestigious British car manufacturer, designing and building luxury cars, and has been part of the Tata Motors group since 2008.

The two premium brands offer extensive websites, along with regularly updated brochures, for each nameplate – aimed at both existing and new customers.

RWS have a 14-year-long relationship with Jaguar Land Rover, providing localisation services across almost all content areas.



The challenge

Jaguar Land Rover

As Jaguar Land Rover's main localisation provider, RWS works in tandem with Jaguar Land Rover's creative agency in charge of end-to-end production of website and brochure content.

A complex, multi-stage, multi-stakeholder review process between the creative agency copywriters and brand reviewers, built up over time, resulted in:



Very long timelines for localisation review and approvals



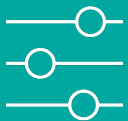
Some conflicting feedback in approval stages



Missed chances for cost saving and streamlining



Not capturing all feedback within translation memories



The solution

Jaguar Land Rover

Jaguar Land Rover requested RWS initiate a change programme to expand localisation to include creative editing with in-house copywriter teams.

RWS recruited in-house copywriter resources who received brand immersion sessions, product training, and on-boarding by local Jaguar Land Rover stakeholder teams, with lead and backup copywriters assigned per language.

The purpose: to allow translators to focus on factual and informational content, while copywriters adapt creative and brand voice content with creative licence and freedom, so the content reads naturally and fluently.

The outcome: capturing the full localisation process in-house at RWS resulted in more agile and streamlined workflows and a team-based learning process for constantly improving quality.





The results

Jaguar Land Rover

Reduced timelines

Reduced timelines for review and approval by moving creative review to the localisation process.

Faster approval process

Simplified and faster approval process – with local stakeholders having access to RWS copywriters for discussion and rework.

Reduced localisation costs

All reviews and approvals captured in translation memory – reducing content needed for re-approval and overall localisation cost.

Easy budget control

A transparent and reactive per word cost model for creative localisation that enables easy budget control.



RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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