



HOW LIONBRIDGE DELIVERED HIGHLY PERSONALIZED CREATIVE TEMPLATE DESIGNS for a Global Hyperscale Technology Company

Lionbridge leveraged its community's deep cultural expertise to provide creative direction in the creation of accurate, culturally nuanced deliverables

HIGH-QUALITY
CREATIVE OUTPUT

HIGH
VOLUME

COST-EFFECTIVENESS

ACCESSIBILITY IN GRAPHIC DESIGN CONTENT CREATION

Though graphic design content creation was once reserved only for professionals proficient in using sophisticated software programs, the emergence of tools specifically geared toward non-professionals makes it accessible to all. To win over a demographic of laypeople — including small business owners, teachers, and students — companies in this sector must offer an easy-to-use platform and ready-made, creative design concepts.

"You guys rock. In just a couple of quarters, you've helped us advance so much further than where we were."

— Principal Product Manager of a Global Hyperscale Technology Company

THE CHALLENGE

Having successfully dominated the market catering to professional graphic designers, our customer wanted to gain market share with non-professionals seeking to create design content. To secure a competitive advantage with this demographic, it sought to enhance its software by increasing the number of its ready-made creative template designs and making these asset offerings highly appealing through personalization.

In the project's first phase, the customer focused on creative template designs centered around holidays, festivals, and other culturally relevant events for its customers in India. Budget constraints and a lack of deep cultural knowledge made creating high-quality, engaging designs challenging.

The company approached Lionbridge for a cost-effective yet highly engaging content creation solution because of its ability to provide cultural strategy, cultural consultancy, and design expertise.

ABOUT THE CUSTOMER

Our customer is an American global hyperscale technology company with a robust portfolio of software solutions for various users, from individuals to the world's largest enterprises. With a 40+ year history, the customer employs tens of thousands of employees and has dozens of offices worldwide.

“We can leverage our community for many tasks beyond simply localization. In this instance, we reached deep to locate individuals who could investigate appropriate cultural references and conduct comprehensive market research to guide our designers around a specific holiday or festival to provide the deep personalization our customer needed.”

— Brian Randall, Lionbridge Senior Vice President, Americas

THE SOLUTION

The solution consisted of the following three phases:

- » **Research:** Meeting with the customer to understand their needs and Lionbridge’s role.
- » **Trial:** Assembling a scalable team with the correct skill set to perform a Proof of Concept (POC) comprising 150 culturally relevant deliverables for a specific market.
- » **Production:** Executing full-scale production with hundreds of deliverables per month.

Lionbridge determined that the winning combination for creating highly creative deliverables consisted of a team of creative professionals made up of experienced graphic designers, copywriters, and creative strategists and Lionbridge’s community of language and culture experts. The creative team created designs using the customer’s multi-tool environment for laypeople, including AI-powered text-to-image generation software. Community members provided the designers with cultural context and guidance to spark ideas that would appeal to the tastes and preferences of the laypeople in India.

The community’s input proved invaluable, especially since designers often operated without detailed briefs and had to deduce how to meet the customer’s design expectations for assignments. Lionbridge achieved savings by sourcing the work cost-effectively.

THE RESULTS

Now operating fully, Lionbridge produces approximately 500 unique creative design concepts monthly, with deliverables tailored for various age groups, from children to adults. In addition to meeting the customer’s volume expectation, Lionbridge successfully worked within the customer’s budget while consistently delivering high-quality assets, as measured by user engagement and conversion rates.

This project is ongoing, with plans for Lionbridge to create culturally relevant content for Brazil and Japan next.

“This engagement is a direct extension of a 20+ year partnership that has included extensive translation and localization work. By successfully developing visual content, we’ve demonstrated that customers can confidently consolidate their vendors for single source ease.”

— Laura Barrantes, Lionbridge Creative Program Manager Operations

LEARN MORE AT

[LIONBRIDGE.COM](https://www.lionbridge.com)