



NEW AI CONTENT CREATION SOLUTIONS FOR A SPORTS AND APPAREL GIANT

1
TARGET LANGUAGE

45%
SAVINGS IN TRANSLATION COSTS

75%
SAVED IN TRANSLATION TIME

ABOUT THE CUSTOMER

This Lionbridge customer of almost a decade is a retail giant. We've become their trusted partner for translation, as well as content optimization and generation projects. The company is primarily focused on athletic and sports-themed apparel. They've been globally recognized for decades, generate billions, and employ workers worldwide.

To succeed in today's globalized, Internet-impacted markets, this retail company focuses on reaching a wide swath of demographics across every continent. Since they're used to a vast offering of customized content, their customers require content tailored to their own interests, values, and realities.

This means exponentially more content production in many languages. To keep up with the speed of the Internet and other competitors, the company must also generate and share this high volume of content at breakneck speeds.

Discover how Lionbridge offered an innovative, customized AI-powered solution to help this global retail giant continue to connect with their international customer base and reach new customers every day.



THE CHALLENGE

Lionbridge helped our customer overcome five major pain points. The first was to transform existing content in French to new content but using an informal French tone. The company needed to create content that spoke to a younger French demographic, which required a more conversational tone. Younger consumers are especially valuable, since they have more expendable income due to their reduced financial responsibilities (rent, mortgages, groceries, healthcare costs, etc.).

The company also required impeccable French translation and localization for this content. French speakers are notably fiercely protective over their language, and mistakes in translation could seriously hurt the company's image. With content that fits both requirements, this retail company could connect with a significant market known for its expendable income.

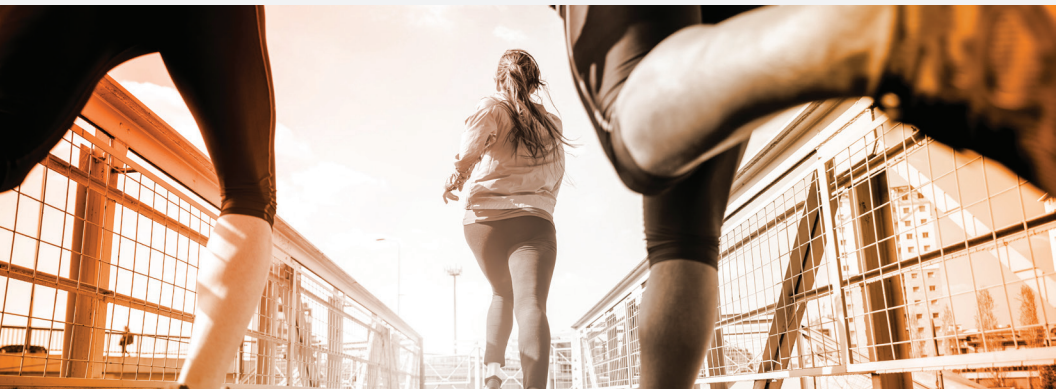
The second challenge was the extreme cost of using human translators and content writers to create this material. The base of material they wanted to translate into a French, informal voice was so vast that considering a human-powered solution in any capacity would have been an extremely costly and slow project. A solely human-powered solution would have cost almost double.

WITHOUT AN AI-POWERED SOLUTION, THIS PROJECT WOULD HAVE TAKEN 75% LONGER TO COMPLETE.

The third challenge was regarding timelines. Using human translators, content writers, or even reviewers, would have taken far too long. The retail company needed the content polished and ready for use quickly. This urgency was due to a need to keep up with the constant, lightning-speed demand for new content. The pace is primarily driven by the Internet and the young generations raised on it. Online content production and consumption are always at high volumes and higher speeds — which human-powered solutions can't always keep up with. The nature of the retail market has increased the urgency of this need. Since the 1980s, when Asian manufacturing set record paces in retail supply chains, customers have become accustomed to faster go-to-market strategies from retailers. Often, apparel only takes months to be created, promoted, and available to customers. The customer needed new content generated at this exceedingly fast pace to help them rapidly promote the products they were bringing to market. Without an AI-powered solution, this project would have taken 75% more time to complete.

The last challenge was a general fear and mistrust of AI.

Like many other companies, this retail giant was deeply concerned about the risks of using AI technology to accomplish some of its mission-critical marketing work. One fear was keeping data safe and secure. Many large, public AI tools will make any data used public. Another fear was about the quality of AI output. With such a new tool, it's understandably hard to trust that the final product would be as engaging, linguistically accurate, carry the brand voice, and provide the casual, informal tone young customers want.



THE SOLUTION

Lionbridge offered the customer a three-step process. Since we have worked with this client for almost a decade, we have already completed extensive translation work for them. We used the comprehensive database of content we already received from them and translated into French for previous projects. This content was stored in what we call Translation Memories, or TMs. Because we created the TMs, the customer did not have to do any work to share the content with us or retrieve it from other previous language services or content vendors. We simply pulled the TMs for the client.

Our second step was to develop a series of five prompts.

Our dedicated team of AI experts created these prompts. They drew from their vast experience, as they have been working with the tool since its inception. This team and Lionbridge have also been working with AI's predecessor, Machine Translation (MT), for over a decade. We ran the content through our private, proprietary AI tool using these prompts. To ensure the best outcomes, we ran the content through in small chunks, thus necessitating over 2,000 runs through the AI tool. (Notably, this still only took a fraction of the time a process powered by human translators or content writers would have taken.) As mentioned above, the AI tool was prompted to take the existing content and generate a French version that was notably more conversational and informal.

Lastly, we aggregated the total output of the AI tool and completed a thorough AI-powered review to ensure the output met the customer's expectations. We conducted a very light human review of a sample of the content. The review showed that the quality of the AI output was already perfected and ready for the customer's use. No further intervention — human or AI — was needed. We delivered the final product in a new set of TM files.

BY THE NUMBERS

- » 1 target language: French
- » 45% savings in translation costs
- » 5 prompts engineered
- » 2-week project duration
- » 1,018,161 Translation Units
- » 75% faster translation process
- » 4 runs through Lionbridge's proprietary AI-driven tool

TO ENSURE THE BEST OUTCOMES, WE RAN THE CONTENT THROUGH IN SMALL CHUNKS, THUS NECESSITATING OVER 2,000 RUNS THROUGH THE AI TOOL.



METHODOLOGY

- » Analyze Translation Memories (TMs) to detect formal voice translation units (TUs).
- » Customize prompting to ensure a high coverage of various grammatical use cases.
- » Run the TMs through a custom prompt pipeline.
- » Allow the tool to:
 - Adapt relevant TUs.
 - Flag ambiguous TUs for human review.
 - Automatically sample additional TUs for sanity check QA.
- » Deliver to the customer.



PLANNING



Completion of work



Kick-off meeting



Delivery and debrief

THE RESULTS

Lionbridge helped the customer achieve four key results. Firstly, we helped the company create a vast new database of French content written in a more informal tone. Without the 45% cost savings of Lionbridge's AI-powered solution, this company would have incurred a much more burdensome bill to create such a myriad of new content in French. This content base can also be used for current and future marketing initiatives. Additionally, it will help with other translation projects, as it can be saved and used as Translation Memories. Translation memories make other translations more accurate, efficient, and less costly to complete.

A second result for the customer was the ability to go to market faster. With such a fast, efficient content generation process, Lionbridge's AI solution delivered the requested content in record time: 75% faster. In this case, that was two weeks, rather than six (or possibly longer). This expedited delivery allowed the retail company to promote its products to this specific market much sooner, thus allowing it to capture more customers and revenue.

A third result was cost savings. By automating the content generation and its review, Lionbridge saved the customer significant labor costs for translators and content writers.

These costs are often the most considerable component of multilingual content generation costs. Lionbridge saved the customer 45%, compared to the total cost of a fully human effort.

As a fourth result, Lionbridge helped the customer reach a new, substantial market. Lionbridge empowered the retail company to be more successful in reaching younger, French-speaking consumers with content strategically targeted to them.

This new, targeted market is massive because French is one of the most widely spoken languages globally.

It's the fifth most spoken language in the world, with an estimated 320 million speakers per the [Organization of International Francophonie](#).