

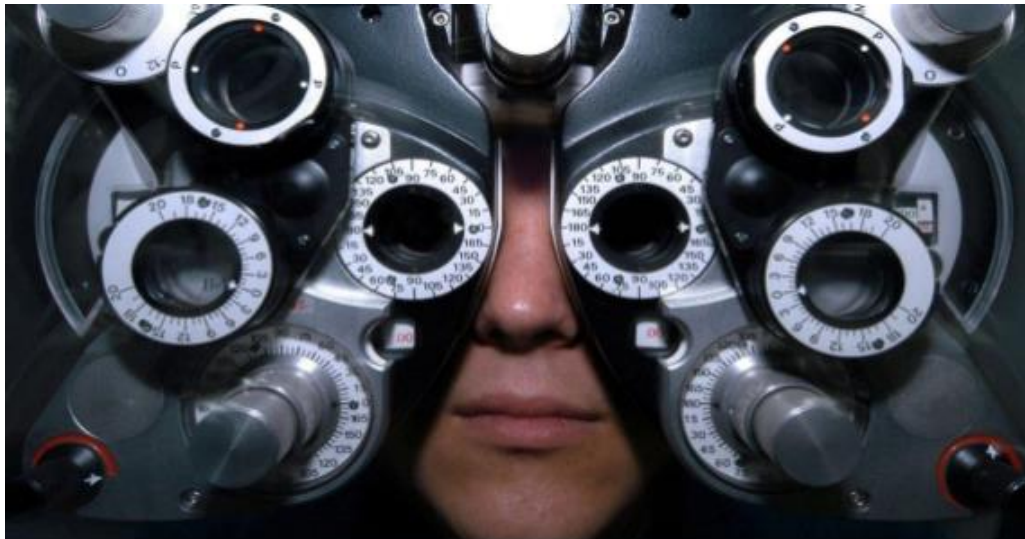
# Globalizing Snackable Content To Enhance Micro Experiences Locally

Delivering locally immersive,  
frictionless and personal experiences

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# Agenda



- 1 Framing it – global **awareness**
- 2 Shaping it – global **readiness**
- 3 Making it work – global **effectiveness**
- 4 Delivering on it – global **success**

*“The real voyage of discovery does not consist in seeking new lands but seeing with new eyes.”*

Marcel Proust

# Setting The Globalization Stage

Meeting local experience requirements means engaging holistically

## Linguistically

I need to understand content based on spelling, syntax, vocabulary and terminology accuracy. I expect fluidity reflecting my level of proficiency and background

## Culturally

I need to adopt content based on textual, oral and visual acceptance and relevance. I expect respect for my concrete and emotional pattern

## Functionally

I need to consume content according to technical, legal and accessible availability. I expect consideration for my ecosystem(s) and environment(s)

Embracing all facets enables delivering on all engagement requirements

# Breaking Down Concepts To Enable...



This is not a pipe. It is a picture of a pipe or...

# Going Above And Beyond

Customer reality must be augmented to as customers move and evolve



Purchase    Decide    Share    Ask    Compare    Struggle    Search    Look

**Micro experiences**

**Snackable content**

Behaviors, locations and moments require globalization, localization and customization at the speed of now and at the scale of where it matters

# Creating Effective Content Snacks



No chunk, bit or piece! Engage with meaningful and sticky messages, don't just reach out

Localization and customization deliver the right combination for each market and customer

# Prioritizing Globalization Efforts

Cost and contribution

**Customized content**

**Ad hoc** content containing mainly specific references which must be adapted for the highest level of linguistic, cultural and functional sensitivity

**Localized content**

**Engaging** content containing a number of market or customer specific references which must be used for audiences and markets with a high level of linguistic, cultural and functional sensitivity

**Translated content**

**General** content containing few market and customer specific references which can be used for multiple audiences and markets with a medium level of linguistic, cultural and functional sensitivity or sharing some associated requirements

**Leveraged content**

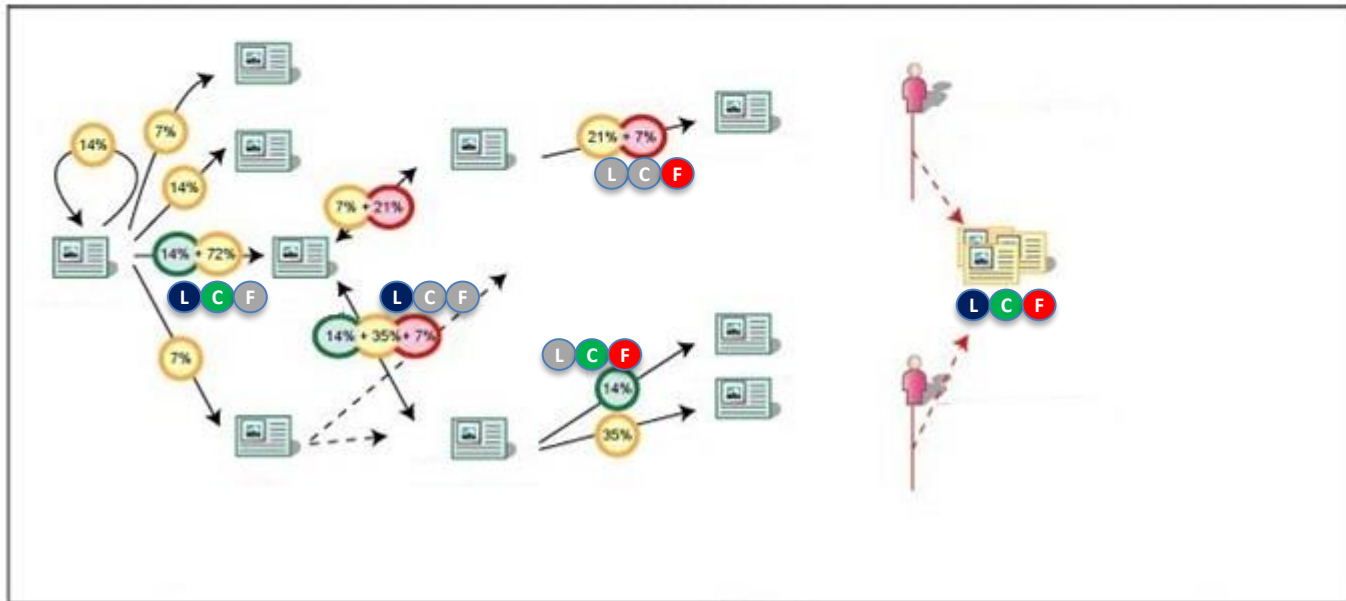
**Generic** content containing no market or customer specific reference which can be used for multiple audiences and markets with a low level of linguistic, cultural and functional sensitivity and sharing most associated requirements

Relevance and immersion



# Capturing And Measuring Success

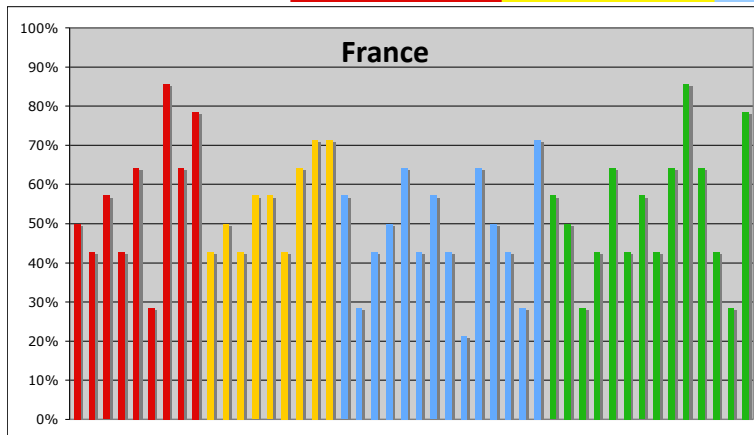
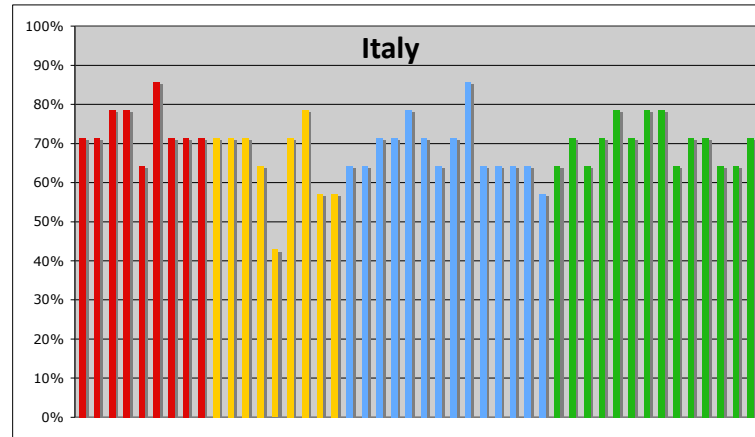
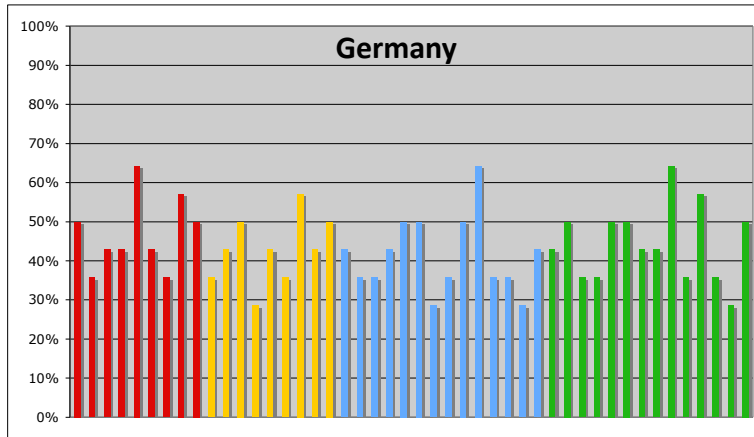
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Linguistic, cultural and functional drivers must be working or fixed simultaneously



# Highlighting Global Contrast



Capture variances between markets and indicators

Adjust or revisit localization and customization where necessary without creating more issues

# Defining Golden Goals Globally

1 **Synchronize** snackable content with micro experiences and localize it accordingly

2 **Premiumize** global content effectively with best localized content snacks

3 **Emphasize** mobile and data-driven content to gain dynamics AND ground

4 **Customize** each emotion and motion to make snackable content personal

**MAKE IT PERSONAL**

THANK YOU!