



HOW CUSTOMIZATION, CULTURAL COMPETENCE & LOCAL ADVOCACY CAN HELP BRING AUTHENTICITY TO MARKETING CAMPAIGNS



Sonia Oliveira, GoPro

Gabe Rodino, SDL



Sonia Oliveira

Senior Director of Globalization
and Intl Marketing,
GoPro

- Responsible for all aspects of product and marketing localization including alignment with an international strategy to maximize global growth.
- Spent most of her career in globalization leadership positions including at Siebel (Oracle), Adobe Systems and Zynga.
- Frequent participant in localization conferences, round tables and industry forum discussions.
- Fluent in Portuguese, English, Spanish and French.
- BA in Translation and Interpretation and an MA in International Relations.



Gabe Rodino

Director of Retail &
Consumer Practice,
SDL

- Responsible for global vertical solution strategy and sales support.
- 18 year localization industry veteran, helped build and deploy successful multilingual and digital marketing solutions for some of the largest global brands.
- Fluent in English, Spanish and French.
- BA in Political Science & French, MA studies in Translation & Conference Interpreting.

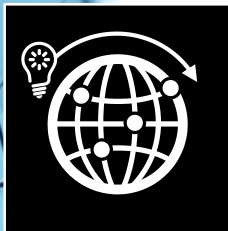


THE GLOBAL BRAND DILEMMA



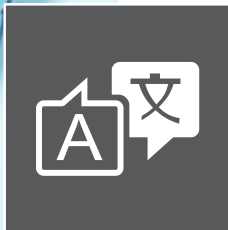
Authentic

The notion of creating a dialogue between the Brand and the audience that's genuine and natural regardless of locale



Relevant

The notion that messaging is as impactful and as relevant in foreign markets as it is where it was created



Fluency +

We speak of *cross-cultural fluency*, and not just linguistic fluency.



GoPro



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GoPro's Vision: LAAPP

Language Authenticity Advisory Pilot Program



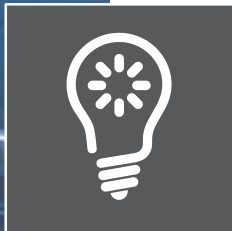
Authenticity

Staying true to our DNA: spontaneous, exciting, inspiring, epic and full of energy.



Context

Fast paced environment. Initial stages in the development of a *Center of Excellence* in Globalization.



Advocate Idea

Tap a pool of GoPro brand advocates and influencers to help us validate messaging localization quality and ensure it resonated authentic to them.



BRIEFING

Setting expectations, deliverables and clear requirements



TRAINING

Basic level of localization “knowledge” so that we could communicate effectively



PILOT

GoPro ran a pilot program to test idea & effectiveness
SDL helped operationalize it in-country



SDL's PARTNERSHIP

Language Authenticity Advisory Pilot Program

SDL Global Marketing Solutions

SDL*



Global Partner

SDL selected by the GoPro team to partner in multiple globalization fronts. The LAAPP initiative required an in-country presence in order to set up and manage the pilot project.



Onboarding

Brazil chosen as pilot market. SDL instructed to prepare the training material, localize the briefing and create a feedback mechanism for all content types validated.



Local Execution

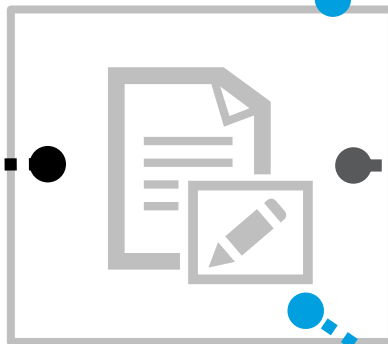
Involved SDL Brazil also for local administrative and operational support, including training site for GoPro's brand advocate advisors.



Samples...

"It uses my language and speaks to my lifestyle"

"It's engaging and made me want to read all about it"

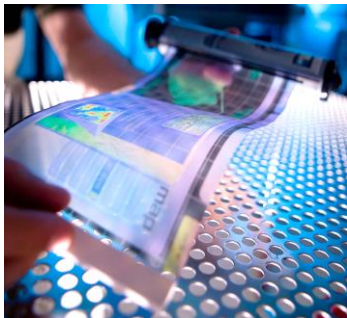


"It's too wordy, sounds too formal"

"The images used represent my lifestyle"



PROJECT TAKEAWAYS



- One size does not fit all – be flexible, open & iterate for best results.



- Pilot tested content already live, avoiding other programmatic & operational challenges prior to launch



- Be selective on content to validate. Not all content is fit for this initiative



- Plan for team attrition and be mindful of gender diversity



Q & A THANK YOU



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