

The background of the entire page is a composite image. It features a hand reaching upwards from the bottom left towards a glowing, orange-hued Earth. The Earth is partially obscured by a network of white lines and nodes, resembling a globe or a data network. The overall color palette is warm, with oranges, yellows, and dark purples.

# PERFORMANCE PRODUCTION

A fresh perspective on scaling global content

—  
By Lindsay Hong



LOCARIA

# CONTENTS.

EXECUTIVE SUMMARY	3
INTRODUCTION	4
FRAGMENTATION DRIVERS	5
New audiences presenting growth opportunities.	6
Digital channels bringing new formats.	7
Increasing local expectations.	9
LEARNINGS FROM PERFORMANCE MARKETING	11
Localisation is complex. Getting it right is powerful.	13
Speed. Quality. Cost. Scope. You can have it all.	15
Reducing subjectivity with data increases consumer intimacy.	17
Finding needles in the talent haystack.	20
CONCLUSIONS & NEXT STEPS	23

# EXECUTIVE SUMMARY.

Several macro trends are driving marketing content fragmentation: new audiences arising from the growth of online, a constant expansion and evolution in new digital marketing formats, and increased local-level competition. As a result, creative and media agencies are getting back together, seeking more efficient ways to scale production and respond to the increasing content demands of modern marketing. Furthermore, two-thirds of marketing leaders are pursuing a more centralised marketing structure in order to increase efficiency and control.

Performance marketing has undergone a similar transformation as brands have scaled paid and owned media at speed over the last decade. Locaria responded to the addition of international languages, platforms and cultural nuances by bringing together the proactive performance mindset of a digital media agency, with the workflow, tech and talent of the language

services sector. We have turned content production into a strategic lever, where effective planning to client KPIs and nuanced selection of the right talent and tech drives measurable value.

We are now bringing this approach to the wider content space, through four key actions:

1. Bringing together siloed skill sets into unified teams
2. Combining workflows and technologies from different disciplines to overcome delivery constraints
3. Embracing data in the creative process
4. Focusing on talent

**By owning outcome, not just process,  
we create the assets that fuel growth.  
We call this Performance Production.**





# INTRODUCTION.

**As brands increasingly seek to expand internationally, they are experiencing the issue of content fragmentation, which the World Economic Forum has identified “will be central to the digitization of the media and entertainment industry over the next decade”.**

Consumer journeys have become increasingly complex with multiple touch-points, meaning more is expected from global brands. Brands are required to simultaneously operate across different platforms, media, and markets, while maintaining a consistent brand voice and logical customer experience.

Whilst some content can be relatively easily replicated and localised, most new channels and markets have different formats, regulations and best practices. The ambition to scale global content both online and offline across all channels can easily challenge budgets and ROI. Coupled with the desire to be efficient, is the fear that automation and tech solutions will weaken creative messaging and reduce content quality, leading to failure at the point of campaign activation. Navigating and resolving these conflicting concerns, to find the sweet spot of effective global scaling, requires a nuanced and expert approach combining multiple skillsets and technologies.

In this paper, we present a new way of approaching global content scaling: Performance Production. It is built upon the learnings gained from international digital marketing expansion seen during the last decade and fused with a truly multilingual and multicultural workflow inherited from localisation best practice.

To understand the value of this new approach, the paper will first introduce what is driving content fragmentation, and where the exponential multiplier for marketing assets is coming from. We will then see how many of these experiences align with how performance marketing has expanded in the last decade, and what key actions we have taken to tackle this challenge. Lastly, we look to the future and identify how Performance Production can solve the global content fragmentation problem, with the right mix of people, process and technology.

# FRAGMENTATION DRIVERS.

To be able to design the right solution for global content production, it is critical to understand the macro drivers of this trend, and why it is so relevant for brands right now.





# NEW AUDIENCES PRESENTING GROWTH OPPORTUNITIES.

For a long time, now mature western brands have had to seek opportunities overseas to continue to grow. The US and UK have become highly competitive and saturated for many products and services, leading brands to initially look to nearby markets to expand. In addition, as western economies struggle to maintain growth, emerging markets such as China, Russia, Brazil, India and increasingly now South East Asia, have boomed. Consumers in those markets have more disposable income and a thirst for foreign goods, creating opportunities that brands have been unable to ignore. This places an onus on ambitious brands to create content for increasingly diverse audiences, requiring more cultural adaptation and transcreation into more complex languages.

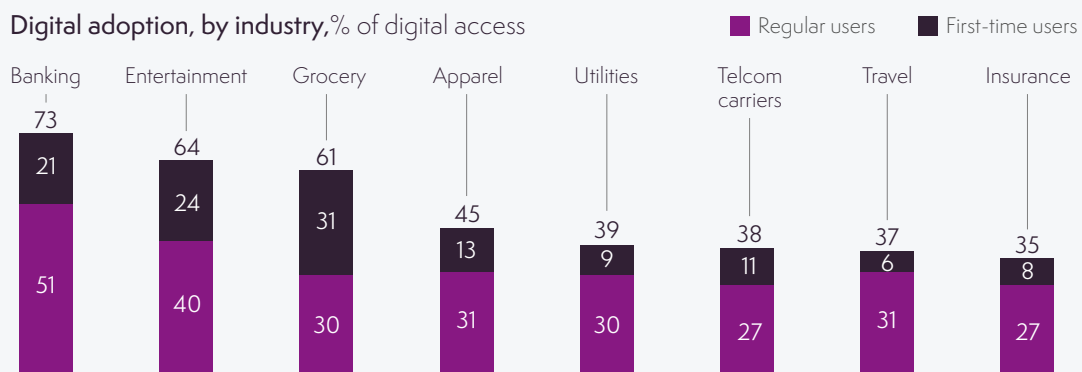
In the last decade, the rise of the internet has broken down many barriers to entry into international markets. From online advertising

facilitating awareness to cross-border payment technology and web-enabled services, brands are able to access and service customers in multiple markets more easily.

Looking forward, COVID-19 has driven previously hard to engage consumers to access many more online products and services, as McKinsey's recent research shows. As brands learn more about this new cohort of digital consumers, and design experiences to meet their needs, the demand for tailored content will continue to increase.

A clear example of this is the increase in demand for online healthcare and education services, as remote consultations and lessons have been used to control the spread of the virus. Even as vaccination rates increase, now that remote services have been established, [the demand for e-consultation and e-learning resources supported with audiovisual assets will continue to rise.](#)

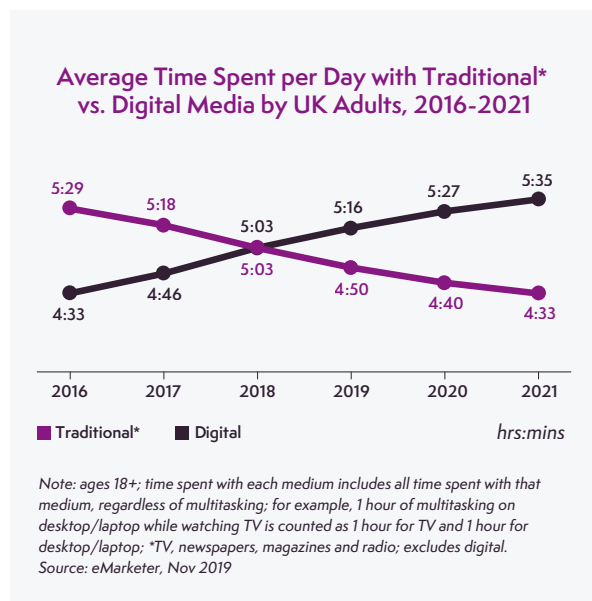
## US consumers are accelerating adoption of digital channels, a trend seen across global regions



Note: Figures may not sum to listed totals, because of rounding.  
Source: McKinsey COVID-19 US Digital Sentiment Survey, Apr 25-28 2020.

# DIGITAL CHANNELS BRINGING NEW FORMATS.

In terms of advertising, digital media consumption has surpassed traditional media consumption and [shows no signs of slowing](#). This has added opportunity as well as challenges to brands.

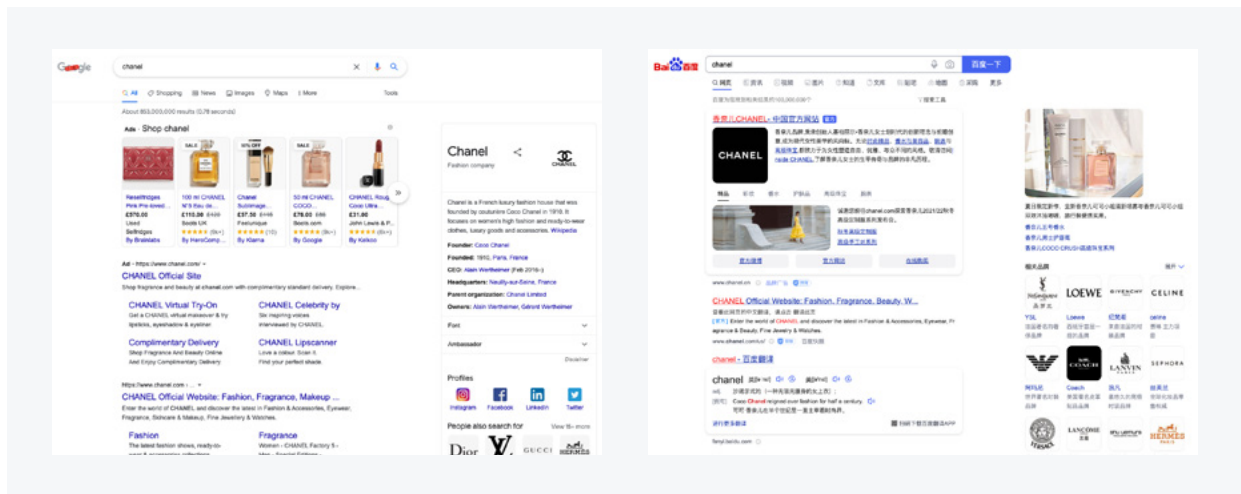


Where advertisers previously only needed to adapt their content to the formats required across TV, print, radio and maybe email, they now need to adapt them to digital as well. Across paid, earned and owned digital media, there are multiple channels including out-of-home (OOH), display, pay-per-click (PPC), search engine optimisation (SEO), video, voice search and social media, all with different formats and regulations which content must adhere to before it is published to users.

One master campaign can drive the need for hundreds of differently formatted assets, to ensure cut-through and brand recognition in what has become a very noisy space.

Thus, if we multiply one master campaign by the number of media channels now available to advertisers, that would already be at least ten new formats. But it's more complex than that. Each channel may have at least ten format versions, taking the number of assets required to 100. If we then also assume the campaign is intended to have global reach, responding to the macro trends previously discussed, that could require localisation into as many as 23 languages. Simply put, the brand would now require 230 assets to be produced based on the original master campaign. The most common reason for global brand campaigns to fail, is that brands underestimate the importance and scale of global, multilingual content production.

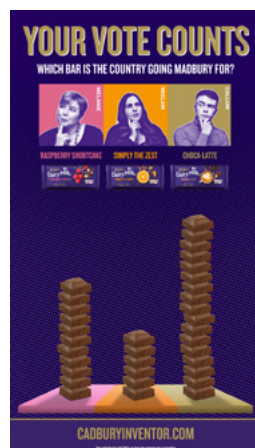
In addition, global expansion is more complex than that. Western markets are mainly dominated by a few digital platforms, such as Google, Facebook, YouTube etc., meaning formats used in the US will be the same as in France, Germany, the Netherlands etc. But the further afield you go, the more the dominant platforms vary. Yahoo, Baidu, Yandex and Naver dominate the search space in Japan, China, Russia and South Korea respectively. They all have their own distinct formats that are very different from those of Google.



Compare the search results for the brand term CHANEL on Google and Baidu and you can see immediately that the formats of the ads are extremely different.

This requires another set of ad versions, and the same applies to social media. Formats commonly used on Facebook, and Twitter are not the same as on VK in Russia or WeChat in China. So in reality, adding another market may not mean just one more version, in local language, it may mean multiple new versions requiring bespoke content.

Furthermore, brands are increasingly creating digital owned media “brand hubs”, apps, and digital-enhanced OOH campaigns delivering bespoke experiences for key product categories or propositions. For example, in Cadbury’s Chocolate Inventor campaign, three members of the public



invented new flavours for their flagship milk chocolate. Cadbury’s launched an election-style campaign inviting members of the public to vote for the best flavour, and supported this with a bespoke [online hub](#). Throughout the campaign, dynamic content optimisation (DCO), leveraging live polling data, was used to provide updates in [key OOH locations](#), creating a sense of urgency.

Delivering engaging content that is consumable across multiple locations and devices, including tablets, wearable tech etc, is also driving the need for additional versions. We estimate that a truly omnichannel, multilingual, global campaign could generate over 100,000 assets. Brands with solid localisation planning focus understand this complexity in content production and succeed by scaling accordingly.





## INCREASING LOCAL EXPECTATIONS.

As barriers to cross-border commerce have declined, consumers all over the world have greater access to global brands. They have become increasingly accustomed to cross-border payments, taxes and duties, shipping etc. and in many locations have become aware that western brands are keen for a share of their wallet. Nowhere else is this more keenly seen than in China, where competition is fierce and a wrong step by even the most established brand, such as [Dolce & Gabbana](#), can result in a boycott.

In addition, local challenger brands have also moved online and upped their game, creating propositions and messages that are highly tailored to local norms and nuances, with the benefit of their deep understanding of the audience and platforms. This has led to an increasingly competitive local landscape, where it is no longer enough to be a respected global brand.

Consumers are demanding tailored experiences, preferably localised in a fluent and impactful way, that understand how they wish to consume products and services in their market. Google's latest data shows that 72% of consumers spend most of their time on websites in their own language, and [82% of shoppers are more likely to buy if promotional material is in their own language.](#)

The message from consumers around the world is clear: provide us with content and experiences that are as creative and high quality as you provide English-speaking markets, or lose our business. At Locaria, we have known for a long time that providing all markets with an equally tailored message drives acquisition, conversion and retention. Our value "Equality in Content" flows through our work, ensuring that irrespective of market, language, channel or format, all audiences are respected and engaged with appropriately.

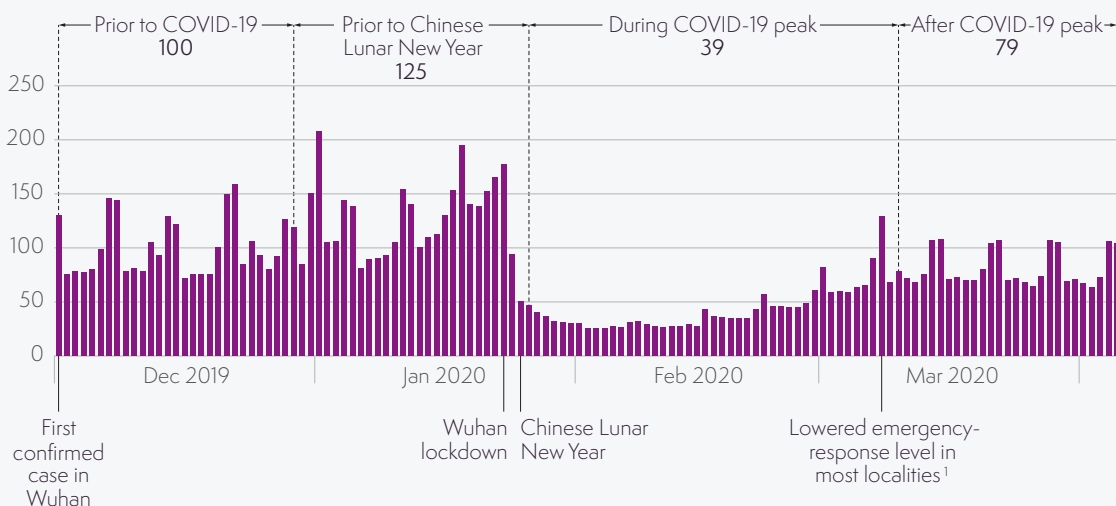
Some brands, including [Abercrombie & Fitch](#), have responded to this need by establishing local teams in-market, others by working with local agencies, and others by taking a centralised approach with or without a global partner's support. Where new media channels such as social media are involved, a local strategy is often aimed at [allowing in-market teams to react quickly](#) to local events, with a tone that resonates with the mood of consumers at that moment. This means assets are being created at pace by local teams, often without central visibility and can run the risk of brand dilution.

When so many channels are involved, even a centralised approach can result in an increase in parties creating content, stakeholders with different views on messaging, and more layers

of sign-off. For global brands, delivering a truly engaging omnichannel brand experience while keeping track of all local content, and maintaining marketing efficiency, is a challenge.

Ultimately, global brands are dealing with more markets, channels, devices, assets and versions than ever before. And this change to greater online consumption, accelerated by COVID-19, looks set to continue. China is the country furthest along its journey with the pandemic. The data shows, that although society opening back up has led to an increase in offline activity, it remains below previous levels and is expected to stay that way. As such, the demand for digital content looks set to continue, with [digital media expected to account for 67.6% of total media ad spend in 2021](#).

### Average daily China offline consumption, % (100% = daily average consumption in Dec 2019)



On Mar 8, 2020, 21 Chinese provinces (involving >70% of country's population) announced lowering of epidemic-response level.  
Source: MIYA; McKinsey analysis



LOCARIA

# LEARNINGS FROM PERFORMANCE MARKETING.





# AROUND A DECADE AGO, INTERNATIONAL BRANDS DISCOVERED THAT THEY COULD REACH A MUCH BROADER AUDIENCE THROUGH ONLINE SEARCH ADVERTISING.

Furthermore, they were excited by the data available that would allow them to better understand the effectiveness of their campaigns, and the return on investment that this new channel provided. Metrics such as cost-per-click (CPC), click-through-rate (CTR) and conversion rate (CVR) became important discussion points driving both tactical and strategic discussions. Marketing directors were keen to build out campaigns across markets and languages, necessitating the need to produce content at scale and at speed, while retaining quality and brand voice. Locaria pioneered the solution to this demand by bringing localisation and copywriting expertise, supported by translation industry tech, and fusing it with a deep understanding of how search advertising

worked, to create digital marketing assets that drive growth. Furthermore, we brought the culture and ownership of performance marketing to the production space, monitoring KPIs to ensure content was delivering on business goals. Collectively, our Performance Linguistics® proposition defined the new era for global content production and has delivered growth to leading brands for a decade.

Below we share the learnings gained from scaling content to support the explosion in global performance marketing, and show how, through a nuanced, international-first, data-led approach, brands can regain control over their content production and ensure effective outcomes.





# LOCALISATION IS COMPLEX. GETTING IT RIGHT IS POWERFUL.

As discussed, a key variable driving the fragmentation of content is the international factor. Growth is coming from international markets, and they increasingly demand a level of service and brand experience akin to that available in English-speaking locales. Producing high-quality content for local regions doesn't

just mean getting spelling and grammar right, which should already be a given, it means understanding and leveraging local nuance to deliver meaningful engagement. Take for example, the huge variation in words used across the Greater China region to describe the same term in English.

## Language Variation Across the Greater China Region

Fashion/Retail			
English	China (SCN)	Hong Kong (TCN)	Taiwan (TCN)
Dress	连衣裙	連身裙	洋裝
Wallet	钱包	銀包	錢夾
Store	专门店	專門店	門市
Travel			
English	China (SCN)	Hong Kong (TCN)	Taiwan (TCN)
Hotel booking	预订宾馆	訂酒店	預訂飯店/旅館
Cheap flights	打折/特价机票	平價機票	便宜機票
Dubai hotels	迪拜酒店	杜拜酒店	杜拜飯店



In the early days of performance marketing, creating localised content was regarded as a necessary evil and annoying cost to enable strategic account and bid management. In addition, many agencies were single market themselves and lacked the in-house language skills required to create multilingual content. As a result, they partnered with broader networks of local agencies and when the need for an international campaign arose, they would ask for favours from those partners to translate campaigns for them. The problems with this were many. For example:

- The junior PPC analyst in the Tokyo office who got the job of translating the ad copies wasn't a trained linguist and made numerous mistakes in the copy. Where the English had humour or an emotional hook that would drive a response, any puns or deep sentiment was lost or even worse, just plain wrong.
- As this job was a "favour", it got done at speed, with limited thought, so the output often did not align with best practice, failing to leverage all aspects of the format, such as site links or call-out extensions.
- At a higher level, the task was not associated with any revenue for the Tokyo agency, and whether or not the campaigns worked and delivered on client expectations, had no impact on their P&L. There was a lack of ownership and no urgency.

Some agencies adopted a different strategy, engaging translation agencies to localise the campaigns. This meant turnaround times could be tighter, and they could be

assured of linguistic quality, but issues still remained, including:

- Translation agencies did not know what keywords were, how to research them or how to use them to drive traffic. Often a direct translation would use words with much lower search volume, limiting the efficacy of the campaign.
- They also did not know about ad formats, meaning they failed to adhere to character limitations, did not utilise the full ad space etc.
- Platform regulations were not adhered to, meaning ads would be disallowed.
- Their commercial model was based on word counts, so they were motivated to sell as many words as possible, localising all campaigns, rather than those that would actually engage local consumers, in order to drive up fees.

What we learned was that getting great quality localised ad content was not easy and required a unique mix of talent that had previously been siloed. Locaria built a multi-skilled team combining creative capability, technical expertise and contextual capacity, all reporting into a single P&L with shared goals and culture. The need for such a focused team continues to be the case across all types of media. Taking a great master campaign and adapting it out for local audiences needs a combined understanding of the format and the language to ensure great quality assets. What's more, as this case study shows, fixing your local content can drive [impressive gains](#).



## LEARNING 1

**Bring together siloed skill sets into unified teams.**





# SPEED. QUALITY. COST. SCOPE. YOU **CAN** HAVE IT ALL.

As soon as clients began to see impact in overseas markets and trust our process, they wanted more. They wanted ads for all markets, across all their products or services, and they wanted it tomorrow, before their competitors, so they could dominate the search engine real

estate. While hugely exciting for all involved, those in charge of delivering the content began to sweat a little. Favourite project management tropes like “the iron triangle of speed, quality and cost” started to be mentioned and costs started rising, challenging client budgets.

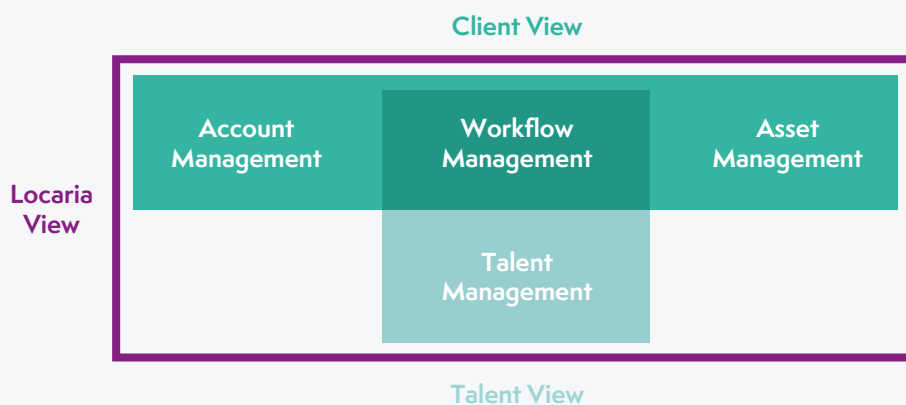
Enter tech. Working with clients, we built out innovative processes leveraging tech solutions from the language and digital sectors to be able to pump out a myriad of ads at speed, without sacrificing quality or blowing the budget. These included:

- Building out ad templates that considered critical linguistic constraints such as number rules, word lengths, punctuation etc. and could be populated at speed across all products with any errors picked up in QA.
- Integrating client content systems, such as CMS, DAMs, PIMs, with our project management and localisation tools to reduce manual effort and admin time, by pulling and pushing content to and from customer-facing interfaces automatically.
- Introducing the careful use of [ai-enabled machine translation](#) for certain content types, coupled with human post-editing.

- Working with data science resources to integrate external content feeds, such as live football match results, to drive dynamic content creation.
- Introducing translation memories to reduce work on repetitive content and drive costs down.
- Integrating keyword data into translation tools to provide linguists with guidance on what words to use to drive marketing effectiveness without SEO rework.
- Providing preview functionality where both creative and linguistic feedback can be performed simultaneously.

By layering all these innovations with our proprietary cloud-based [content intelligence platform](#), Locate, we are able to bring together all participants in the briefing, creation, adaptation, QA and activation processes together in a seamless workflow.

## One Integrated Workflow Infrastructure



## LEARNING 2

**Combine new technologies and workflows from multiple disciplines to overcome delivery constraints.**

# REDUCING SUBJECTIVITY WITH DATA INCREASES CONSUMER INTIMACY.

As brands have expanded internationally, so has the number of stakeholders involved in the marketing effort. Even in centralised marketing models, there are regional or market-level leaders working with functional teams to tie into a global vision and strategy.

At Locaria, we cut our teeth creating volume digital media content for global hotel brands. It's not uncommon for these brands to have stakeholders at global, regional, local and even hotel level. Many have their own budgets, preferred partners and internal skillsets driving strong views on both branding and content quality. Central leaders would, for example, escalate feedback on the Arabic ad copy based on their in-market staff's opinions, complaining that the copy was "wrong". However, any linguist will tell you Arabic is not a single language, with Modern Standard Arabic being highly influenced by regional dialects. The Arabic spoken in Egypt is very different from that used in the Arab Emirates. In addition, the written and spoken forms vary and even some brand names are not consistently written in Arabic.

## Intricacies of Complex Languages The Arabic Challenge

Brand variation examples - Arabic in Saudi Arabia

Keyword	Search Volume
gucci	27,100
قوتش	40,500
قودشي	40,500
قوشى	40,500
قوتسى	40,500
غوتسى	40,500
<u>غوتشى</u>	<u>6,600</u>
كوشى	1,900
كوتشى	1,300

- Identify all spellings with significant volume
- Separate non-official from official version: غوتشى
- Ensure any content always only uses the official version while keywords cover all variations



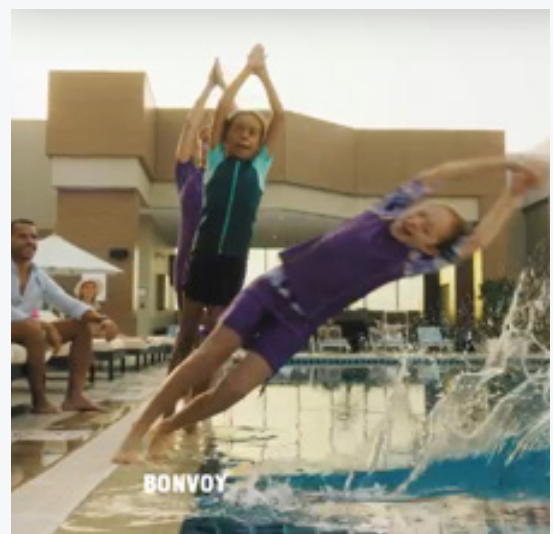


Initially, we would explain the linguistic differences, but the global stakeholders would find themselves stuck between us and their in-market teams. This would delay delivery and frustrate all parties and led us to really question whose opinion mattered. The answer was not ours, not the clients', but the audience's opinion. Performing large-scale consumer research every time a query like this arose was not practical, but we had a handy proxy for local preferences: search data. By integrating keyword search volumes into content production processes, our team would ensure they built in the words that consumers were themselves using to search for what they needed. We also shared these findings with the stakeholders and this facilitated meaningful and efficient discussions about branding vs performance.

Taking this further, we began to build out additional content to support newly identified keywords, A/B test content and track engagement using digital marketing KPIs. **Many of our findings informed creative ideas that would not have occurred without input from production specialists.** It was really exciting to be able to prove that creative content was engaging audiences, and this has perpetuated across all our services.

It's not just quantitative data from production that is useful in supporting true engagement, qualitative data and cultural insight also plays an important role. For example, we have provided numerous insights on Middle Eastern markets for our clients, extending beyond the copy into imagery, informing culturally sensitive versioning of ad content. As the example to the right shows, where the talent and their swimming attire was adjusted to align with local market needs.

## Local Versioning to Address Cultural Norms



In addition, through our work with [market research](#) specialists National Research Group to survey Middle Eastern markets on their responses to movies, we were able to uncover insights around cultural attitudes to gender fluidity in the region. Linguists struggled to localise questions around gender fluidity, while retaining the meaning of the English source, as the vocabulary around this issue is highly sensitive. Ultimately, finding a term that would be understood, but not cause offence “ةيسنجل ةيول ةنورم” made the difference between a successful and unsuccessful audience engagement.

Using qualitative and quantitative data to celebrate content, reduce subjective conversations, and bring stakeholders onto the same page to resolve difficult decisions quickly not only speeds up production, but drives up quality and ultimately engagement. One of our key values is “Celebrating Content with Data”,

and our talent pool loves to use data insights to inform the production process across all types of content. Looking forward, as Youtube continues to be the world’s second largest search engine, bringing creative and technical expertise to optimise video content is key. Through great relationships with voiceover talent and upskilling them with an understanding of digital data, optimising dubbing to push videos up the search results will become even more effective.

Celebrating content with data ensures that great creative ideas get the audience they deserve and don’t cause offence. If the aim of creative content is to move people to action via meaningful emotional engagement that shows a true understanding of their needs, then it makes sense to welcome data points that enable the creative’s understanding of the audience and ensure messages are not lost at the point of activation.



### LEARNING 3

**Embrace data in the production process.**



## FINDING NEEDLES IN THE TALENT HAYSTACK.

Improvements in visual and audio production technology in recent years have already challenged previous models and allowed many one-man-band new entrants into the production industry. New business models have been tried and tested, where brands have tried to short-cut workflows and work directly with individual content creators. For example, Netflix launched its Hermes portal to work directly with individual dubbing and subtitling resources.

The COVID-19 pandemic has further expedited the [boom in home studios](#). It is now possible to create great content without travelling to studios, with just a relatively small investment in technology and soundproofing. This is particularly the case for marketing content which is often short-form and increasingly consumed by a mobile device, where the audiovisual experience of the consumer is already limited by the screen and speakers on their device. In addition, some marketers have seized on the opportunity to increase the authenticity of their content by leveraging “homemade” content. This

has ranged from [Domino's hiring ads](#), filmed with real staff via zoom, to [Eva Longoria dying her hair](#) and filming it with her smartphone at home for L'Oréal.



In addition, user-generated content (UGC) is now a key part of marketing strategy, for brands such as Apple, Go-Pro, Coca-Cola and H&M, as recent studies have shown that [90% of users trust UGC](#) to support their purchase decisions. Apple's #shotoniphone campaign is a great example of a truly global, cross-channel campaign, where UGC was leveraged to demonstrate the quality of its products.



While advances in technology have facilitated many innovations in production workflow and allowed advertisers an increasingly large pool of human talent to draw upon, expert technical resource is still required to fully activate the campaigns at scale. UGC ads have particularly captured the mood of the pandemic and increased the brand's authenticity with consumers, but also required skilled production expertise before being of suitable quality to go into activation.



*Apple's #shotoniphone campaign*

For example, Eva Longoria was directed using Microsoft Teams during the filming of her hair dye commercial. Likewise, converting the winning shots from the Apple campaign into versions suitable for billboard activation would have required versioning expertise. In addition to user-generated content, new technologies and automation are also driving the need for different skillsets, particularly in post-editing.

The market for talent is catching up with the need for new resources, but in many cases, agencies still need to provide a degree of training to develop combined skill sets. It takes an open-minded approach to recruitment, training and performance management to develop the right combination of skills and be able to guarantee quality outputs. And of

course, once the talent pool has been developed, retaining them and the knowledge they have gained is extremely important to maintain brand intimacy and consistency. Netflix quickly realised onboarding and managing so many individual vendors was an industry they didn't want to keep in-house.

From a performance marketing perspective, the careful acquisition and management of appropriately skilled talent to produce ad content at speed and at quality has been a key tool when scaling globally. Bringing together previously siloed marketing and copywriting/ localisation skill sets has enabled dramatic improvements in both efficiency and efficacy. This has required us to understand what skills we need talent to bring and what we can nurture, in order to provide clients with innovative skill sets from diverse, international backgrounds.

It is key to bring all talent into the team with the right attitude and skills, so we have worked our performance-focused values into our sourcing processes. We also ensure that our network benefits from training, receives client feedback, is invited to events, so feels part of the team. We ensure they are communicated with effectively, paid on time and thanked for their observations and expertise. These deep relationships mean our sourcing team is able to allocate and ring-fence specific talent that we know has the right combination of skills for the specific task.

Of course, this also drives benefits for clients. Fully engaged networks provide increased brand intimacy, faster response times, greater availability and improved costs. Seeking talent from different markets and backgrounds creates a more creative resource pool and brings new perspectives to the production process.

Ultimately, humans are still at the centre of content production and our most valuable resource, so it's key we treat them well.

## Empowering talent to drive the best outcomes

People	Tech	Process
<p>Dedicated talent managers deliver:</p> <ul style="list-style-type: none"> <li>• Human relationships, loyalty and room for negotiation</li> <li>• Varied and flexible hiring models to suit business and talent needs</li> <li>• Tailored talent searches</li> <li>• Escalation point to deal with talent issues, freeing up other resource</li> <li>• Involvement of talent in socials and charity work, driving a shared culture</li> </ul>	<p>Cloud-based talent management database and workflow tool Locate provides:</p> <ul style="list-style-type: none"> <li>• Always-on, global access for talent, talent managers and project managers</li> <li>• Single source of truth for briefs, deliveries and payments</li> <li>• Powerful database search functionality</li> <li>• Talent feedback and ratings</li> <li>• Ringfencing of talent pools</li> <li>• Allocation of preferred talent</li> <li>• Option for integration with other creative and linguistic workflow tools</li> </ul>	<p>Standardised talent management processes allow for:</p> <ul style="list-style-type: none"> <li>• Rapid global scaling</li> <li>• Frictionless onboarding and invoicing</li> <li>• Systematic vetting and training</li> <li>• Early-stage expectation management, reducing future issues</li> <li>• Performance feedback and standardised corrective actions</li> <li>• Improved understanding of talent capabilities and availability</li> </ul>

## Dedicated Talent Management drives

- **Acquisition & retention of the best talent**
- **Decreased delivery risk**
- **Increased flexibility**
- **Increased negotiation power**
- **and Better work for clients**



## LEARNING 4 Focus on talent.

# CONCLUSIONS & NEXT STEPS.





Locaria's history brings a performance perspective to the content production challenge that the wider marketing community is experiencing across all channels. The need to scale content quickly and cost-effectively, while maintaining quality and brand voice is increasingly challenging due to the fragmentation drivers mentioned above. Locaria has addressed this problem by breaking down traditional siloes, embracing data, bringing all parties into a seamless tech-led workflow, and focusing on talent. By proactively planning content production around the achievement of client KPIs, Performance Production is an omnichannel end-to-end strategic solution to not only manage costs but also to drive value.

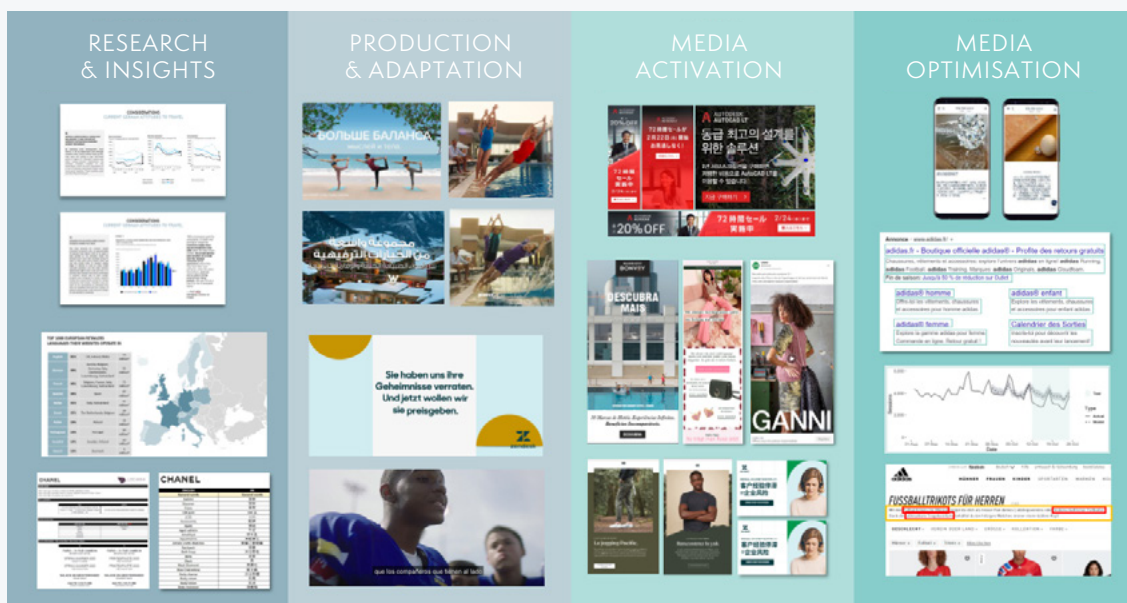
As global content production needs to increase, along with expansion into new markets and new channels, a range of solutions is available to support brands and ensure performance.

For those brands taking their first steps into new markets, we can support with [high-quality localisation](#) of their brand assets and values, ensuring no embarrassing mistakes or brand damage. For example, when you're looking to [use Amazon or a website to go international](#), we can ensure your debut performs, by combining SEO and linguistic expertise from the start.

If you're a fast-growing challenger, with some international and cross-channel experience, looking to find the next big growth opportunity, we can help you identify where to go next, what works where and how to prioritise. We can support you with [planning and execution](#) as your content ecosystem becomes more complex, while ensuring business objectives are met. Likewise, if you've got hero content and strong master campaigns, and are investing in scaling internationally, then our [Performance Linguistics®](#) approach will ensure you can localise your presence at scale, without waste, managed against business KPIs.

At the enterprise level, Locaria helps brands understand and integrate with new [technologies](#) to boost efficiency. For example, we ensure efficient content production and sign-off across global stakeholders is made simple by our multilingual content intelligence platform, [Locate](#). Furthermore, we can advise you on how to carefully integrate [AI and machine learning](#) into your production processes to maintain high-quality assets, while serving your global market at speed. Lastly, we support in-house production and localisation teams to scale at times of peak production demand or when hard-to-find resources are needed, by providing access to our flexible and fully vetted global talent pool.

## Locaria offers end-to-end global content services



Locaria offers an end-to-end suite of services that extend from research and insights, through production and adaptation, into activation and optimisation. Performance Production brings learnings from the exponential growth in digital performance media to the wider content production space, ensuring quality, speed, scale and effectiveness.

To learn more or get in touch,  
email [hello@locaria.com](mailto:hello@locaria.com)  
or visit [locaria.com](https://locaria.com)





[www.locaria.com](http://www.locaria.com)