

Scaling up internationally at speed

{ FINNISH DESIGN SHOP }

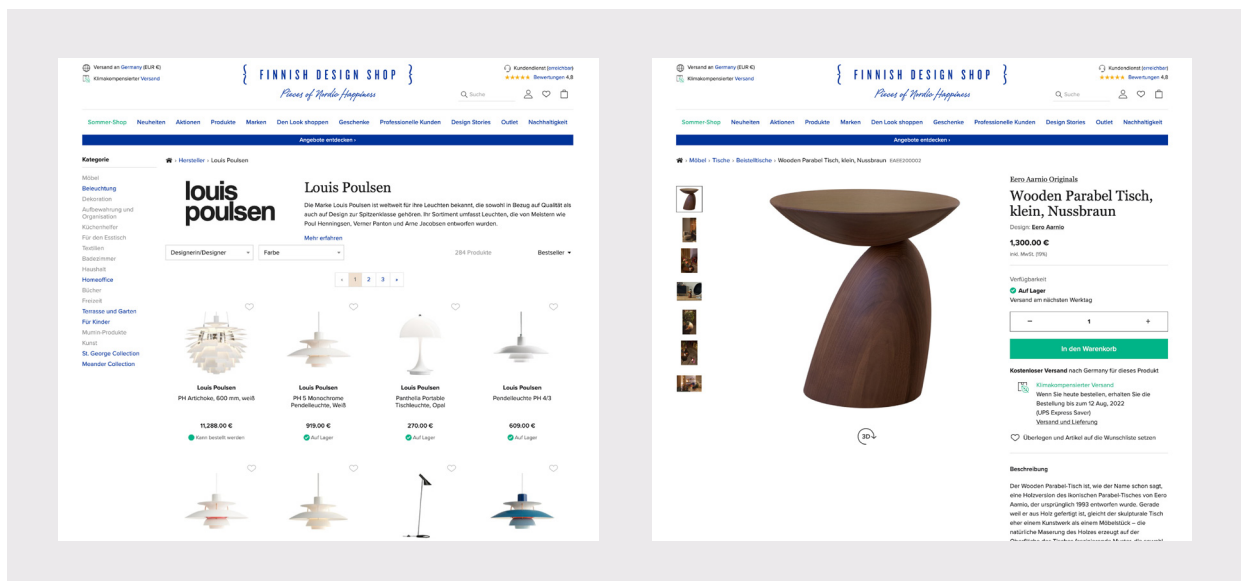
Objective

Finnish Design Shop is the world's largest online store specialised in Nordic design, based in Finland and shipping to 186 countries worldwide. The business is rapidly expanding and contacted Locaria in June 2020 to support their growth by localising their website for France and Germany. Due to a surge in product content uploaded daily on their website, the brand needed a solution that could translate the entirety of their online pages and deliver quick turnaround times despite high volumes.

Approach

Locaria was asked to localise nearly 3 million words in the space of only a few months. A staggered approach was agreed upon, and we shared a delivery plan after careful analysis of the content. This was followed up by regular updates and weekly calls.

Finnish Design Shop was presented with 3 different localisation options: premium (copywriting + review), standard (localization + review) and edited machine translation (MTPE). Following a performance review of these levels, the brand opted for 40% premium and



60% standard, depending on the visibility and importance of the content during the purchase experience, and excluded machine translation in order to safeguard stringent quality standards.

Locaria consequently booked in a pool of 20+ linguists per market, with in-house language leads in charge of gatekeeping quality, resolving queries, deciding on tone of voice and explaining stylistic choices to the client.

Our experienced and dedicated Project Managers analysed the content, divided it into batches to achieve speed and quality, distributed it among linguists alongside guidelines and instructions, monitored deliveries, performed quality assurance and delivered as per schedule.



Outcome

2.7 million words were translated into German and French within 4 months, including human localisation, review and QA. Following pre-launch online visual checks, Germany (<https://www.finnishdesignshop.com/de>) went live in July 2021 and France (<https://www.finnishdesignshop.com/fr>) in February 2022. The entire website was localised in both cases, including approximately 20,000 product descriptions, navigation categories, product landing pages and technical content.

Locaria received positive feedback from Finnish Design Shop, the client stating for example that the German translations were outstanding in quality and a testament to our expertise in marketing.

Locaria is continuing to support Finnish Design Shop's expansion with localisation projects in Swedish, Italian (ongoing), and Japanese (planned for 2022).

