



**Hi Bob**

**CASE STUDY:  
GLOBAL LINGUISTICS  
PARTNERSHIP**



# GLOBAL LINGUISTICS PARTNERSHIP

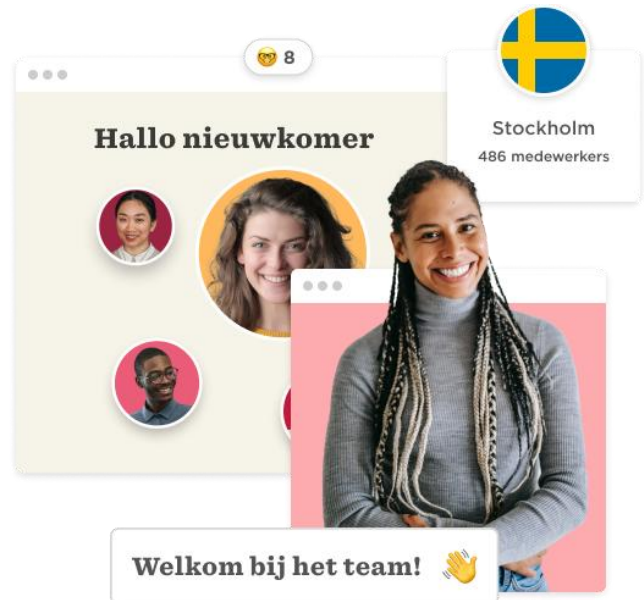
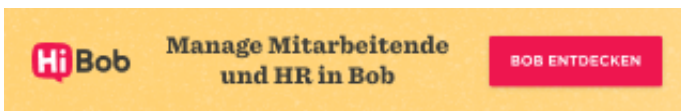
 LOGARIA / OBJECTIVE

**HiBob**, the creators of Bob —the modern HR platform designed to streamline HR processes and modernise the work experience — serves over **2,800** fast growing companies worldwide.

To further strengthen its brand presence in key regions, HiBob aimed to expand and deepen brand awareness in Germany, the Nordics, the Netherlands, and Israel. The objective was to support this effort

through the creation and adaptation of multilingual content while maintaining brand consistency across various languages and regions.

**Additionally, HiBob sought to establish a customised workflow that would incorporate quality assurance (QA) and feedback cycles, seamlessly integrating these processes into their existing suite of tools.**



## / APPROACH

To achieve these objectives, we leveraged Adaptria, our proprietary content intelligence platform, which acts as an extension of the **HiBob** team by streamlining communication, tracking feedback, and managing both live and historical projects.

### THE APPROACH IS FOCUSED ON:

#### CONTENT CONSISTENCY AND QUALITY:

Integrating termbases and brand guidelines into our workflows to ensure consistent messaging and quality across all assets and languages.

Employing translation memories to maintain consistency despite the high volume of multilingual content produced.

#### CUSTOM WORKFLOW AND INTEGRATION:

Deploying a system of out-of-the-box and custom API integrations that automated workflows, allowing for a seamless connection between Locate and HiBob's existing tools, including Google Suite and project management tool asana.

Building a robust QA process involving feedback loops to ensure high-quality output and continuous improvement.

#### SCALABLE SOLUTIONS:

Creating an adaptable workflow to manage high volumes of content with varying linguistic and cultural requirements across multiple markets.

Leveraging our suite of proprietary tools to process invoices, react swiftly to briefs, and monitor project progress, enhancing overall operational efficiency.








Zeit sparen und Fehler reduzieren

HR OPTIMIEREN



# THE PARTNERSHIP RESULTED IN THE SUCCESSFUL DELIVERY OF **OVER 500 ASSETS** SINCE **AUGUST 2023**, COVERING MULTIPLE MARKETING CHANNELS AND CONTENT FORMATS. THE OUTCOMES INCLUDED:

## MARKETING CHANNELS COVERED:

-  Social Media (Organic and Paid)
-  Paid Search Ads
-  Blogs/Website content
-  Email communications
-  Events

## LOCALISED LINGUISTIC AND VISUAL ASSETS DELIVERED:

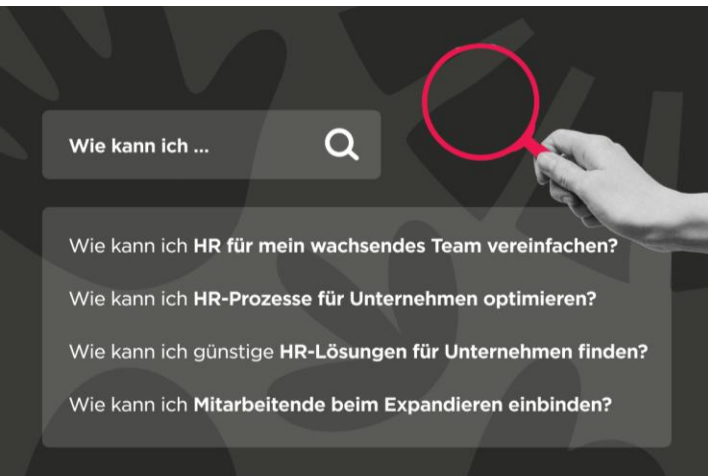


## TARGET MARKETS AND LANGUAGES:

-  Germany (German)
-  Nordics (Swedish)
-  Netherlands (Dutch)
-  Israel (English)

THROUGH OUR TAILORED APPROACH, **Hi Bob** SUCCESSFULLY EXPANDED ITS BRAND AWARENESS AND MAINTAINED CONSISTENT, HIGH-QUALITY MULTILINGUAL COMMUNICATION IN KEY REGIONS, ENHANCING ITS POSITION AS A LEADING HR PLATFORM.

# OUR WORK ACROSS MARKETING CHANNELS



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