

WHITEPAPER

THE CASE FOR CENTRALISING CREATIVE ADAPTATION SYSTEMS

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LOCARIA

HOW GLOBAL CREATIVE SCALING REACHED A BREAKING POINT

The systems global brands use to scale omnichannel creative across diverse markets were built for a different era, before today's demands for volume, speed and personalisation.

These systems often rely on fragmented, market-by-market workflows that were not designed to produce the number of variants now required.

With consumer attention spans shrinking and the need for relevant, culturally nuanced content increasing, this decentralised approach is no longer sustainable.

Brands need a centralised adaptation system. A globally governed operating model that streamlines resourcing, improves quality control and cross-market consistency, implements technology at scale, and delivers commercial efficiencies.

CHALLENGES FACED BY MARKETERS

Under traditional adaptation models, global brands face a series of challenges that create operational inefficiencies, cost unpredictability and supplier complexity, which procurement and creative operations teams are repeatedly required to manage.

FRAGMENTATION & EVOLVING COMPLEXITY OF ASSET DEMANDS

There has been an explosion of asset formats over the last five years, driven by digital media innovation, changes in social media content trends, developments in print and OOH formats, and the emergence of new audio, in-store and experiential marketing formats.

Brand budgets haven't grown in line with the modern-day marketing mix, creating the need to reimagine existing production processes with 'Ford Factory' style scalable creative operations models.

LOCARIA'S CENTRALISED CREATIVE ADAPTATION SYSTEM

Our effective creative adaptation system replaces fragmented, market-by-market processes with one connected model. It provides the governance needed by global brands, supports regional coordination and enables local market relevance by combining scalable production structures, integrated workflows, human expertise and the latest content intelligence technology to ensure quality, speed to market and consistency.

THE SYSTEM'S GEARS

INTEGRATED WORKFLOWS & STREAMLINED TECHNOLOGY

Our system was designed for the modern-day marketer, one connected operational workflow that integrates with creative, production and media partners, as well as in-house teams. It also enables seamless integration with a brand's tech stack, including DAM, CMS, TMS and CRM platforms, to minimise manual intervention and improve delivery times.

Unified taxonomies, shared frameworks, governance models and standardised approval routes, allow teams to work as one ecosystem rather than in isolation.

CONNECTED NEARSHORE ADAPTATION HUBS

Our adaptation hubs are strategically set up across three time zones but operate under a single P&L, creating an always-on engine that enables central oversight, consistent application of brand guidelines and shorter turnaround times.

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By routing work across hubs in different time zones, the system maintains uninterrupted production cycles, enabling reliable turnaround times and standardised SLAs. This structure eliminates bottlenecks and ensures assets move seamlessly across teams and regions.

A CURATED GLOBAL TALENT POOL FOR ON-DEMAND SCALABILITY

An effective centralised system replaces inconsistent local suppliers with a unified global talent network that is vetted and managed by Locaria.

We have a dedicated Vendor Management team that recruits, tests and trains our external talent, which is predominantly leveraged for clients during periods of seasonal or peak production.

This talent pool includes:

- Transcreators and In-Market Copywriters
- Translators and Post-Editors
- Graphic Designers & Video Editors
- Animation, VFX and 3D Modellers.
- Voiceover Artists

PRODUCTION CONTROL & CROSS-MARKET COMMERCIAL EFFICIENCY

From a procurement perspective, the system introduces consistency, transparency and predictability in spending by replacing fragmented, locally negotiated budgets with one unified commercial framework and global reporting.

We operate with a range of commercial models, including hourly rates, word rates, FTE and secondments, retainers and asset/delivery-based pricing. Many clients use a combination of models depending on content type or region, while maintaining central visibility and control.

Reporting is highly customisable, tracking spend by market, language, sub-brand, stakeholder. Delivery insights are monitored over time to spot process optimisation opportunities, including asset reuse and duplication analysis features, which show procurement managers and creative teams where future efficiencies can be found.



CENTRALISED CONTENT INTELLIGENCE TECHNOLOGY

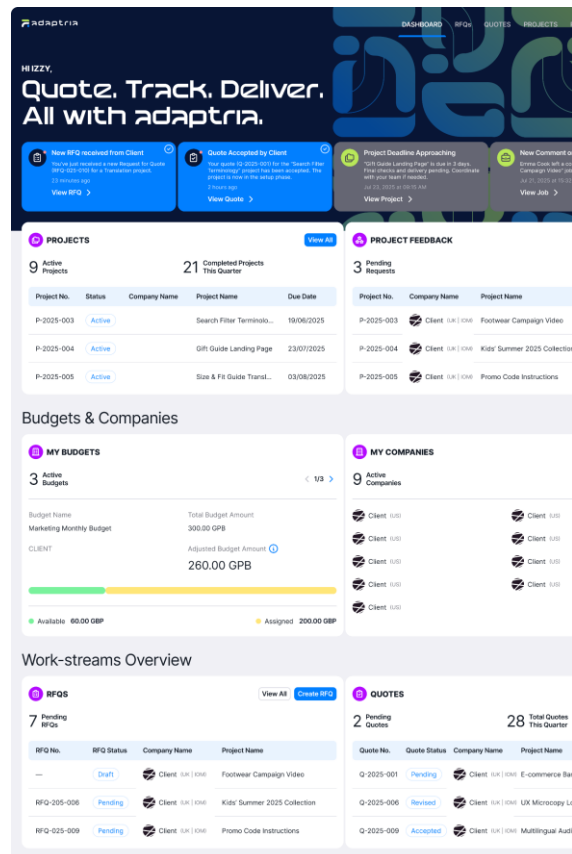
Our proprietary tool Adaptria plays a critical role in our centralisation system serving as a single source of truth for all stakeholders.

It centralises multi-market project briefing, provides live visibility into project status, supports talent briefing and feedback, and enables billing and reporting insights.

Adaptria integrates with our language technology ecosystem, where we store and manage brand guidelines, glossaries and termbases, key to maintaining consistency and quality.

For Voice-Over production, it secures talent by language and brand and tracks complex arrays of usage rights.

Adaptria also integrates with 3rd party multimedia collaboration technologies like Frame.io, Phrase TMS, and an array of project management tools, enhancing local collaboration without disrupting existing systems and workflows.



OVERCOMING CENTRALISATION ROADBLOCKS

ROADBLOCK

Centralisation is too ambitious, requiring coordination across too many stakeholders, reviewing too many vendors, and disrupting existing production workflows.

ROADBLOCK

The risk of centralisation is losing local relevance. Local teams fear that centralisation will overlook cultural nuance or reduce their ability to adapt content with local marketing insights.

ROADBLOCK

Many brands have already invested in in-house teams.

LOCARIA RECOMMENDATION

Start small. A phased rollout proves value quickly and builds internal confidence. We often start with a group of Tier 2 or Tier 3 markets that may have been underserved or focus on a specific marketing content type to demonstrate the model and build a bigger business case.

LOCARIA RECOMMENDATION

We understand the fine balances of global vs local views. We sit as an intermediary between, taking local insights into global adaptation work, and providing local teams with assets that are ready to activate. The key components are market experience and proactive engagement.

LOCARIA RECOMMENDATION

An effective centralised system must accommodate different organisational realities and preserve existing investments.

Many brands are building or expanding internal creative adaptation capabilities, often combining in-house teams with external expertise. This results in hybrid models where central partners help scale and support in-house studios that remain fully embedded within the client organisation.

With clear governance, local flexibility and phased rollout, centralisation becomes a manageable transformation that enhances visibility, protects cultural nuance and accelerates operational efficiency across global teams.

FINAL THOUGHT

As the pursuit of global content continues to grow and evolve against the backdrop of price pressure and brand budget optimisation, traditional production models need to evolve to keep pace with industry demands.

Decoupling linguistics, adaptation, versioning and local market delivery from creative origination is the most effective solution for global brands to achieve scale, speed, creative consistency and cost efficiency.

When implemented correctly, centralised systems enable brands to move faster, spend smarter, and test and implement technology quicker, while simplifying supplier ecosystems and deduplicating multi-market resourcing structures.

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