vestacy

LOCARIA

VOICEOVER CASE STUDY

ONE PERFORMANCE, FIVE LANGUAGES

How AI voice cloning carried Calgon's French campaign into German, Italian, Portuguese, English and Romanian across 22 formats, at 75% lower voiceover cost.

THE BRIEF

CLONE THE VOICE, DON'T RECAST IT

Calgon, owned by Vestacy, is the No. 1 washing machine care brand recommended by leading machine manufacturers. Vestacy needed its French master campaign to work naturally in German, Italian, Portuguese, English and Romanian, across 22 TV and digital formats.

The creative relied on an actor speaking directly to camera, something international advertising usually avoids because it is so hard to adapt convincingly. On the advice of production consultant MCA, Vestacy chose AI voice cloning to keep the original performance in every language, and briefed Locaria to deliver it end to end.

LANGUAGES
5
German, Italian, Portuguese, English, Romanian

FORMATS
22
TV and digital, from one set of masters

VOICE
1
The original French actor, cloned with consent

PARTNER
MCA
Production consultant to Vestacy

WHY IT WAS HARD

"Poor lip-sync can look unnatural and affect how consumers connect with the character, potentially reducing the emotional impact and effectiveness of the commercial."

Silke Schmidt-Albert, Production Director EU/ANZ, MCA

WHY AI VOICE

WHY VESTACY CHOSE TO CLONE

01

Creative consistency

"Voice cloning allowed us to preserve the performance we had originally cast and the tone we had spent time directing on set, while simply changing the language."

Nadine Hagenow, Global Localisation Lead, Vestacy

02

Operational simplicity

"The voice remains covered by the original talent agreement, rather than creating another contract to manage and renew in every market."

Nadine Hagenow, Vestacy

03

Cost efficiency

"With a traditional VO approach, extensions of usage rights can usually involve additional fees. AI voice technology now offers a more flexible and scalable alternative."

Tatiana Myronenko, Associate Director, Creative Adaptation, Locaria

04

Creative freedom

"On-camera dialogue can be a powerful storytelling tool, allowing actors to address consumers directly and create a stronger connection."

Silke Schmidt-Albert, MCA

THE APPROACH

HOW WE DID IT

01

Transcreation for timing

The French script was transcreated into all five languages and rewritten to fit the existing edit, so longer languages never forced the voice to rush.

02

Voice cloning, with consent

With the actor's approval, we cloned the tone, timbre and rhythm of the French performance and generated each language in that same voice.

03

Native-speaker refinement

Linguists and audio experts checked pronunciation, pacing and intonation, adjusting copy, timing or delivery until every line sounded natural.

04

Lip-sync and full asset localisation

Lip-sync matched each language to the on-screen performance, while products, supers and legal disclaimers were localised across all 22 formats.

WHAT WE LEARNED

TIMING IS THE HARD PART, NOT THE ACCENT

"If the translation is significantly longer than the original French copy but still needs to fit the same duration, the generated VO may need to speak too quickly, which can make the delivery sound unnatural or robotic."
Tatiana Myronenko, Locaria

So every line was transcreated for the ear and the cut, scripts were respelt where the engine might misread a word, and each version went through rounds of generate, listen and refine until it sounded recorded locally.

adaptria

One workflow for creatives, linguists and the client

The whole project ran on Adaptria, Locaria's adaptation platform. Our creative adaptation specialists and linguists worked side by side in one workflow, with scripts, versions, feedback and approvals in one place.

- → **Simpler delivery across five languages and 22 formats**
- → **One channel for Vestacy's communication and sign-off**

IN THEIR WORDS

“IT ALWAYS STARTS WITH A REAL PERFORMER.”

“What an AI-cloned voice allows is a way to carry an artist’s performance far beyond its home market, not to replace the artist. The original performer’s contribution remains central: across every language, the voice belongs to the talent on screen, and we secured their approval to create and use the clone.”

Nadine Hagenow, Global Localisation Lead, Vestacy

FRENCH

PORTUGUESE

ITALIAN

GERMAN

“The ambition was not just to make localisation faster or cheaper, but to enable more creative freedom and authentic, engaging storytelling internationally.”

Silke Schmidt-Albert, Production Director EU/ANZ, MCA

THE OUTCOME

75% LOWER VOICEOVER COSTS

VOICEOVER COST

75%

lower than traditional casting and studio recording

LANGUAGES

5

from one French master

FORMATS

22

TV spots, OLV, cutdowns, vertical and social

CONTRACT

1

talent agreement covering every language

THE RIGHTS DIVIDEND

"For a brand, this means one expiry date to track instead of 20, and less risk of a market going live under a license that nobody has properly checked."

Nadine Hagenow, Vestacy

WHAT IT MEANS

WHAT THIS MEANS FOR GLOBAL BRANDS

Creative freedom

"Creative decisions no longer need to be restricted by localisation challenges." On-camera dialogue becomes an option for campaigns that have to run internationally.

Silke Schmidt-Albert, MCA

Less rights risk

"Without a separate voice-over artist in every market, the voice rights can sit within a single talent agreement... For a brand operating across 20+ markets over several years, a significant part of the value lies there."

Nadine Hagenow, Vestacy

More granular localisation next

Accents and regional nuance are "not quite there yet", but Vestacy expects that to change: "It could eventually reinvent our media model by allowing us to localise creative with much greater granularity."

Nadine Hagenow, Vestacy

Hybrid is the model

"AI provides speed, scalability, and adaptation efficiencies, while human linguistic, creative, and audio expertise ensures that what reaches the audience still feels culturally relevant, natural, and creatively right."

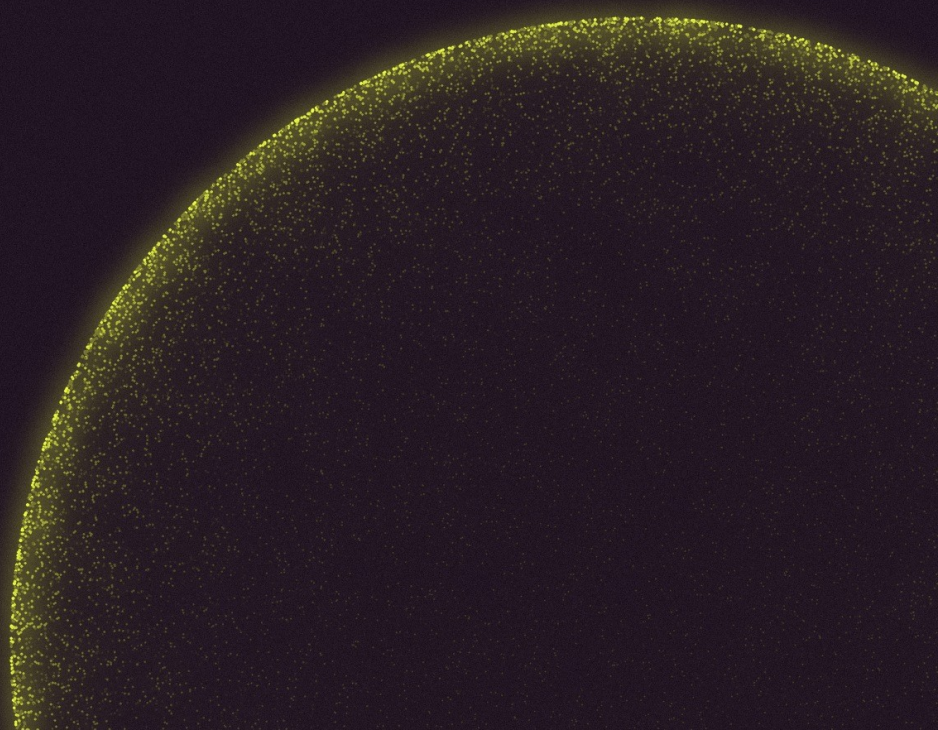
Tatiana Myronenko, Locaria

Planning voiceover across markets? hello@locaria.com · locaria.com/creative-adaptation/voiceover

MULTILINGUAL VOICEOVER

ONE BRAND VOICE. EVERY LANGUAGE.

Human talent, AI voice or both, chosen asset by asset, with every voice and usage right managed in one place.



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