

# LOCARIA & THE MARKET RESEARCH SECTOR



**National  
Research  
Group**

A STAGWELL COMPANY



**LOCARIA**



# “Without data, you’re just another person with an opinion”



American engineer and statistician W. Edwards Deming once said. How true! The capacity to collect, process and draw relevant conclusions from different sources of data is vital to developing effective marketing decisions, and crucial to the all-important feedback loop between implementation, monitoring and evaluation, decision adjustment and review.

More and more brands look at Market Research as a precise science, able to aggregate data that mean something and turn their initial assumptions into proven insights. No matter the industry, aim or geography, to conduct successful market research, every word counts. And a global audience is no exception.

Whether it's questionnaires, surveys or focus groups, it is imperative that every question is accurately pitched, phrased and punctuated to generate meaningful and useful insights. But, most importantly, content must be created or

localised with the culture and behaviour of the target audience in mind. Having a thorough understanding of the end consumer and market begins before the research design, to later ensure relevant interactions with the respondents.

With a heritage in creating deeply localised content based on data and insights, the Market Research localisation team at Locaria is ideally placed to deliver strategic localisation services for optimal data collection and analysis.

With the technology tools to ensure localisation projects run smoothly, including the capability to deal with survey variables, piping and tags or integrate with the tool used to script the master questionnaire, Locaria also uses data modelling and global audience monitoring tools to provide Market Research clients with a solution which delivers time and cost efficiencies as standard, with added value through consultative development and strategic understanding.



# Case Study: Global Entertainment Brand Insights for NRG

National Research Group (NRG) is a global Market Research full-service agency with offices in Los Angeles, New York, London and Singapore. They have a strong focus on the film, television, gaming and entertainment industries and put their expertise in brand management, content strategy and storytelling to work on behalf of industry-leading clients. Their highly experienced teams work on strategy, positioning, content testing and audience landscaping in markets ranging from Mexico to Japan.

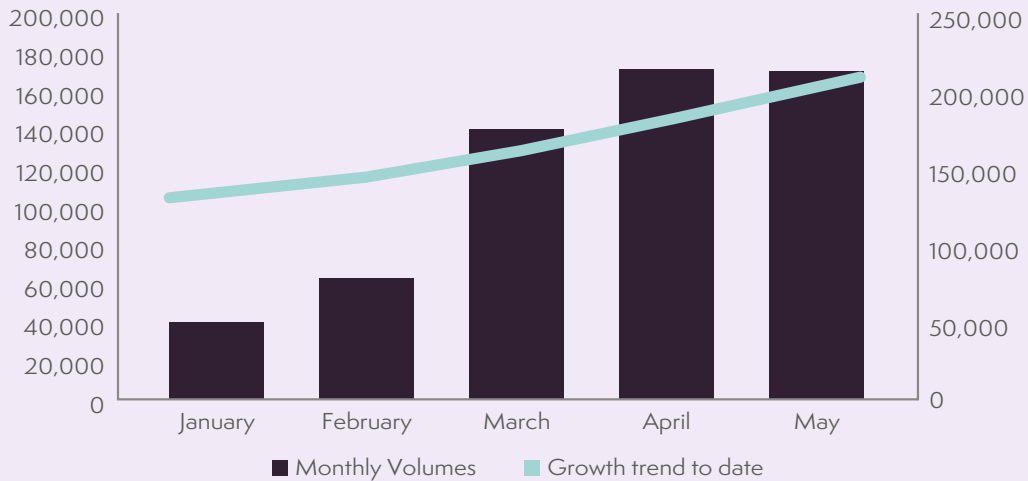
Locaria has been working with NRG as their key localisation partner since 2018, applying Market Research localisation expertise and a consultative

approach to support NRG's data collection and insights.

Initially, Locaria began working with NRG on Market Research surveys, ranging in size from short, quick turnaround projects, to larger ad-hoc and tracker studies. Locaria set up a team of specialised linguists dedicated to NRG projects and introduced Translation Memory technology on projects, increasing consistency across projects and waves, as well as considerable cost and time savings. Over time, and based on NRG's evolving requirements, the collaboration with Locaria has continued to grow stronger and more strategic.



## 2020 Growth to date



# Global survey production and qualitative insights

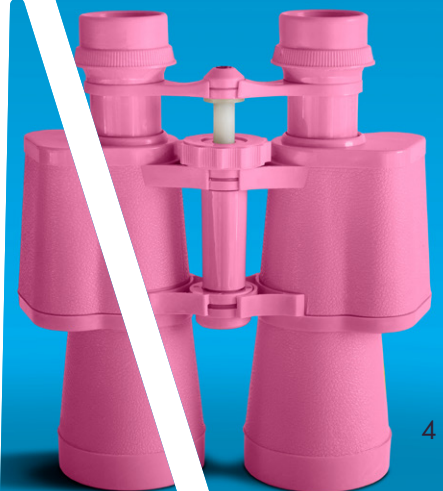
An example of this integration is the weekly support Locaria delivers to NRG's London office to help them analyse the large volume of verbatims they receive from studies that are in field over the weekend, which require same-day reporting. Every week NRG asks consumers from around the world to provide a short impression of a current or upcoming film.

Dealing with responses from up to eleven markets and languages each week, they need Locaria's support to localise responses into English in order to complete their insight analysis.

The total volume of verbatims each week can reach up to 50,000 words. This data comes in for localisation on Monday morning and needs to be back with NRG by early afternoon the same day.

Locaria has also delivered transcriptions of qualitative IDIs and group interviews, subtitling of respondent-led videos for NRG's end clients as well as multilingual social media monitoring for mentions of TV series and films.

**40% of NRG's surveyed audiences are non-English speaking.**







## Solution

Locaria has developed a workflow that delivers the translated opens for all markets in time for NRG to complete the weekly coding and analysis steps and share the insights report with their clients.

Processing these large volumes in such a quick timeframe is possible by leveraging neural machine translation combined with human post-editing done by experienced and specialised linguists.

While machine translation works quickly, a trained human eye is key on these projects as verbatims often contain informal, unpolished or elliptical language where the intended meaning is clear to human translators but not always to machines and AI.

This approach allows Locaria to combine the strengths of both machine translation and human understanding, to deliver clear and informative localisation of large volumes.

### Added Value in Coding Localisation

Locaria has developed an enhanced process that extends beyond the localisation of the verbatims, offering direct analysis and categorisation of the responses.

This coding in localisation process means that Locaria executes steps originally carried

out by the client's data processing team. This radically speeds up the process for our client and allows them to use their time to focus on the strategic critical analysis of each project.

Careful selection and training of the specialised linguist team, as well as integration of initial and ongoing client feedback, ensures consistency in terms used across markets and increased efficiency and speed.

When NRG collected responses to the 2020 film "Call of the Wild", they found that the data in Brazil seemed more in line with what they would expect of horror, suspense or thriller films and were out of sync with the other markets. Locaria was able to advise that the official name of this film in Brazil was "O Chamado da Floresta", which is very similar to the name used in Brazil for the Japanese horror franchise The Ring ("O Chamado"), and that this is likely to be the reason for the distinctly different Brazilian responses.

## Future Developments

In addition to designing a solid solution for high-volume Market Research localisation work, Locaria has approached the account with the agility and proactivity that drives all Locaria client relationships. Our core value “We Grow Together” is evident throughout as we continue to work with NRG on developing added-value insights such as social media monitoring, cultural consultation and data specialism around research such as keyword trends.

## Services portfolio for NRG

LOCATE TMS  
PLATFORM

SENTIMENT  
ANALYSIS

QUALITATIVE  
TRANSCRIPTION

MACHINE  
TRANSLATION

KEYWORD  
RESEARCH

LOCALISED  
MODERATOR GUIDELINES

POST EDITING &  
QUALITY CONTROL

SOCIAL MEDIA  
MONITORING

SUBTITLING

CODING IN  
LOCALISATION

INTERPRETING



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