



CASE STUDY

The Economist Group and Lingo24

How can a world-renowned publication and research unit ensure accuracy, authenticity and a consistent tone of voice across multiple languages? Lingo24's specialist teams help bring the Economist Group's independent journalism and research to readers and business leaders around the globe.

With a 170-year history of providing authoritative insight on international news, politics, business and science, the Economist Group needs little introduction. Its sister company, the Economist Intelligence Unit, helps financial firms and governments understand how the world is changing and identifies opportunities and risks. As well as influential reports on current issues, it carries out bespoke research for its clients.

We're very proud to work with the Economist Group across a range of business regions, including the UK, USA, mainland Europe and the Middle East. The bulk of our work is in supporting the localisation of the specialist research produced by the Economist Intelligence Unit.

The Challenge

The Economist Group has a heady reputation and the research that they produce has the stamp of their core values in regard to vision, reach, credibility and integrity. This means that the tone has to be appropriate to the values of the publication and the group and the research has to be independent and authentic.

Matching the style and tone of voice across language versions is obviously challenging, but making sure the research is accurately portrayed is critical in every project. In addition, the design of many of the language versions, including the Arabic and Chinese translations, needs to be reformatted to mirror the original style.



- *Lingo24 has translated over 235,000 words for the Economist Group.*
- *We use our Fully Managed Translation with Style, Checking and Editing plus Desktop Publishing services.*
- *Language combinations include English into German, Portuguese, French, Chinese, Spanish, Korean, Italian, Japanese, Russian and Arabic.*
- *We work on InDesign files across a wide range of differing research topics.*

The Solution

We have created dedicated translation teams for the Economist Group to support the main languages they require, who learn their preferred style. These teams are modified depending on our client's feedback on the quality of their work. This ensures that the linguists we use have a strong understanding of our client's expectations.

They are supported by our dedicated Account and Project Management teams. A great deal of planning is required before the start of each project, and each one tends to have different challenges.

As part of the process we incorporate a review phase either by the end client or the Economist Group to make sure that we have fully met their requirements. Due to the complex design of the documents we work on, we try to smooth out the review process by allowing the reviewers to work in the same translation software as the translation team. This means we can implement any changes they request quickly and then send through the PDF for final in context checks. This saves time and improves the final output and makes sure that the Translation Memories we keep for the Economist Group are reflective of the changes the local reviewer has requested. This growing language resource helps us achieve better, faster results for the Economist Group each time.

The Outcome

We really enjoy our partnership with the Economist Group, and despite the challenges of the projects, it has been a very rewarding experience.

Our commitment to getting the best result each time is reflected in the consistent positive feedback from our client, who are happy with our approach, relationship and the results. We've also steadily increased the number of people we work with at the Economist Group, both within Europe and beyond.



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