

Nation Brands Index

This is a quantitative research project that ranks national image. It measures and ranks the broad international reputation of nations, across six dimensions of national competence: Exports; Governance; Culture; People; Tourism; and Immigration and Investment.

Translation specs: 10,000 words, 20 countries and 22 languages, human translation + review
Turnaround time from handoff of final materials: 10 days

Challenge:

The length of the survey makes the translation process to be extensive.

Solution:

Working with programmers to create short-cuts only in the testing environment, so the localization testing runs smoothly and faster.