

Global Advisor tracker

This is a quantitative research project that ranges from pandemic and vaccines, immigration and refugees, human rights, and religion, to satisfaction with country direction, what worries the world, and populism. It's often referred by the public and private sectors for global trends. It is an on-going project (as of Dec/2021) with launches every month.

Translation specs: 3,000 words/month, around 32 countries and 35 languages, human translation
Turnaround time from handoff of final materials: 4 days

Challenge:

It's mandatory that the survey launches globally at the same time and be in field for the same amount of time.

The number of languages to be translated and tested on the survey links within a limited time makes the translation process even more challenging.

Solution:

Grouping countries by language in the translation phase (Spanish-speaking Latam countries shares the same translation in Spanish (Latam), the same applies for English-speaking countries and French-speaking countries), then localizing the survey to attend the particularities of each country during the QA phase helps to manage the number of languages and makes the localization testing easier.

Public visibility: <https://www.ipsos.com/en-us/global-advisor>