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# ESTÉE LAUDER

Since June 2013, Janus has been engaged in partnership with Estée Lauder, one of the world's leaders in prestige beauty. The Company is focused on prestige makeup, skin care, fragrance and hair care, with a diverse portfolio of 25+ brands sold in approximately 150 countries. Therefore, Estée Lauder has a huge demand for professional multimedia services to localize their videos about the product range.

A recent project included voice recording and subtitling, covering about 80 videos of about two hours long.

## Challenges

We had three main challenges:

- A huge volume of transcription, translation, voice recording, QA, and engineering works
- Tough deadlines
- Many takes in voice recording to choose the right ones

## Solutions

To streamline the process, we took the following measures:

- Assigning only dedicated project managers, voice talents, and specialized linguistic teams
- Transcribing videos in small batches (no more than five videos) and immediately sending them for translation
- Booking relevant voice talents before the project started
- Performing QA in small batches, sending them to the client for approval, and arranging voice recording ASAP
- Splitting video post-production among several engineers to avoid potential delays associated with processing the raw recording
- Commissioning corrections required by the client to the same vendors to ensure consistency
- The measures taken enabled us to provide a quality deliverable in conditions of time constraints

## Solution elements

- Complex marketing translation
- QA and proofreading
- Professional voice recording
- Style guide specifically for this client
- Professional engineering works

Janus Worldwide is a leading provider of linguistic solutions in Europe. The company offers comprehensive linguistic services to corporate clients. We open up new markets and opportunities for our customers by providing top quality services tailored to the linguistic and functional requirements of the target audience.

The Janus Worldwide team has accumulated comprehensive knowledge and extensive hands-on experience in the FMCG and retail trade

sphere. Our experts hold linguistics degrees and perform high-quality translation and localization in a plethora of content. In addition to translation and localization, Janus Worldwide offer other related services, such as design, DTP and printing, notarization, video production, linguistic and functional testing, terminology management, and much more.