



Case Study – Meeting Meta's High-Quality Translation Needs for Marketing Content

How Our Trans-creation Services Helped Meta to Reach Korean Audience and successfully delivered Over 11 Million Words of Marketing Content

Background



Meta, a globally recognized social media company with over 2 billion users, encountered difficulties in 2016 when searching for a dependable partner to translate their advertising and educational content accurately into Korean.

Hanslem was selected to undergo Meta's rigorous testing and assessment, and we emerged as their trusted partner. After successfully passing their quality sample test, we became the primary marketing vendor for Meta, delivering high-quality translations that were both consistent and precise.

Challenges We Faced



- Ensuring consistent delivery of high-quality translations for Meta's wide range of marketing content
- Translations were complex and required a high level of expertise
- Faced a significant volume of content to be translated
- Maintaining high-quality standards while working under tight deadlines was challenging for our team.

Our Solutions



- Organizing a dedicated team of linguists and internal reviewers
- Conducting regular study sessions,
- participating in conferences, and engaging in educational programs to stay updated on advertising concepts and maintain quality
- Communicating frequently on Meta's platform to address inquiries, provide guidelines, and disseminate relevant information in real time.

Outcome



Our successful partnership with Meta has resulted in the completion of over 11 million words of high-quality marketing translations, despite the challenges posed by the difficulty level and tight deadlines.

Our dedicated team of linguists and internal reviewers have consistently met Meta's high-quality demands, resulting in the satisfaction and trust of Meta's US headquarters.

Their representatives even visited our Korean headquarters to demonstrate their deep satisfaction with the quality of our work, cementing our reputation as a leading marketing vendor for companies seeking high-quality translations for their advertising content.