

Case Study - Audio-Technica



Audio-Technica produces an exclusive range of professional, portable, and multimedia headphones. At the high end of the headphone market, Audio-Technica required translations that complimented the high quality of its products.

The Audio-Technica headphone range is hugely popular worldwide, especially in Japan, where it is ranked number two, just behind Sony. Despite its global popularity, success in the European market has been constrained, mainly due to limited retail distribution. A multilingual e-commerce site was the simplest solution to this problem: localised websites were designed to promote the full range of headphones throughout Europe, directly increasing sales online and driving consumer demand to bring about an expansion of sales in the retail channel; both Consumer Electronics and MI retail.

With the help of Web-Translations, new Audio-Technica websites were successfully launched in French, German, Italian and Spanish. Updates to the site have been handled by the same translation and proofreading team to ensure consistency across the site.

The Challenge

To provide high quality website translations for Audio-Technica's new e-commerce website

To win new business via the web for Audio-Technica

To improve the accessibility and exposure of the Audio-Technica site on an international level

To generate awareness of Audio Technica's high quality products in European markets

To increase the popularity and ranking of Audio-Technica's products globally

The Solution

Web-Translations' translation and localisation services to create websites for the French German, Italian and Spanish-speaking markets

A dedicated and experienced team of marketing and technical translators, hand selected for Audio-Technica

Cultural advice from translators as to appropriateness of content, with adaptations made as necessary to ensure sales of Audio-Technica's products are maximised

The Results

Localised content for each target market

Dedicated translation team and dedicated Project Manager

Rapid and effective turnaround of additional translation requirements on an ad hoc basis

The launch of www.atheadphones.com in four European languages

The Account Manager for Audio Technica was Stella White.

www.atheadphones.com

The Project Manager for Audio Technica was Catherine McTeigue.

Want to know more?... Contact us on 01924 360460