

## Case Study - Pilot Interactive



Pilot Interactive (Pi) is a Leeds-based digital agency with 12 years experience in creating award-winning digital experiences for leading brands. Pi is one of the New Media Age UK top 50 digital agencies.

Pi commissioned Wéb-Tränslatiõns to localise a website for one of its clients, Disney. Wéb-Tränslatiõns worked closely with Pi and Disney to localise Disney's Fairies website into four European languages and regularly translates updates and other material for this ongoing project.



### The Challenge

- Address quality concerns given high-profile material
- Translate all written content in a story-telling style, suitable for children
- Localise and ensure correct functionality of all flash animations, forms and navigation
- Manage updates and provide translation of other material for Pi's client

### The Solution

- Involved Disney's reviewers as part of the process prior to publication
- All graphics were localised, along with forms and navigation, which was thoroughly tested for cross-platform functionality
- A bank of preferred translators was set up to provide consistent service

### The Results

- A new generation of children throughout Western Europe can experience the magic of Disney - in their own language
- The visitor experience is enhanced with multilingual content
- Reinforcement of Disney's brand reputation in Europe, which will lead to further interest in other countries