



ABOUT OXO

OXO helps global organizations communicate effectively in every region around the globe. By providing custom language service solutions to top brands worldwide, our translation and localization expertise enables a timely and continuous deployment of products and services in 20+ languages.



ABOUT METRO BRANDS

Metro is comprised of more than 600 grocery stores operating mainly under the banners Metro, Metro Plus, Super C, Food Basics and Adonis. Depending on location, it is also possible to shop online on Metro's website. Metro Brands operates two private labels that are available in-store and online: Selection, which offers low-price staples, and Irresistibles, which offers trendy gourmet products.



THE CHALLENGE

Metro Brands partnered with OXO to translate nearly 80,000 words of product descriptions for its two private labels, Irresistibles and Selection, from French to English, as well as proofread the French source text.

These descriptions were generally single sentences intended to present a product's main features and make it sound appetizing to online shoppers, for example, "These freshly baked butter croissants are a delicious and indulgent way to start the day."

Proofreading and translating many words in a relatively short turnaround time while ensuring that the translation was always concise, catchy and on-brand posed a challenge to OXO's Project Management team.



THE SOLUTION

To meet Metro's tight deadline, OXO formed a team of three internal translators and two revisers to proofread the source text. Finally, a fourth translator (called SME, Subject Matter Expert)—who specializes in marketing content—revised the translation for quality and merged the parts together.

The final deliverable consisted of two documents (one for Selection and one for Irresistibles), each with a proofread French column and an adjacent translated English column.

A dynamic and speedy team allowed OXO to save time for the target language output, while having a single revisor ensured consistency in tone and terminology across the board. This way, we were able to work quickly but still deliver a high quality, idiomatic translation.

“ OXO's services allow us to focus on content and the quality of our work and to save time on translation. ”

Audrey Riopel,
Private Label Development
Coordinator

THE RESULT

OXO delivered the project within the agreed-upon deadline. Metro was “very satisfied” with our work and appreciated the time they were able to save by outsourcing the translation.

The product descriptions are now up on Metro’s online shopping website at www.metro.ca/en/online-grocery.

“

I’m very satisfied with OXO’s work. The translations are in line with our brand.

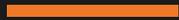
”



OXO



Talk to us today to find out how OXO can help with your multilingual ecommerce.



sales@oxoinnovation.com
+1 438 600 0063
www.oxoinnovation.com