

## CASE STUDY - PRE-TEST TV: LOCALISATION

### BUSINESS CHALLENGE

Understanding the impact of localizing a voice-over of a TV commercial, from English to Dutch.

### RESULTS

The results clearly showed the positive impact of localizing the voice-over. The willingness to watch increased substantially compared to the original English version and also impacted the likeability, understanding and brand fit positively.

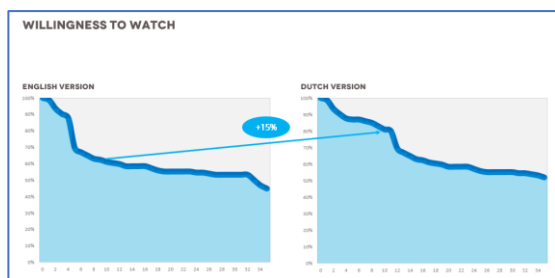


Figure 1: Willingness to watch English versus Dutch voice-over

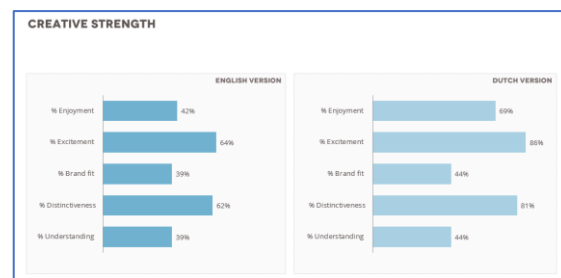


Figure 2: Dutch voice-over outperforms English version on creative strength

### KEY TAKE OUT

Based on the outcomes of this study, our client decided to delay the launch of the TV campaign and change the voice-over into Dutch as the results clearly showed the improvement in engagement (willingness to watch +15%), enjoyment, understanding and brand fit when using the localized voice-over, thereby increasing the potential in-market impact substantially.