

CASE STUDY

Maintaining High Fidelity with Threadline





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For research outside the US, it's critical to have a moderator who is locally connected and understands the nature of the interviews, both interpretively and psychologically. Every step from translation to moderation to synthesis runs the risk of decreased fidelity. That's why it's so critical to have a trusted partner in those languages, to really create an enriched experience.

**KRISTIAN ALOMÁ, PHD
FOUNDER & CEO, THREADLINE**



LET'S TALK ABOUT HIGH FIDELITY

Research is music to our ears. Research done well in a native language is a bit like a virtuoso violinist. Add another language or two, and it starts to sound like a string quartet. The more voices you add, the larger the symphonic arrangement becomes. You need the right talent and a skilled conductor to ensure that all the parts are in tune and working together.

When conducting global research, maintaining that fidelity can be challenging. Our ability to bring together experts in language, culture, research, and project management makes that music happen.

**Maintaining High
Fidelity with
Threadline**



BACKGROUND

Threadline is a collective of curious and inspired researchers elevating brands by uncovering hidden consumer narratives. Their profound research approach examines the emotional components of concepts for their clients, primarily focusing on strategic positioning and brand promises.

Threadline's bespoke research requires critical evaluation of narrative that unearths and deciphers subtext, metaphor, and hidden content within stories, enabling them to deliver deep and accurate insights for their clients.

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We're not just managing translations and transcriptions. We're providing language support in every way, shape, and form for your project. With an experienced MLC research project manager at the center of these services, you can make sure you are achieving that fidelity we're talking about; not just across languages, but from instrument to implementation to analysis.

CARLOS HEVIA
BUSINESS & DEVELOPMENT DIRECTOR,
MULTILINGUAL CONNECTIONS

CHALLENGE

Threadline's mastery of language and research intricacies shines in their native US market – the bar is set very high. In international research, a tremendous amount of expertise is required to adhere to their rigorous standards. This extends beyond mere translation accuracy; it requires an elevated skill level that ensures that the emotional essence that underpins people's stories across cultures is captured and preserved.

One study focusing on the concept of luxury and wellness probed how these concepts resonate across five global markets. Five interviews were conducted in each country with ultra-high net worth individuals from the **Kingdom of Saudi Arabia, United Arab Emirates, Kuwait, Egypt, Qatar, India and China**. This required translation of guides and stimuli as well as moderation in multiple languages and separate dialects.



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APPROACH

To overcome these challenges, Threadline recognized the significance of forming strategic partnerships with professionals well-versed in social sciences and cultural intricacies. Their quest led them to **Multilingual Connections**. In MLC, Threadline found a partner to meet and exceed rigorous standards in translation, moderation, and transcription.

MLC became an essential partner in this project by providing unparalleled access and shared vision. Their dedicated project manager was able to deliver not only quality, but accountability and commitment to Threadline's goals. With one point of contact, Threadline had visibility and control across five separate markets.



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The additional value of working with Multilingual Connections was that when we were looking for moderators in these markets, we were getting full CVs of professors at universities in the social sciences and designers who have done human behavior designs! Those are the credentials we need, not just someone who's been in market research for 20 years.

KRISTIAN ALOMÁ, PHD



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MLC provides streamlined, one-stop support for Kristian's team. When curveballs get thrown, they don't have to ask 'Who do we have in India?' Our dedicated project manager is there, handling the logistics across all five markets so that Kristian's team can focus on their research.

CARLOS HEVIA



RESULTS

By leveraging *Multilingual Connections'* network of linguists and moderators with expertise in social science research – together with their experienced project managers – Threadline's studies achieved a level of fidelity that transcended language barriers. This was especially evident in their luxury and wellness study, where the intricate nuances of emotions, positioning, and brand promise remained consistent across diverse cultures. This collaboration paved the way for Threadline to maintain parity of research quality and emotional resonance regardless of geography, thus reaffirming their commitment to delivering insights that transcend borders.



Questions about how Multilingual Connections can help you understand, engage and grow your audience?

CONTACT US:

contact@mlconnections.com | 773.292.5500 | mlconnections.com



Understand, Engage & Grow

