

CASE STUDY

Engaging Global Markets with Üllo

BACKGROUND

Üllo is a global company that believes wine is best enjoyed free from the sulfite preservatives. Its main product, *Üllo Wine Purifier*, removes sulfites for what it describes as a healthier, more natural way to enjoy wine.

Since 2017, **Multilingual Connections** has partnered with Üllo to help engage and grow its multilingual audiences through translation and transcreation of marketing campaigns, website pages, product labels, and more.





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**Multilingual Connections
can instantly broaden
your market, and all you
have to do is supply them
with the source material.**

JOE RADOSEVICH,
CHIEF TECHNOLOGY OFFICER AT ÜLLO

CHALLENGE

Üllo was looking to test a new social media marketing strategy in its global EU markets, so they reached out to Multilingual Connections to translate a digital marketing campaign into **Spanish, French, German, and Italian.**

The needs became clear: **transcreation**, or the adaption of creative text from one language into another, would be the best approach for a digital campaign that educates, inspires, and moves the audience to act.

KEY SERVICES AT PLAY



Global language solutions in 4+ languages



Desktop publishing of digital product guides for online storefront



Transcreation of SEO keywords, hashtags, emails, and ads

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I can count on Multilingual Connections to work with our needs and goals in mind and deliver accurate and timely translation services. They provide the support we need to expand our technology and products to people who enjoy wine worldwide.

JOE RADOSEVICH

TRANSCREATION

For marketing content, especially creative, punchy, and nuanced digital and social content, Multilingual Connections provides transcreation. This service reimagines the original content to come up with culturally-relevant messaging while ensuring the translation maintains the client's brand voice, tone, and style – and that it resonates with the target audience.

In the call to action ***“How do You-llo?”***, the transcreated Spanish version preserves the original play on words but restructures the sentence for a more natural read. Using “tú” or “you” in the middle of a sentence in Spanish wouldn't work, so the direct translation of *“¿Cómo tu-lleas?”* was replaced with *“Y tú, ¿Cómo Ülleas?”* meaning, *“And you, how do you Üllo?”*

ENGLISH (U.S.)

Üllo

THE WINE PURIFIER

HOW DO YOU-LLO?
SHARE YOUR ÜLLO EXPERIENCE.
[@ULLOWINE](#)



SPANISH (SPAIN)

Üllo

THE WINE PURIFIER

Y TÚ, ¿CÓMO ÜLLEAS?
COMPARTE TU EXPERIENCIA ÜLLO.
[@ULLOWINE](#)

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RESULTS

Multilingual Connections streamlined the translation process and provided a comprehensive solution combining a number of services, including transcreation, website localization, and multilingual desktop publishing services.

Multilingual Connections has supported Üllö's **global growth** by creating content that resonates with the target audience and stays true to its brand voice.

Üllö

For this project, Multilingual Connections:

- Provided **transcreation**, or the adaption of creative text from one language into another
- Helped localize concepts like "free shipping" across markets
- Worked within character limits required by social media and advertising platforms and provided research and recommendations for SEO keywords
- Eliminated extra work for the client by recreating digital product guides in InDesign

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

