



Milega
Internationalize your e-commerce

TANKE

TANKE, A CREATIVE AGENCY SERVING DEMANDING CLIENTS

CASE STUDY



TANKE

Tanke is an influential marketing agency based in Paris.

This agency sets up influential marketing campaigns and promotes them on social media (Instagram, YouTube, TikTok, etc.), for various clients (luxury, beauty, food, automotive, sport, etc.).



THE TRANSLATION CHALLENGES FACED BY TANKE

Tanke manages the digital communication of a recognised offroad tyre brand. Every year, it plays a key role in the Paris Dakar rally and is, in particular, charged with their editorial strategy.

This includes the writing of captions in English for their social networks. Posts in English were to be reviewed each day at 5:00 PM and then translated into Spanish, Italian, French, and German. The translations had to be ready by 7:00 PM in order to ensure optimal responsiveness, in particular for announcing the results of each stage of the rally to their audience.

THE SOLUTION PROVIDED BY MILEGA

The main translation issue for Tanke was reactivity times for translating the rally results. These had to be translated within 2 hours during the end-of-year holiday period, with on-call duty sometimes required on weekends.

So, we found ways to adapt and implemented specific solutions, such as:

- + The creation of a **multilingual team**.
- + Managing the **daily availability of translators** for 15 days (including Sundays and public holidays).
- + The **implementation of specific channels** to manage the urgent nature of the work with the client and translators (Whatsapp notifications, shared Google Drive).
- + **Marketing and creative translation** respecting the tone of social networks.

TESTIMONIES BY PROJECT COLLABORATORS



Milega is our preferred translation partner. They are responsive, reliable and provide us with quality work, which are essential criteria for a long-term collaboration. It is also always a great pleasure to work with them, they are very professional.

KELLY CHAUVET, INTERNATIONAL ACCOUNT DIRECTOR



We work with Tanke for various language combinations and projects. One of the most interesting is the Dakar Rally translation project. Managing availability during holidays and public holidays is undeniably a big challenge

LAURA VARGAS – MILEGA PROJECT MANAGER

ABOUT US



Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions. With more than 10 years' experience in the translation sector, 400 translated merchant sites and satisfied customers under its belt, and experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.



Mikaël Le Gallo

CEO - Milega

mikael@milega-translation.com

www.e-translation-agency.com