



Case Study



GIVING CUSTOMERS WHAT THEY WANT IN THEIR PREFERRED LANGUAGE

Client Costa Cruises

ABOUT OUR CLIENT

Costa Cruises is an Italian cruise line that operates 14 cruise ships sailing under the Italian flag. It provides cruise holidays in the Mediterranean, Northern Europe, the Caribbean, the Indian Ocean, the Middle East, South-East Asia, and South America.

MYL's MISSION

Providing information in multiple languages for a multilingual audience.

OUR SOLUTION

Costa Cruises has been offering cruises in Asia since 2006, and caters to a wide range of holiday-makers from different countries. There was therefore a need to produce marketing materials using the languages of their customers.

With the need to produce various publications for their promotions, Costa Cruises started working with MYL on translating and typesetting their marketing materials from English to multiple languages, including English to Chinese, English to Japanese, and English to Korean.

RESULTS

Instead of Costa Cruises going to different translators for their multilingual translating and typesetting needs, MYL has become their single point of contact for these services. Furthermore, when updates and tweaks are required to content MYL has the original files that can be updated quickly and easily at marginal additional cost.

