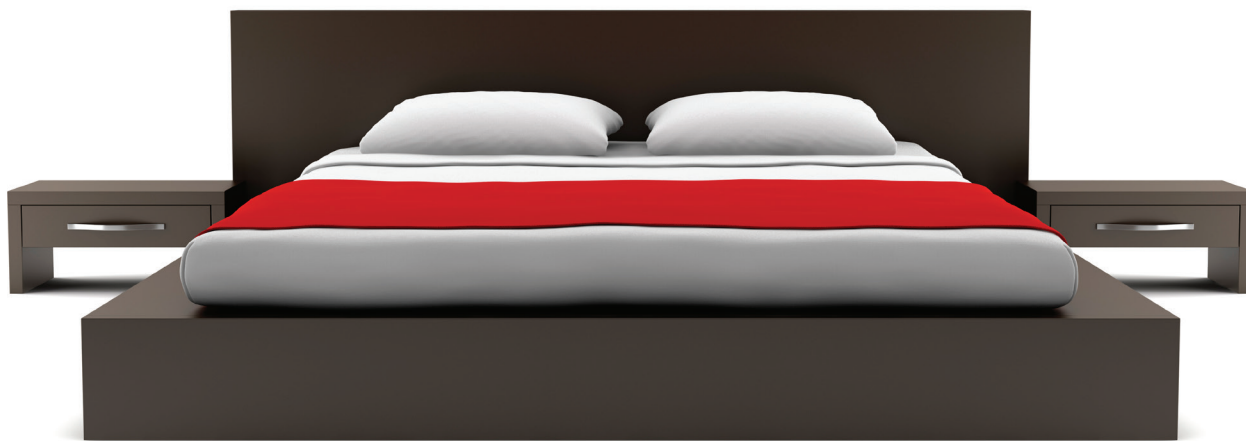


Sofitel

Sofitel is one of the world's leading luxury hotel brands, combining French luxury with local culture. Since 2010, Sofitel and EVG have partnered on projects ranging from multilingual content creation and optimization to blogging and localization for the brand's mobile app.



SUMMARY:

Sofitel and EnVeritas Group partnered in 2013 to create multilingual, immersive stories for the brand's EMEA properties.

THE CHALLENGES:

Sofitel's marketing team in the EMEA region needed a partner for storytelling. They approached EVG to help shape and execute the project.

Each EMEA hotel has a unique identity—a blend of design, culture and gastronomy—which sets the stage for a robust digital storytelling campaign. The client asked EVG to help them turn those differentiators into compelling content.

THE SOLUTIONS:

EVG created custom content focused on the experience offered by each destination. Delving thoroughly into the unique selling point of each hotel was only possible via a thorough understanding of the brand, its image and the hotels themselves. Local writers and editors with EVG's 1,000+ writer network allowed for superior customization.

- Gather detailed information about each hotel through photos, descriptions, and a detailed presentation defining the theme, style and personality of the hotel. EVG also conducted calls with local managers to understand atmosphere and research guest experience.
- Create content in line with the brand's unique tone and style and telling the story of the individual property in multiple languages.
- Achieve a high level of quality while integrating the comments and objectives of all stakeholders.
- Localization of the content into the desired languages, keeping all stakeholders involved in the editing process in order to ensure the project's coherence and the highest quality in all languages.

