Case Study

About the Project

Design, develop and deploy a new multilingual web presence driven by a content management system for the Marina Bay Sands in Singapore.

Languages:

English, Indonesian, Korean, Japanese, Simplified Chinese, Traditional Chinese, Thai

Tools:

MS Word, Adobe PhotoShop, Flash, Acrobat, MS Project, Globalization Project Management Suite (GPMS-Translation Portal), Translation Memory.

Content Management System

Ektron CMS400.NET

Goals:

Marina Bay Sands opened in April with a opening celebration in June 2010 and is set to become a premier entertainment destination in Singapore and beyond, with its vibrant diversity of attractions and facilities. The vision was to build an integrated development that is timeless, a landmark that possesses a distinct identity which will distinguish Singapore from other cities.

The property’s web presence needed to be just as distinct and inspiring. The site needed to be available in seven relevant languages and be easily found in search engines by potential customers around the world.
**Case Study**

**Localization - Global SEO**

**Project:**

**5.2**

**Requirements**

**Search**

**Launch**

February 2010

**Wireframes**

21 Feb  28 Feb  07 Mar  14 Mar  21 Mar  28 Mar  04 Apr  11 Apr

3.1

- Objectives:
  - To assess Marina Bay Sands’ existing website, its effective product display, existing reusable assets and architecture.
  - To consider website design best practices, requirements and essentials, and form a guide for the redesign of the MBS website.
  - To evaluate direct competitor and hotel industry leading websites, and to identify assets MBS require and areas to avoid.
  - To devise a timeline of phases for the development and deployment of the MBS website to best suit the needs of the various areas of the property and interest of the consumer.
  - To ensure technology and navigation tools selected comply with maximizing search optimization and drive traffic to site.

- Requirements:
  - Following best practices for website design, development and deployment, the client had drafted very detailed requirements for the new site. These were generated from an understanding of the business requirements collected via interviews, focus groups, scenario maps and use cases, and then defined in a Functional Requirements Document which included among other requirements:
    - World class user-centric design
    - Utilize web content management system with authoring and publishing workflows
    - Excellent lead generation
    - Search engine optimization
    - Non-technical staff’s ability to easily add and edit content
    - Automated approval processes for content contributors
    - Automated translation workflow for language versions
    - Subscriptions, web alerts, and memberships
    - Site content and design that is search engine optimized (SEO) across all languages
    - Site framework that would allow for future growth; new content & sections.
    - Schedule content to go live and expire
    - Multilingual with the ability to easily add other languages
    - Internal search of content and library assets
    - Hosting to support 100% up time and traffic spikes during peak seasons and campaigns
    - Timeframe: 9 weeks

**Project Details:**

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### Project Details:

**Strategy and Planning (MBS)**
- Develop a strategy for Marina Bay Sands’ digital communication and website platform including:
  - Competitive analysis
  - Best in practice audit
  - Solution for technical, architectural and creative execution
- Meet positioning and branding objectives and guidelines
- Research and select interactive and localization agency partners

**Design (MBS, Sid Lee)**
- Strategic and tactical analysis and recommendations
- Project management and coordination
- Ideation
- Artistic direction
- Creation of the editorial line
- Creative QA
- Electronic production (video and sound production)

**Content Creation (MBS, Sid Lee)**
- English copy writing
- Proofreading
- Image sourcing and retouching
- Content management
- English content SEO

**CMS-Development (MBS, GPI)**
- CMS overview and strategy
- CMS development with Ektron
- CMS translation workflows
- Global search engine optimization
- Website testing
- Ektron CMS training for MBS

**Localization (MBS, GPI)**
- Globalization strategy
- Glossary development
- Translation and copy writing
- Country specific SEO
- Localization QA and testing
- Localization workflow training

**Case Study**

- **CMS Implementation**
  - **Hosting**
  - **Localization - Global SEO**
  - **Launch**

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Team Leads:

**Marina Bay Sands (Client)**
Candice Greedy
Marketing Manager and Project Owner

**Eugene Lim**
SEM/SEO Manager

**Sid Lee (Web Design)**
Pier-Luc Beaulieu
Digital Producer

**Globalization Partners International (Localization, CMS, SEO)**
Martin Spethman
Website Globalization Strategist

**Hui Zhu**
Project Manager

**Marcelo Volmaro**
Website Globalization / CMS Implementation

**Federico Pascual**
Global Search Engine Marketing

GPI’s teams included:
- translation teams
- country-specific SEO specialists
- web/collateral DTP teams for each of the target markets/languages: Simplified Chinese, Traditional Chinese, Japanese, Korean, Indonesian, Thai
Project Management and Tools:

Globalization Project Management Suite - Translation Portal

GPI’s Globalization Project Management Suite (GPMS) - Translation Portal is used to manage all aspects of website globalization projects. GPMS and its client-facing portal have enabled the project management and successful completion of over 18,000 translation projects globally since 2001. The Translation Portal is a fully customizable, internet-based communication and collaboration portal designed to give companies immediate, secure and global access to all of their translation, localization and internationalization project and team information. Globalization Partners hosts and customizes the portal based on a client’s globalization services requirements for free. It was chosen as one of five finalists for the 2003 Software and Information Industry Association’s (SIIA) 18th Annual Codie Awards for the Best Enterprise Portal Platform.

Ektron

With the Ektron web content management platform, organizations can deploy, publish and update time-critical content without needing to rely on IT to get that content on the Web. Content creators take ownership of their content, while website administrators focus on the management and enhancement of site capabilities. Ektron simplifies the process of managing content across public websites and intranets, providing such core features as authoring, site design, page deployment and management, plus marketing optimization features including content targeting, in-context analytics, and multivariate testing. The Ektron content management system has been deployed successfully by organizations of all sizes – from nonprofits to multibillion dollar corporations, from government to global enterprises.
Case Study

About
Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. It will also have a museum and theaters in which “The Lion King” will be the first resident show. For more information, please visit www.marinabaysands.com.

About the Partners

SID LEE

We are a multidisciplinary creative team of 250 artisans of many persuasions who work globally for top-tier clients including Adidas, Cirque du Soleil, Red Bull, MGM Grand and Four Seasons. With offices in Montréal, Amsterdam and Paris, Sid Lee’s people are passionate about embedding brands, products, spaces and services with meaning and resonance. Services include:

• Interactive marketing
• Experiential marketing
• Branding
• Advertising
• Content

GPI

We provide an array of globalization services in over 100 languages. Services include:

• Translation and Copy Writing
• Multilingual Desktop Publishing
• Multilingual Website Development
• Software Globalization
• Website Globalization
• Global Search Engine Optimization

GPI has provided comprehensive website localization services for some of the highest-profile AND highest-traffic multilingual web properties ever launched including McDonald’s Olympic Games GoActive site into six languages, Boeing’s worldwide promotional site for their new Aircraft the 787 into five languages and the Live Earth Global Concert Event 2007 in 19 languages which was the most watched entertainment event in online history!

Ektron

By integrating web content management (WCM), marketing optimization and social software, Ektron’s software and solutions improve operational efficiency, drive revenue growth and build customer loyalty. Ektron empowers marketers to create, publish and optimize web content that engages, converts and retains customers. Developers benefit from Ektron's extensibility and commitment to the Microsoft .NET framework. Headquartered in Nashua, New Hampshire, with offices in Australia, Canada, Singapore and the United Kingdom, Ektron has more than 8,000 customers worldwide.