



allthecontent

CASE STUDY

PRODUCING ORIGINAL CONTENTS FOR YAHOO

Client: **Yahoo**

Destination: **Europe**

Date: **May 2015**

Service: **Content production / Translation Proofreading / Iconography service**



RAID

0 Notes

20 conseils pour garder sa maison fraîche cet été

L'été À La Maison Sur Yahoo



Porque la vida no es un lecho de rosas, sino más bien una carrera de obstáculos en la que el estrés del trabajo y demás situaciones a veces nos superan. Por eso, no hay nada como crear un remanso de paz en nuestro hogar para desconectar. Estos son algunos consejos clave para sentirse bien en casa.



Ferren, Sonne, Grillen im Freien ... wären da nur nicht diese Insekten! Sommer, Hitze, Feuchtigkeit, blühende Pflanzen, all das zieht Parasiten an, die stechen und beißen und Ihnen das letzte Blut aussaugen wollen. Aber keine Angst, wenn Sie die folgenden 10 Tipps befolgen, bleiben Sie von diesen unerwünschten Gästen verschont.



RAID

0 Anmerkungen

Verrückt nach Früchten: Bereiten Sie diesen Sommer fruchtige Snacks zu, die Ihre Familie

Sommerliches Zuhause



RAID

0 Note

Vacanze estive: divertimento all'aria aperta per tutta la famiglia a prezzi stracciati

La Tua Casa In Estate



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CLIENT'S PROBLEM

On its web portal, Yahoo features different contents categories: exclusive news, aggregated contents but also sponsored articles. These later pieces are also called «branded contents», since they give news and information on a given topic AND promote a brand at the same time. Of course, a specific sign clearly identifies them as advertorials.

To appeal to the reader, a «sponsored content» must propose added value information and not be a mere ad. This is why Yahoo assigns professional press agencies the production of these texts.

In May 2015, Raid – the famous pesticide brand – decided to broadcast a promotion campaign of this kind on Yahoo. Yahoo and Raid's plans were to feature the campaign on a hub, i.e. a mini-website embedded inside the web portal. Yahoo and Raid opted for an appealing theme: how to prepare one's home for the summer and avoid insects, those uninvited guests. However, they needed a professional team of writers to produce relevant contents on this topic. But that wasn't all: the campaign would have to be run in all the main Southern-European markets: France, Italy, Germany and Spain. So in addition to writers, Yahoo also needed an agency able to localize and to propose relevant pictures to illustrate this campaign. Germany and Spain. So in addition to writers, Yahoo also needed an agency able to localize and to propose relevant pictures to illustrate this campaign.

ATC'S SOLUTION

Thanks to its wide network of talents and to its multidisciplinary services, **ATC could provide all the required services on time**. The production in French of 12 original pieces covering all the aspects of the topic: «Ultimate summer indoor lighting inspiration and ideas», «20 tips to cool your home in the summer», «10 tips to get your kids to sleep in the heat» and the localization in German, Spanish in Italian, have been done thanks to the ATC's team of translators and proofreaders. **Finally, ATC managed the iconography of the project by curating and proposing relevant pictures to illustrate the contents. Illustrate this campaign.**

DEMOS

ITALIAN:

<http://latuacasainestate.yahoo.com/>

GERMAN:

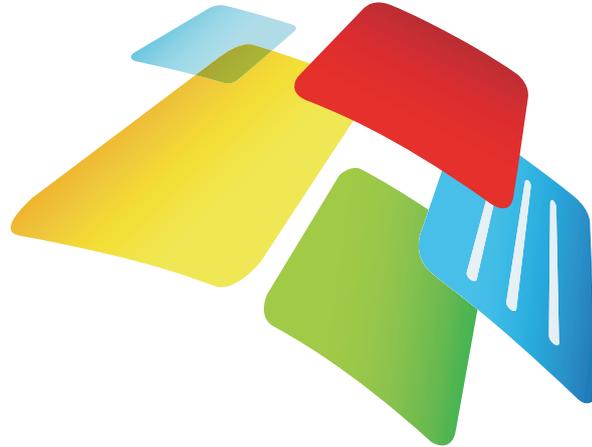
<http://sommerlicheszuhause.yahoo.com/>

SPANISH:

<http://tucasadeverano.yahoo.com/>

FRENCH:

<http://votremaisondeletee.yahoo.com/>



Since 2001, **AllTheContent** has supplied the contents that media and companies need to attract and retain their audiences, across all topics, platforms and languages, initially under the umbrella of the ATC Future Medias group and then, since 2011, as an independent company.

AllTheContent is a press agency with an outsourced talent pool of 1950+ professionals (journalists, translators, producers) and distributor of selected third-party content, including Reuters. It combines the best of the media with new technologies to provide unique added value to web sites, newspaper publishers, radio/TV broadcasters, telecom companies, IPV/OTT platforms, airline companies and video wall services.

We also offer the opportunity for companies to use the services of **AllTheContent's**, subsidiary Contenu & Cie, which specialises in branded content and community management. We have the solutions that your media need.

Contact us to discuss your requirements.