

**Company:** Lionbridge, Waltham, MA

**Company Description:** Lionbridge partners with brands to break barriers and build bridges all over the world. For 25 years, we have helped companies connect with their global customers and employees by delivering translation and localization solutions in 350+ languages. Through our world-class platform, we orchestrate a network of experts across the globe who partner with brands to create culturally rich experiences.

**Nomination Category:** Marketing Campaign Categories - Specialty

**Nomination Sub Category:** Branded Content Campaign of the Year

**Nomination Title:** Global AI-Driven Solutions Empowered by Human Creativity: Lionbridge Aurora AI™

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

June 2024. From concept to execution to deployment, we were on a fast timeline to deliver to the market in two months.

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 236 words used.**

Lionbridge Aurora AI™ is a multilingual content performance platform released to the market in June 2024. This AI-first platform uses innovative technology to help customers exponentially increase multilingual content generation, thus expanding their global audience. Due to high costs, our customers have found it challenging to implement projects at scale. Aurora AI combines the latest AI technology with strategic human expertise and intervention, all at unprecedented speed.

In an industry deeply impacted by AI, Lionbridge must stand out. Aurora AI is different because of its composable orchestration, which lets us nimbly adjust any workflows as needed. Aurora AI automatically analyzes and routes content to the best language specialists, eliminating manual processes throughout the content lifecycle.

Before launching the campaign, we began with a full brand initiative: naming and brand identity. We named the platform for Auroras, awe-inspiring light displays that captivate viewers worldwide. Similarly, Lionbridge's Aurora AI orchestration platform empowers companies to captivate and connect with people globally.

Once Aurora AI had a captivating user interface and logo, we developed a multichannel campaign showcasing it. By addressing a need for powerful workflow automation, this campaign featured our multilingual content services, including how we empower companies to break language barriers, build bridges into new markets, and drive revenue.

This awareness campaign focuses on:

- Highlighting revolutionary content creation, translation, and localization
- Production intelligence at scale for localization and beyond
- How we seamlessly transform customer content for robust outcomes

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 250 words used.**

We were on a fast timeline to deliver to the market in two months.

**Phase 1:** Conducted research to ensure our brand and messaging would resonate with our target audience of:

- **Businesses/Enterprises:** Companies seeking advanced localization for a global audience.
- **Marketing/Content:** Teams requiring efficient/effective localization.

Extensive keyword research ensured we were synced with how our audience searched for services. We focused on keywords such as "ai translation," "gen ai language providers," "gen ai language services," etc.

**Phase 2:** Using the research, we developed a visual concept that employed stunning aurora images, thus symbolizing the transcendence of borders and global audiences' unique experiences. We selected vibrant aurora colors relating to Lionbridge's orange/yellow palette.

**Phase 3:** Developed three key messages, each with branded content.

- **Message 1-Connecting the World:** Outlines how AI and LLMs enhance global communication
- **Message 2-Content Complexity Made Easy:** Shares how we deliver AI-generated content customers need
- **Message 3-Discover the Future of The Lionbridge Content Remix App: Transforming Your Content Strategy With AI-Powered Innovation** (*Lionbridge App accessible through Aurora AI for multilingual content creation and transformation*)

**Phase 4:** To execute the campaign, we created a hub landing page and supporting content (translated into 10 languages). Content, deployed via social and email marketing, focused on success stories and capabilities. It included blogs/case studies/press releases/videos/webinars/solution briefs.

We furnished 5,000+ employees with business templates to further awareness and create brand cohesion. Additionally, we implemented extensive sales training to educate our team on how to leverage these offerings.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 250 words used.**

We promoted the landing page, blogs, and videos on paid social and display channels. We executed 7 sets of messages.

Our goal was raising visibility. This campaign ran from June 2024 to March 2025 and in that short time, we increased Lionbridge's position as a thought leader. From June to April our page views / visit metric, on visits that included a hit on our Aurora AI page (any language), went up to 3.84. This shows an increased interest in our solutions with Aurora AI being the influence.

We saw the following results:

- 54,804 landing page views across 43,813 site visits to the Aurora AI page with a visit breakdown for the following channels (excluding job seekers/employees/competitors):
  - Natural Search: 25,058
  - Direct: 9,504
  - Referring Domains: 3,300
  - Internal: 2,750
  - Display: 1,486
  - Social Networks: 945
  - Paid Search: 853
  - Email: 168
  - Paid Social: 154
  - Content Syndication: 56
- ~153,200 organic social media impressions
  - 110,200 impressions from industry news posts
  - 16,000 impressions from Lionbridge CEO's social channels
  - 27,000 impressions from Lionbridge social channels
    - 530 engagements
    - 2.93% engagement rate
- 88 form submissions tied to the campaign
- Paid ads led to 3,722 page views
- LinkedIn sponsored ad at launch, June 1-30
  - Impressions: 5,515 in US, 2,533 in EU
  - Conversions: 68 in US, 11 in EU
  - Conversation Rate: 174.36% in US, 78.57% in EU

We reached notable target audiences such as Microsoft, Accenture, Amazon, Bain & Company, Nasdaq, DirecTV, Hilton, and more.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 134 words used.**

- Landing page that received 54,804 views since launch: <https://www.lionbridge.com/aurora-ai>

- Brand Guidelines: [View here](#)

- Video Assets that depict the 3 key message points:
  - Video: [Connecting the World: How AI and LLMs Enhance Global Communication](#)
  - Video: [Lionbridge Translation – Content Complexity Made Easy](#)
  - Video: [Discover the Future of Content Creation With the Lionbridge Content Remix App](#)

- [Press Release](#) received:
  - 243,000 Organic Media Impressions
  - 80,000 Organic Social Media Impressions
  - 233 Press Release Online Reprints

- [Blog and Fireside Chat](#) on [YouTube](#)
  - 1,513 views on [YouTube](#)

- Case Studies:
  - [Lionbridge's AI Content Creation Solution for the Hospitality Industry](#)
  - [Lionbridge Helps Global Tech Giant Train its New GenAI Model](#)
  - [Multilingual Retail Marketing](#)

- [Thought Leadership:](#)
  - [Lionbridge: Global AI-Driven Solutions Empowered by Human Creativity](#)
  - [Useful, Responsible AI Across the Global Content Lifecycle](#)
  - [Lionbridge LLM-Assisted Post-Editing: The New Standard](#)

**Attachments/Videos/Links:**

[Global AI-Driven Solutions Empowered by Human Creativity: Lionbridge Aurora AI™](#)

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