

## CASE STUDY

# FINTECH START-UP DEVELOP LOCAL CONTENT FOR GLOBAL EXPANSION

### The Challenge

Established in 2010, this start-up established itself as the specialist provider of financial technologies for small businesses. Today, the brand offers a wide range of small enterprise-focused financial supports such as payment, point-of-sale, funding, and partner applications globally.

The brand's development has outpaced target users' perception of what it actually offers. In a market that is now fast becoming over-commoditized, the brand needed to communicate just how much more it has to offer.

To achieve this, the brand created videos specifically designed for popular social media channels. Attracting over 300,000 views within just weeks of its launch, the first video quickly became one of the brand's most engaged with pieces of content. Building on this success, the global team was keen to customize the video for its growing customer base across Latin America.

### The Solution



**Local client engagement.** We engaged with the brand's local marketing team to gain an in-depth understanding of their specific market dynamics. Working closely with our in-market creatives, we helped to bridge the brand's global platform and local execution.



**Smart localization.** Rather than a one-size-fits-all solution, we made optimal use of existing video content and creatively adapted specific messaging that mirrored the local market's unique requirements.



**In-market creativity and production.** Production was organized entirely with local resources in order to ensure everything from the selection of voice over talents to graphic design work was consistent with each market's global identity and local cultural needs.

### The Result

Our local creative talents have tailored content that has convinced local targets that, rather than being a repurposed literal translation, the message they are receiving was created solely with them in mind. Constantly engaging with the brand's local teams, we have given them the confidence that we are fully meeting their global needs within a totally local context. In-market production has also provided an additional layer of quality assurance when creative content is ready for final delivery.

### What They Say

*"It's perfect! We really appreciate all of Argos's hard work in helping us to deliver the best. Thank you so much!"*

- Marketing Manager (LATAM)