

Marketing Content Localization for a Global Food & Beverage Brand

Business Problem



- 10 Multiple geographies with different languages relying on expensive, slow, inconsistent human translators
- Manual region-wise translation & design workflows creating duplication and campaign delays
- Brand identity (logos, typography, luxury visual aesthetics) degrading during translation handoffs
- Quality checks requiring 4x workforce due to fragmented, tool-heavy processes

Solution



- Deployed a 4-agent Agentic AI pipeline on AWS (Translation Planning, Execution, Review, Performance Monitoring) orchestrated via Airflow on Amazon MWAA
- Snowflake Cortex AI used for context-aware multilingual translation with brand glossary enforcement and CAT (Smartling) integration via Snowflake Native App
- Brand vector index stored in Snowflake to detect and preserve premium visual assets (gold typography, gradients) during automated re-rendering
- S3-based content lake with Lambda-triggered agent workflows enabling real-time asset localization at scale across 9 markets

Value Delivered



- ✓ **70% reduction in campaign turnaround time** — weeks to days per market
- ✓ **9 markets served simultaneously** with consistent brand identity on every asset
- ✓ **40% lower localization cost** through automated AI pipeline vs. manual agencies
- ✓ **Zero brand drift** — luxury visual identity (fonts, gradients, layout) preserved automatically via Snowflake-stored brand vectors

 **70%**

Reduction in Campaign Turnaround Time — Weeks to Days

 **40%**

Lower Localization Cost Through Automated AI Pipeline Delivery

 **0 Drift**

Luxury Brand Identity Preserved Across 9 Markets