

**[creative words]**

**Costa Crociere and Creative  
Words: Sailing with a Tailwind**

 CASE STUDY





# **Setting the Scene: Costa Crociere's Voyage for Excellence**

In the world of luxury cruises, standing out is as much about the journey as it is about the destination. Costa Crociere, a long-standing leader in luxury and service excellence in the cruise industry, knows this well. Their fleet of luxury vessels is not just about transportation; it's about creating unique experiences with a customer-first approach. From exciting day trips and gourmet dining to unparalleled entertainment, Costa aims to offer something tailored for every traveler. Costa's attention to detail extends to every touchpoint, ensuring that every passenger's experience is nothing short of extraordinary.

How can a global company like Costa enable all of their staff and their partner travel agencies to offer such top-notch **care their customers across geographies?**

***Creative Words here comes into play.***





# ***Trial: Charting Through Complex Waters***

The challenge Costa Crociere faced was twofold and critical to their mission of maintaining outstanding service quality. Recognizing the importance of resonating with a global audience, Costa needed their promotional content to speak directly to customers in their native languages. This effort was crucial for their internationalization strategy and to ensure that the essence of their services was communicated accurately across different cultures. The first hurdle was the localization of their marketing materials, specifically crafted for tour operators and needing **a comprehensive cultural adaptation approach**.

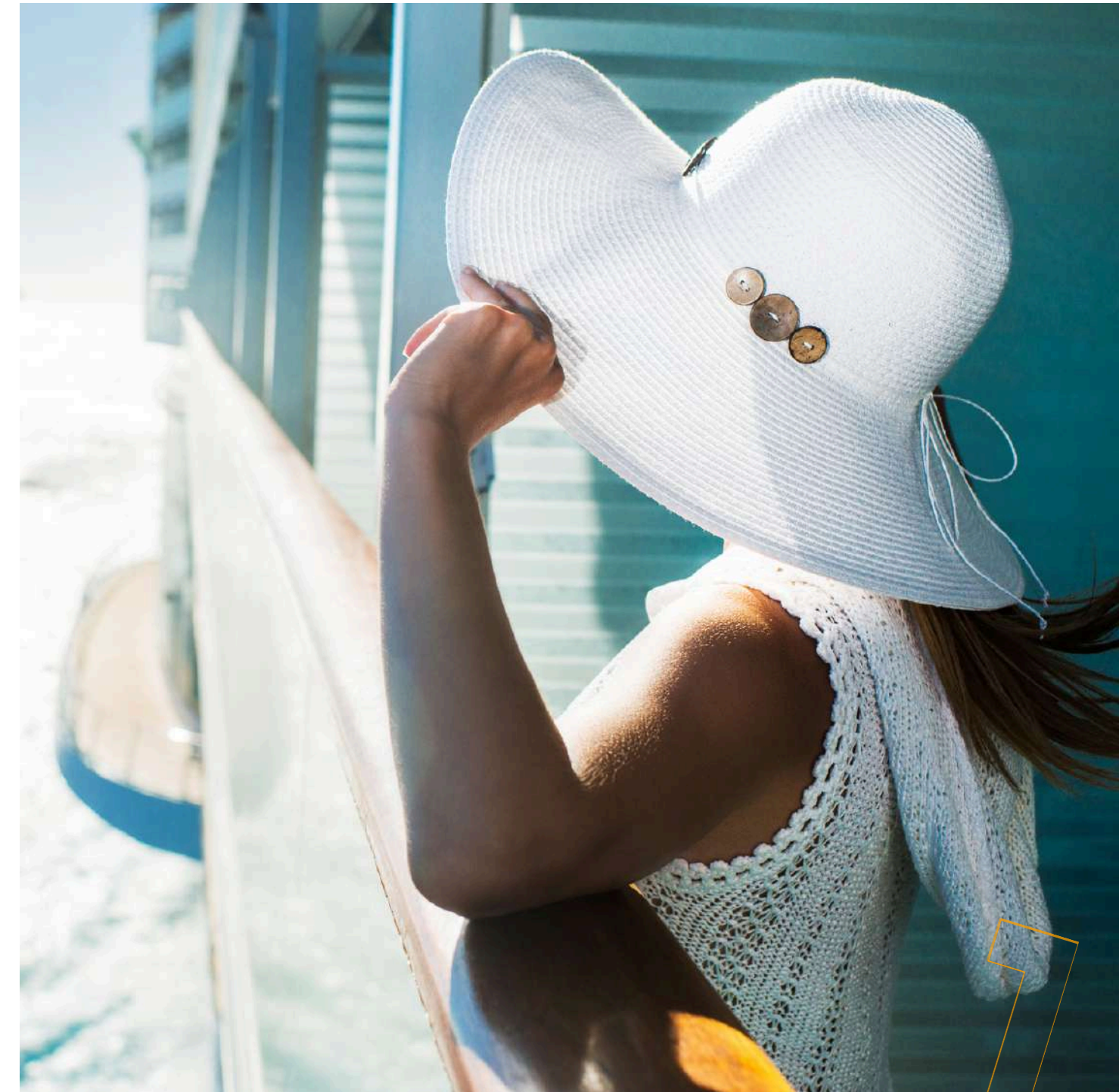
The second bit of the challenge involved translating internal materials for Costa employees. These ranged from **courses to instructions, best practices, and various training materials**. Costa Crociere understood that the excellence of its onboard experience starts with well-informed and educated employees. Thus, enhancing the onboarding and ongoing education process was imperative. The languages in focus for both workflow were Italian, English, Spanish, French and Portuguese, reflecting Costa's broad market presence in these European markets.





# **Action: Smooth Sailing with Creative Words**

Creative Words' approach was deeply aligned with Costa's commitment to excellence. The strategy was clear and straightforward, perfectly mirroring the dual nature of the painpoints highlighted by the client: Marketing materials were to be **translated, localized or transcreated** in a way that felt especially crafted in the target language, looking and sounding native-like. Internal content demanded a clear and accurate translation, to make instructions easy to understand and implement.



# *Result: A Voyage of Success*



The collaboration between Costa Crociere and Creative Words has been, and keeps on being, **fruitful and solid**. The results speak for themselves: Costa Crociere's confidence in our work has solidified a partnership that extends across various departments, demonstrating our ability to meet diverse needs with the same level of commitment and excellence.





# ***What they say about us***



CW's direct, human and approachable mindset, coupled with expertise in multilingual localization, proved to be an ideal match for us. Tailoring their localization efforts and mirroring our expansion strategies, they ensured that every piece of content, whether for marketing or internal use, was perfectly adapted to its intended audience. This meticulous attention to detail was pivotal in addressing Costa's specific requests for internationalization and marketing excellence.

***Trade Marketing Manager***



This success story is a testament to Creative Words' **distinctively customer-centric approach**. By prioritizing clear communication and understanding the client's needs at every step, we've achieved our goals in helping Costa to keep crafting their unique cruising experiences. As Costa Crociere continues to break new ground in the cruising industry, Creative Words remains their trusted partner, ensuring that language is never a barrier to excellence.





**Where Language meets Innovation**

**Contacts**

E-mail: [customers@creative-words.com](mailto:customers@creative-words.com)      Via Cairoli 1/4 16124 (GE)

Web: [www.creative-words.com](http://www.creative-words.com)      Via Paolo da Cannobio 37, 20122 (MI)

Tel: +39 (0) 10 8970500      IT02431070990

Mob: +39 320 9730292      Opening hours: 9 AM - 18 PM







