

SCALABLE AND CREATIVE LOCALIZATION CASE STUDY

From **tiny** tasks to **full** game localization... Without a hitch

From 2,500 to 182,000 characters — **and back** —
without missing a beat for **Illfonic**, a **video game developer**



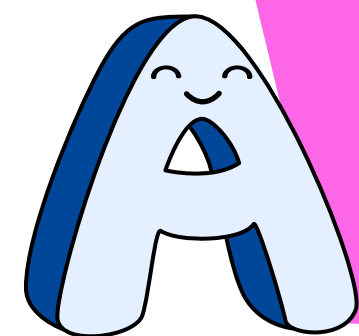
Localization load swings? We handle it

It started small — just occasional game update localization.

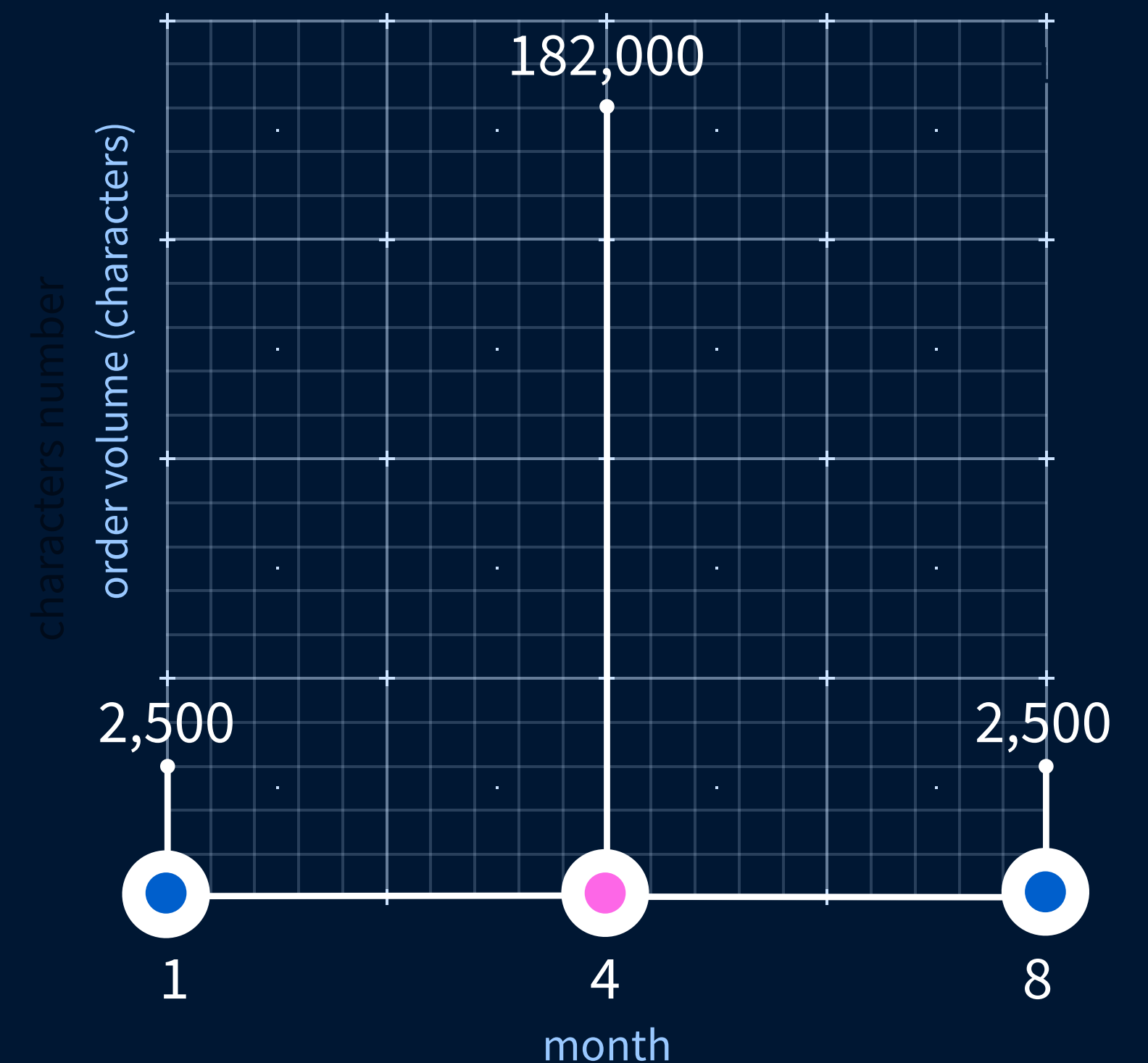
A few months in, the client scaled up to full game localization — 70x the original scope.

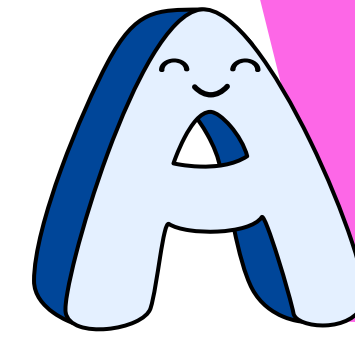
Post-launch, the volume dropped again.

No stress. Same team, same quality, same workflow.



Scale up. Scale down.
Same quality, every time





We take over...
without dropping the ball

Big games, big legacy

Illfonic is a U.S.-based studio with games on PC, PlayStation, and Xbox.

They joined us in 2024, switching from a previous localization provider.

When we stepped in, there was a multilingual localization legacy, but the process needed improvement.

So we built a **future-proof pipeline** — while continuing to localize ongoing updates.

Before and after: the Alconost effect

What the client gets:

- Creative, consistent translations in 20+ languages
- Full process orchestration: one point of contact, zero workflow friction
- Meticulous attention to detail for coherent localization

What we eliminate:

- ✗ Mixed quality across languages
- ✗ Micromanagement
- ✗ Strings translated without proper context

Result

The client is happy with player reviews and their engagement across all locales. All language versions are consistent — and make players happy.

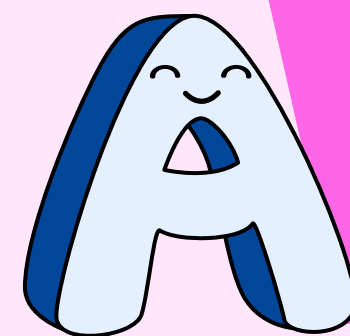
Client feedback

“

I've been very happy with the current services provided by Alconost, cooperation has been greatly appreciated and I am not getting any negative feedback from our user base on bad translations.

Also the team has gone out of their way to fix any localization issues reported from our live players.

”



"Zero negative feedback from players"

Not just native, narrative-native



Illfonic's games are multiplayer franchises packed with lore, humor, and distinct style — a joy to play, but a challenge to localize.

To keep that spirit across languages, we assigned translators who were **already familiar** with the game's universe — not just domain-savvy, but emotionally connected.

They didn't need to imitate the tone. They spoke it fluently. No mimicry — they think in the game's voice.

The result? Localizations that feel alive, not translated.

A lucky find? Not quite. This is deliberate, task-specific selection by Alconost.



Our translators feel
the lore

Full game localization: the ultimate stress test

After several updates, Illfonic entrusted us with full localization of a game — over 182,000 characters into Simplified Chinese.

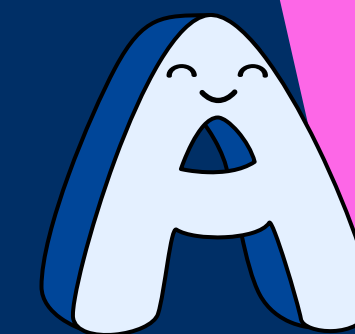
That's about one-third of Ivanhoe, or 40% of Great Expectations — not just volume, but a cultural deep dive. We had to capture **character personalities**, gameplay mechanics, and cultural nuance.

With no rush imposed, we took 4 weeks for translation, and 4 more for context checks and QA.

The result? A smooth launch — and zero complaints from Chinese-speaking players.

Every quest, line, and item landed exactly as intended.

No misunderstandings. No mistranslations. Just a smooth release.



182,000 characters.
Zero player complaints

We ask the right questions. Even 50 of them

One seasonal update included a new character, quests, items, and dialogues — just 100 in-game strings.

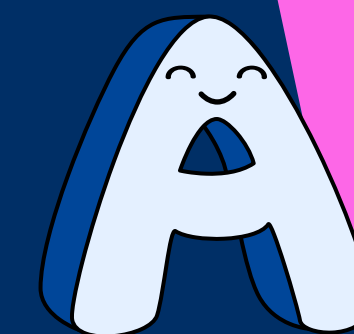
Simple? Not really.

50% of strings **required clarification** to nail the right tone, intent, and context.

We passed 50+ questions to the client — phrased to be simple and in a format that's fast to answer. Translators across all languages got the same context, screenshots, and notes.

Yes, we dare to go deep for quality. We only involve the client when necessary though — and when we do, we make it painless.

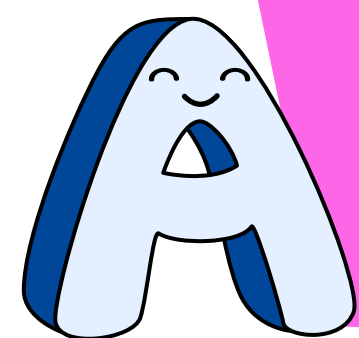
The result: flawless immersion. No off-tone lines. Just polished, on-point content across all locales.



Zero guesswork.
Maximum immersion



All your game content. One localization partner



Everything you
need — localized

Services

- Game localization
- Marketing localization
- Proofreading

Content Types

- Game UI
- In-game texts and dialogues
- Update descriptions
- Store titles and descriptions

Volume & Setup

Typical scope	2,500 characters
Delivery time	2–3 days (urgent: 24–36 h.)
Workflow	Slack + .json + localization management platform

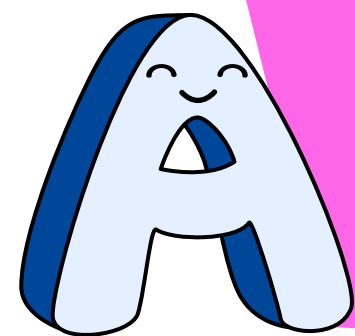


Languages most requested by Illfonic:

- Spanish (Spain)
- French (France)
- German
- Italian
- Japanese
- Brazilian Portuguese
- Simplified Chinese

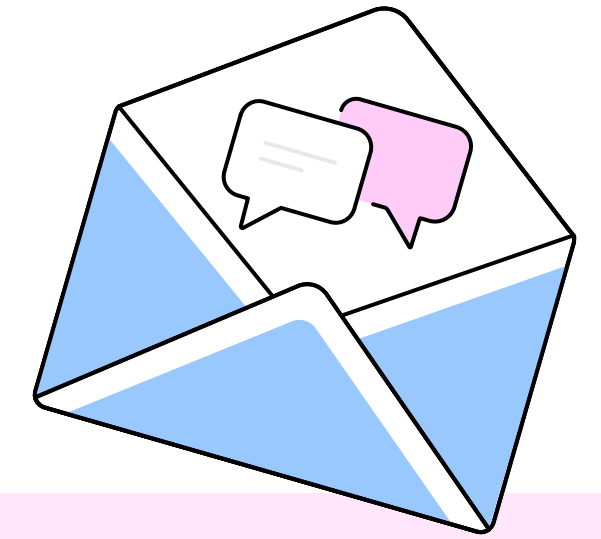
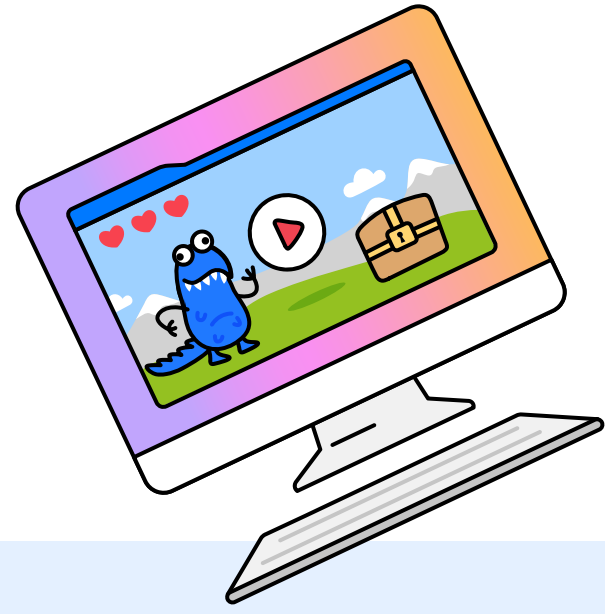
Average batch:

- 7 languages for in-game strings
- 21 for store/update descriptions



You send tasks. We handle coordination. You get localized content — fast

Context for games, emotion for marketing



Game content and marketing assets follow different rules.

In-game strings (7 languages) are short, context-bound, and must sync tightly with visuals and mechanics. Creativity is constrained by the setting.

Marketing texts (21 languages) — store descriptions, updates, headlines — must sparkle: grab attention, evoke emotion, and sell the experience.

We adapt tone and style based on the task, while staying sharp on character limits and term consistency.

Same game. Two mindsets.
A perfect fit every time.



Game texts need precision. Marketing needs punch

Last-minute publisher rules?

We adapt

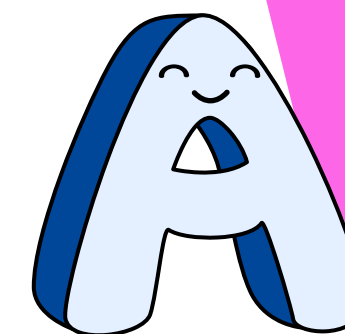
Beyond the in-game glossary, there's a second layer:
platform-specific terminology.

One publishing partner performs a localization check. If your terms — system settings, warnings, button labels — don't match their glossary, the release can stall.

That had never happened to us or our client before.
But one time, it did.

As soon as we were informed, we adjusted terminology across languages and brought everything into compliance.

Result: The game passed publisher QA smoothly, and future releases will avoid last-minute surprises.



When publishers demand,
we deliver

We work in your format, not the other way around

Illfonic sends us tasks in .json — and that's all they have to do.

Our localization manager manually imports all content into the translation management platform: strings, clarifications, screenshots.

Translators **work with full context** using translation memory, glossaries, and built-in comments.

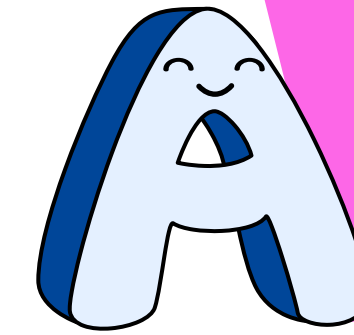
When they have questions, we pass them to the client in an easy-to-answer format. No “log in to reply” hassle.

Once translated and proofread, we deliver **clean .json back**.

No new tools for the client. No onboarding. Just localization that fits the flow.



No new tools or extra environments to learn



What happens when scope explodes? We don't flinch

Great localization shines under pressure

Stable when small? Sure. But how about when the content volume explodes?

Our process adapts to both — without compromising quality or creativity.

That's what game studios value: **scalable + immersive localization.**

Scale with no strings attached

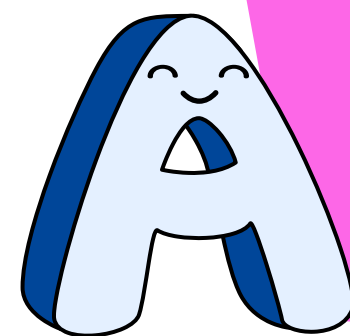
Some localization providers lock you into scope commitments.

We don't.

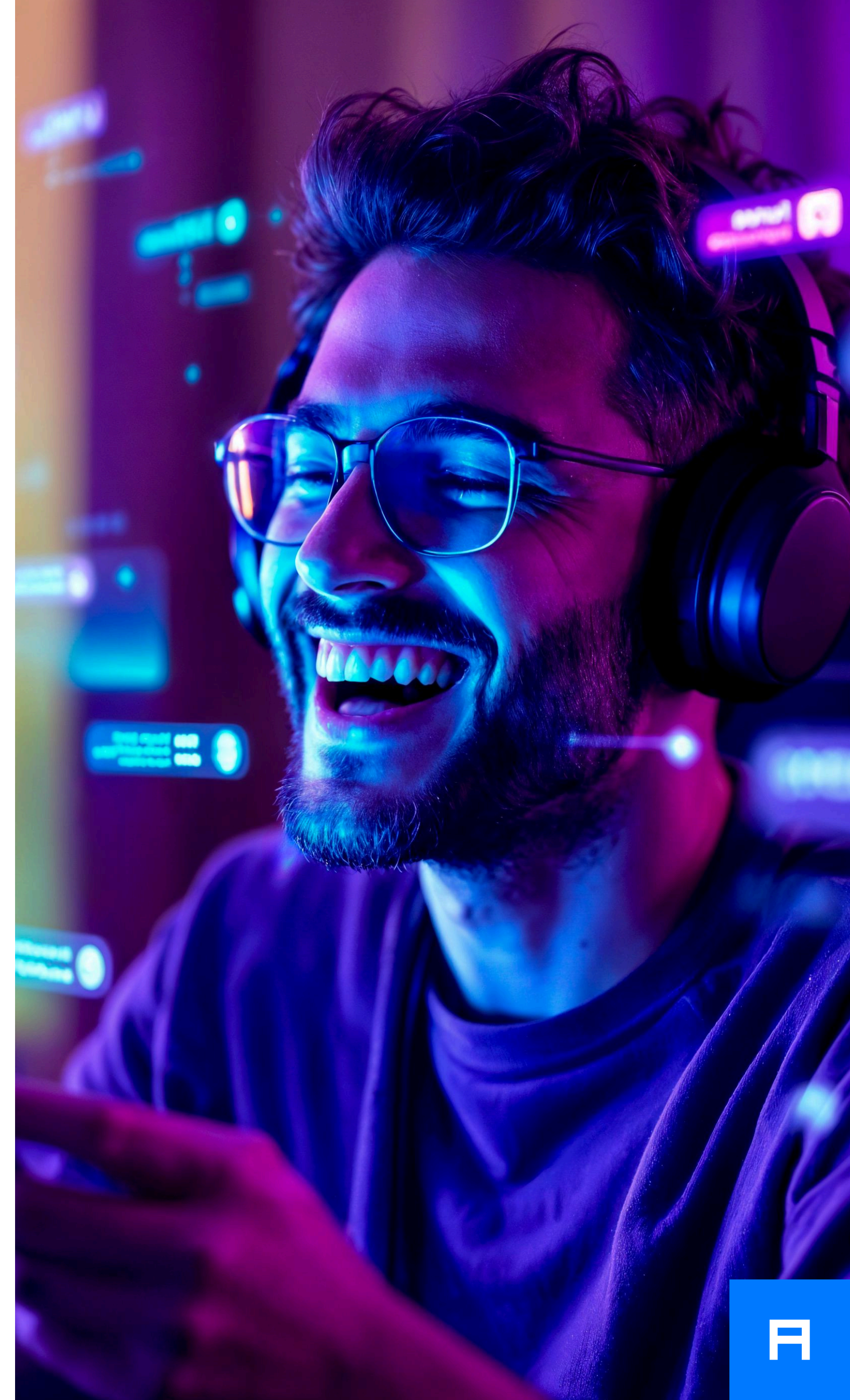
Send 150,000 characters one month and just 1,500 the next — no penalties, no attitude.

We don't even roll our eyes.

Localize as much — or as little — as you need.

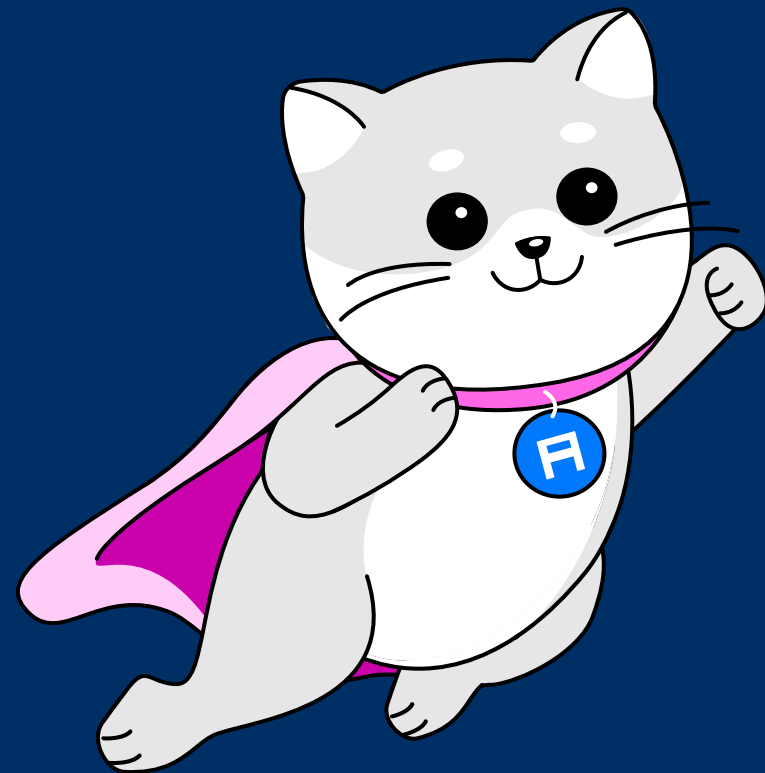
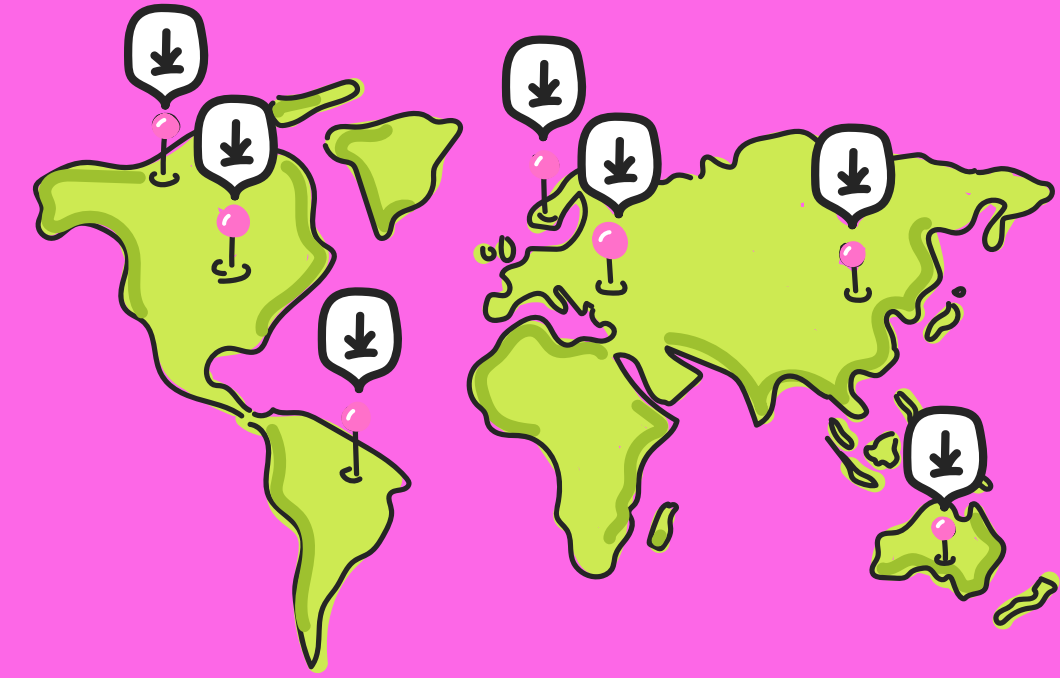


Your needs change.
Our pricing doesn't
penalize you for it



Juicy game localization,

The way you need it



- Agile **scaling** — from hotfixes to full games
- **Quality** that passes platform checks
- 1,100 native speakers in **120** languages
- **Tailored** teams for every game universe

[Contact Alconost](#)

Ready to localize your game into multiple languages?

Send us your next task.



Scan the code or **click** the button