

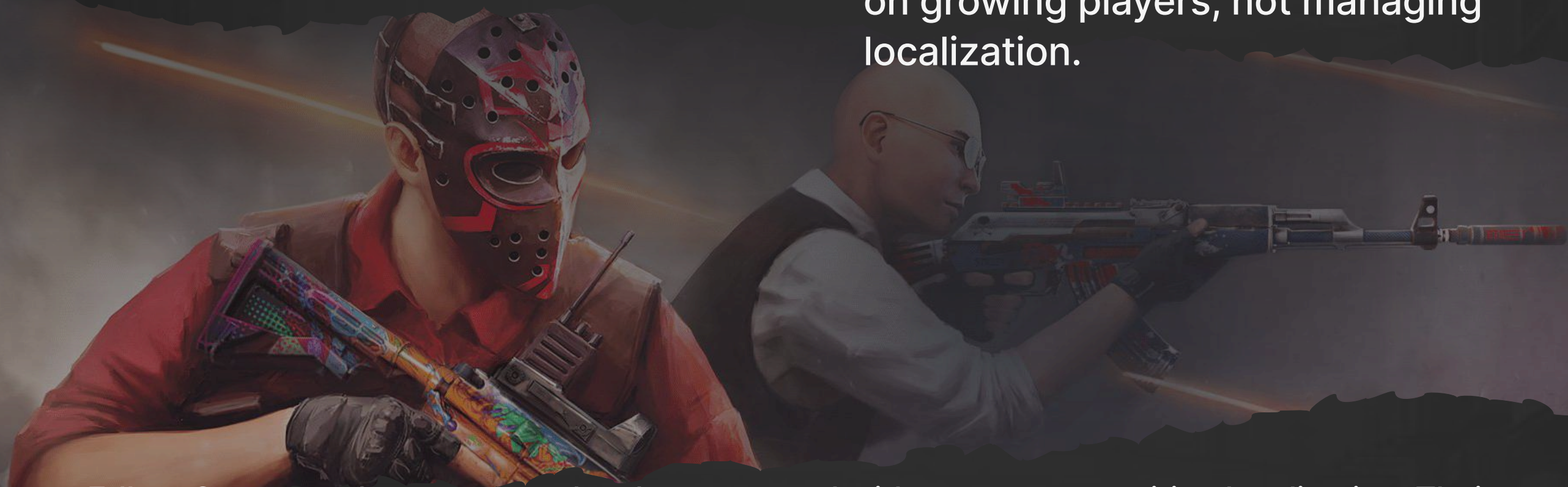
Multi-Game Marketing: Supporting Three Titles with Specialized Terminology

Problems addressed:

- Managing continuous updates across multiple games
- Lack of internal localization bandwidth

What we offer:

For Marketing Managers scaling game portfolios, we handle App Store and Google Play descriptions plus in-game content across languages – you focus on growing players, not managing localization.




Edkon Games, a shooter game developer, started with one game requiring localization. Their portfolio grew to three games with ongoing updates across 14 languages, but this expansion didn't burden their team with language coordination - we handled their increasing localization needs.

App Store and Google Play descriptions of new releases, plus in-game content, needed the specialized shooter terminology hardcore players expect. We developed continuously updated glossaries for complex item inventories. Using reference materials and collaborating closely with the client on specific item names, we maintained the accuracy their audience demands.

Result: The studio scaled from one to three games while we handled the localization growth. All three titles receive continuous support for updates across 14 languages, with specialized terminology maintained throughout.

Impact:



Three games supported across 14 languages – marketing team freed to focus on user acquisition, not localization coordination