



# Humor Adaptation: Taming Creative Chaos Across 40+ Languages

## Problems addressed:

-  Handling large-scale language coverage
-  Making playful content work across diverse markets

## What we offer:

For Heads of Localization with narrative-driven games, we adapt humor across 40+ languages - even when the content is intentionally absurd.

Gartic Phone is a party game where insanely imaginative plots intertwine with illustrations. Think "Shark freezing on Saturn" - wild stories that stay fun yet drawable. The challenge: what lands perfectly in one culture can completely miss in another.

Creative translators who understood the game's spirit handled each story suggestion with the proper degree of insanity while respecting technical requirements. They took extensive context clarifications into account to grasp creative intent, then dared to suggest even more hilarious wording when appropriate - ensuring the fun factor worked locally.

Result: Gartic Phone delivers entertaining, illustratable scenarios across all language versions, with humor adapted to resonate in each culture.

## Impact:

Wild storylines localized for 40+ markets with skilled translators maintaining playability and preserving entertainment value.

