



SMART. HUMAN. GLOBAL.

Paul Mangell – Director, Marketing
and Global Content

ALPHA

Alpha is one of the world's only major global content and localization companies which uses an in-house model, meaning consistency and quality for our clients.

With Alpha, you know who will be creating, translating, localizing and transcreating your content, each and every time.

A nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated and their lights reflecting on the water in the foreground. A large yellow circle is visible in the top left corner of the image.

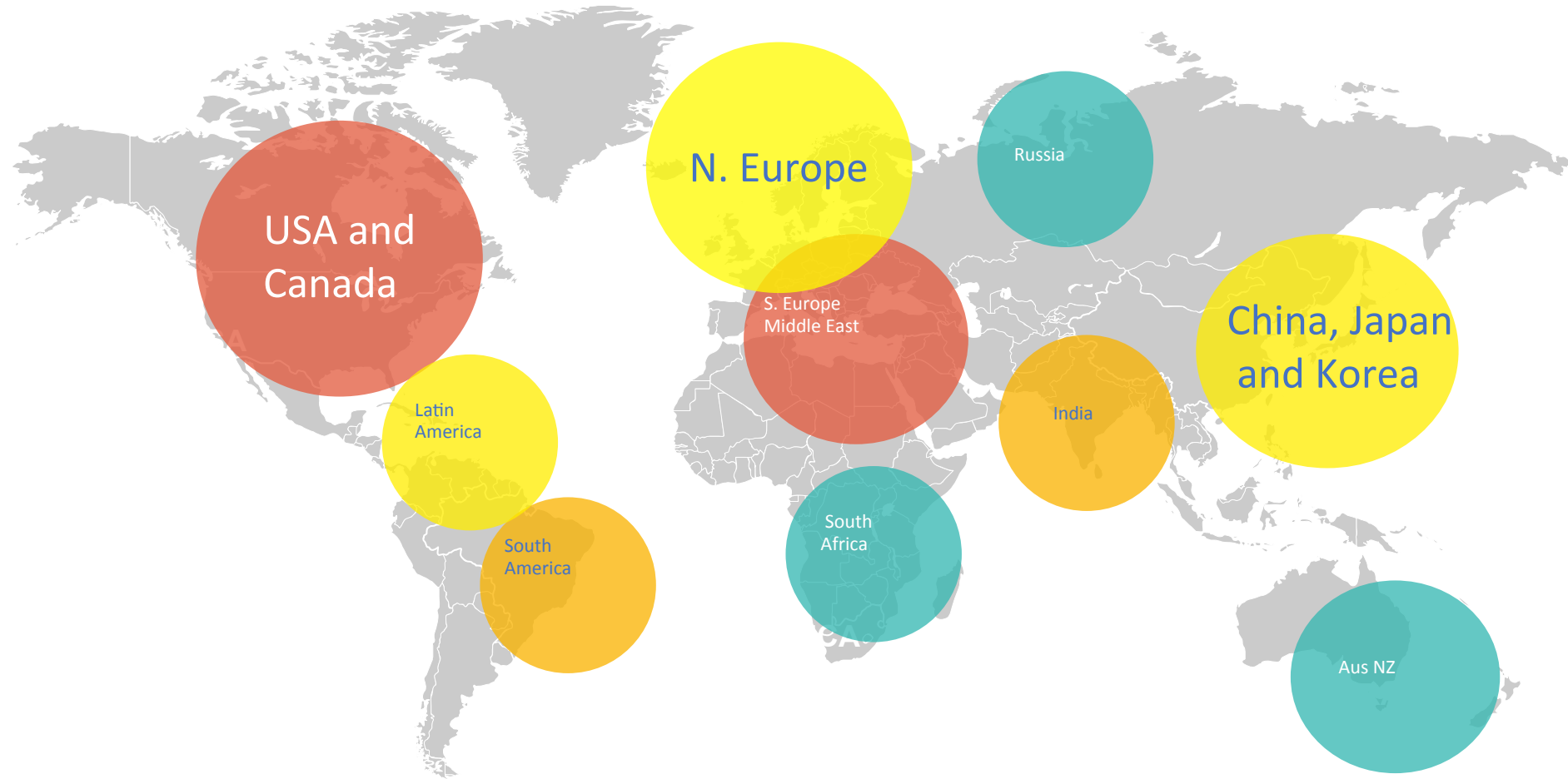
Alpha:
Global Language
and Content
Experts

This is Alpha – and Alpha is global



500 full time Copy Writers, Content Creators, Translators and Transcreators plus SMEs in our own offices worldwide – 3000 Associates

Alpha CRC Clients and Coverage



Alpha global offices



UK (Global HQ)

ALPHA CRC Ltd
St Andrew's House
St Andrew's Road
Cambridge CB4 1DL
Tel +44 (0)1223 431000

Plus London Office



Germany – Bavaria

Alpha CRC GmbH
Levelingstraße 21
D-81673 München
Tel +49 (0)89 43 98 76 88



Italy

ALPHA CRC Italia
Viale Silvani 2/3
I-40122 Bologna
Tel +39 (0)51 551201



China

ALPHA CRC China
Rm 1102, No 888
HiTime Int'l Tower
North Sichuan Road,
Shanghai, PRC
Tel +86 (0)21 5607 0060



Spain

ALPHA CRC Ltd
Gran Via de les Corts
Catalanes 680
08010 Barcelona
Tel +34 (0)93 4921180



Germany - Berlin

ALPHA CRC GmbH
Zossener Str, 58D
D-10961 Berlin
Tel +49 (0)30 577 033 720



Czech Republic

ALPHA CRC s.r.o.
Jakubské náměstí 1
CZ-602 00 Brno
Tel +42 (0)0511 119954



Japan

ALPHA CRC Japan
Elstanza 3F, 1-19-3
Shinjuku-ku
Tokyo 160-0022
Tel +81 (0)3 6380 1461



USA – West Coast

Alpha USA Inc.
755 Sansome St. Ste. 360
San Francisco, CA 94111
Tel +1 650 575 5806

Plus San Jose Office



France – Paris

ALPHA CRC Sarl
41, rue du Chemin Vert
F-75011 Paris

Tel +33 (0)1 34 62 82
74



Estonia

ALPHA CRC Estonia
Jaama 14, 41533,
Jõhvi, Ida-Virumaa
Tel +372 33 73 600



South Korea

Gangnam Mirae Tower 6F
Seocho – Dong 1337
Seocho – Gu, Seoul
Tel +82(0) 70 4814 3190



Brazil

ALPHA CRC Brasil
Teresópolis
Rio de Janeiro
Tel +55 21 98621-1833



Denmark

Farvergade 27
DK-1463 København
Tel + 45 8998 4053



France – Sud

ALPHA CRC Sarl
21, rue de l'Imprimerie
F-34000 Montpellier

Tel +33 (0)4 99 77 15 23



Estonia

ALPHA CRC Estonia
Laki 19
12915, Tallinn, Harju
Tel +372 65 10 890



Taiwan

8F., No.98, Yongzhen Rd
Yonghe Dist.
New Taipei City 234
Taiwan

Plus Microcom Office

Alpha's in-house Services:

- Localisation, Transcreation, Translation, Linguistic QA, Cultural Adaptation, SEO
- DTP, Graphics, Rich Media, Audio and V/O Services
- QA/Testing (Functional QA, L10n QA), Engineering, Tool Development, Internationalisation
- CAT Technology, Machine Translation
- In-Company/Onsite Services
- Globalisation and Cultural Adaptation, Consulting
- Project Management
- ALPHA is ISO and EN Certified

Alpha CRC provides

Global End-to-End Content

Market Research,
Localisation,
Transcreation,
Copywriting and
Language Management

Scope of Role

- ✓ Market to companies globally, and support our in-country teams, globally
- ✓ Focus on winning clients in USA, Canada, N. Europe, China, Japan, S. Korea
- ✓ Focus on taking clients to top 20 global markets

Main web site + vertical mini-sites in 9 languages

- *IT/SW/Fintech*
- *Fashion/Luxury/Brand*
- *Games/Media*
- *Automotive*
- *FMCG*

Global content as required A/V, Film, TV, Ads, Banners



In this room....

- i. A range of global content maturity
- ii. Various kinds of companies – some naturally more digital than others – digital helps international
- iii. Various sizes of companies
- iv. Multiple methods of delivering products and services





CONTENT + TRANSLATED/MULTILINGUAL
CONTENT
IS NOT, IN ITSELF, A GLOBAL BUSINESS STRATEGY

Scope and headings of a Cross Border and Marketing Strategy


- ✓ Market Research
- ✓ Competitor Research
- ✓ Service and Product Creation/Selection/Promotion
- ✓ Platform and Technology
- ✓ Delivery and Logistics
- ✓ After Sales/Customer Care
- +
- ✓ Content Creation
- ✓ Translation, Localization....and Transcreation/Global Copy for NATIVE BRAND VOICE
- ✓ Search Engine Optimization by Language
- +
- ✓ Measurements and Analytics

Key drivers for international content marketing are fully in place





Native Brand Experience – should be high on your list



What Is a Native Brand Experience?

At the heart of every native brand experience must be the consumer or buyer's interests – it is their experience, not the brand's, that matters.

A brand's message is most often a universal one, but the means and medium in which it is delivered differ from country to country.

Native brand experiences come in all shapes and sizes, but there are a few core principles that connect them:

- 1 Command of local language alongside regional preferences and tastes
- 2 Commitment of all stakeholders to respect cultural sensitivity in all markets at all times
- 3 Detailed awareness of market variables from currencies and customs, to products and preferences, to buyer personas and buyer behaviour



Native Brand Management - Calendar and Cultural Events

- ❑ Focus marketing timing and promotions on in-country and local calendar events
- ❑ Focus marketing efforts on segmented groups based on in country and local cultural events
- ❑ Use language based around the calendar and culture



LOCALE RESEARCH and SEGMENTATION



Used locale derived data analysis help craft local Adverts, Banners, Home Pages, Emails and other content



Created, modified and optimized local campaigns (product, media and social media) in support of market strategy locally



Worked on detailed local SEO, transcreation and event support services for locally appropriate verticals, eCommerce and retail

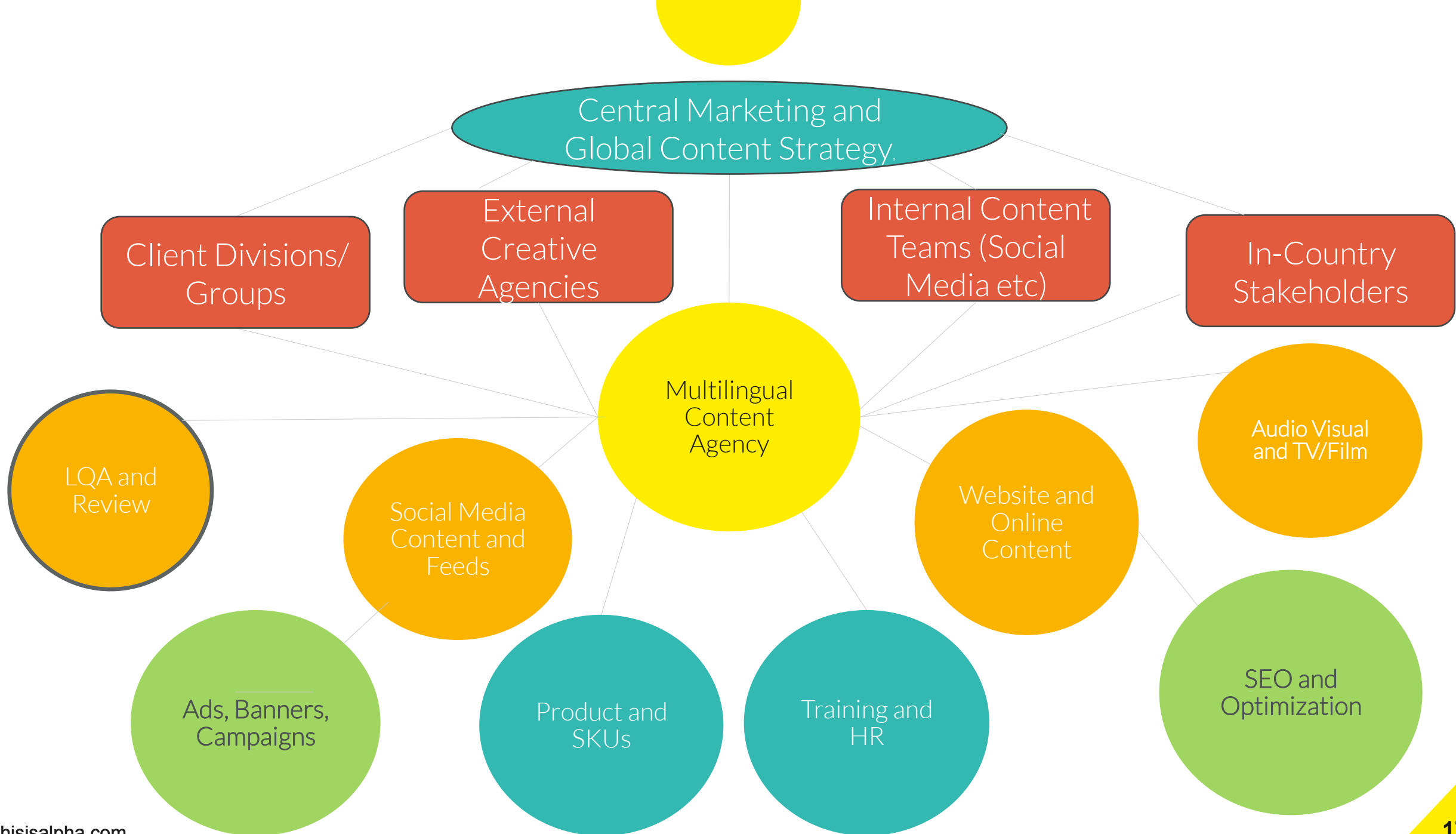


Used a clear, written, transparent and repeatable process to achieve consistent deliverables with KPIs





BEST PRACTICE STATES THAT YOU SHOULD
BRING ALL YOUR CONTENT TOGETHER - IF
POSSIBLE

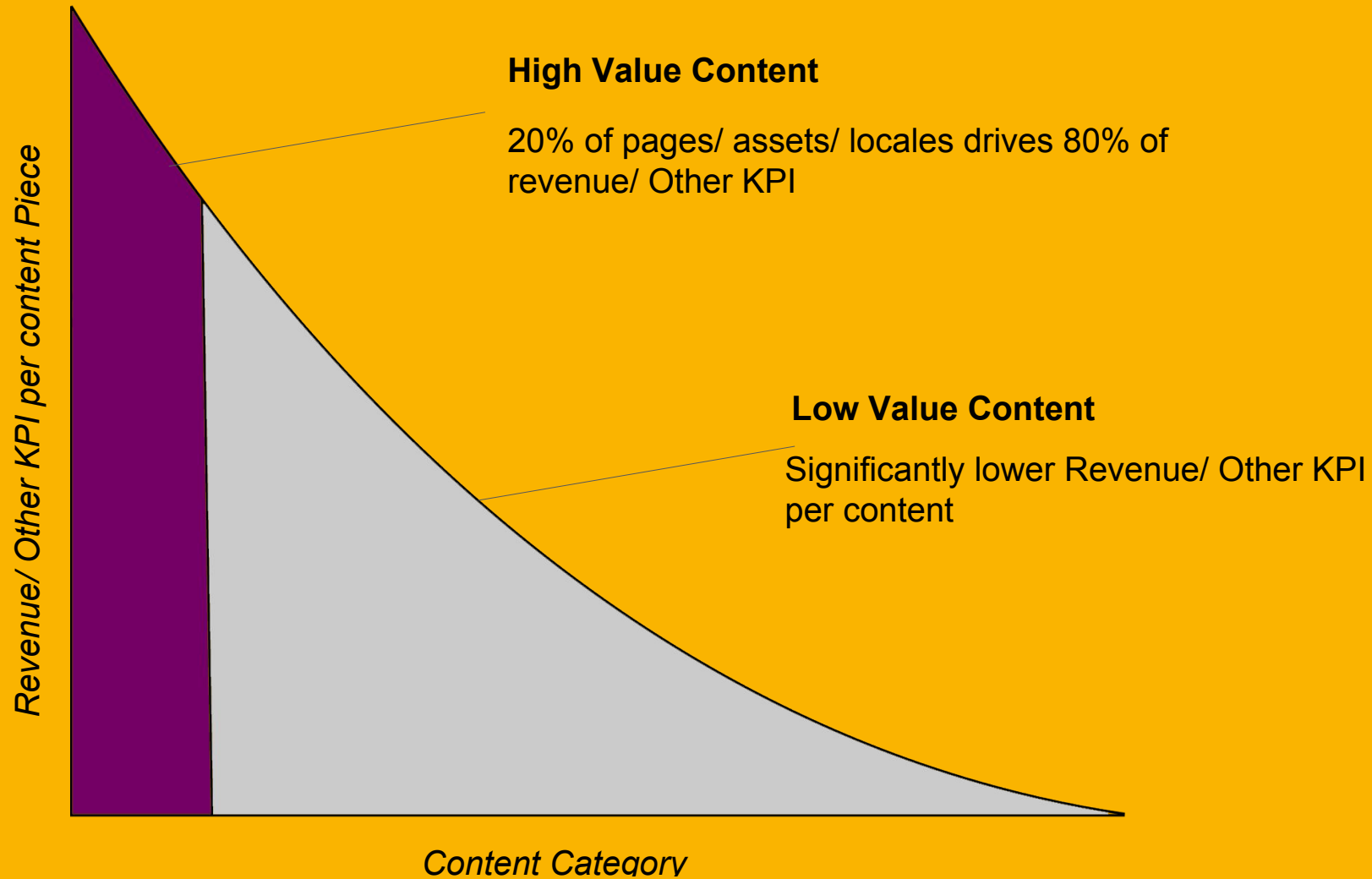






BEST PRACTICE AGAIN STATES - PROFILE YOUR
CONTENT CAREFULLY

Categorizing your Content.



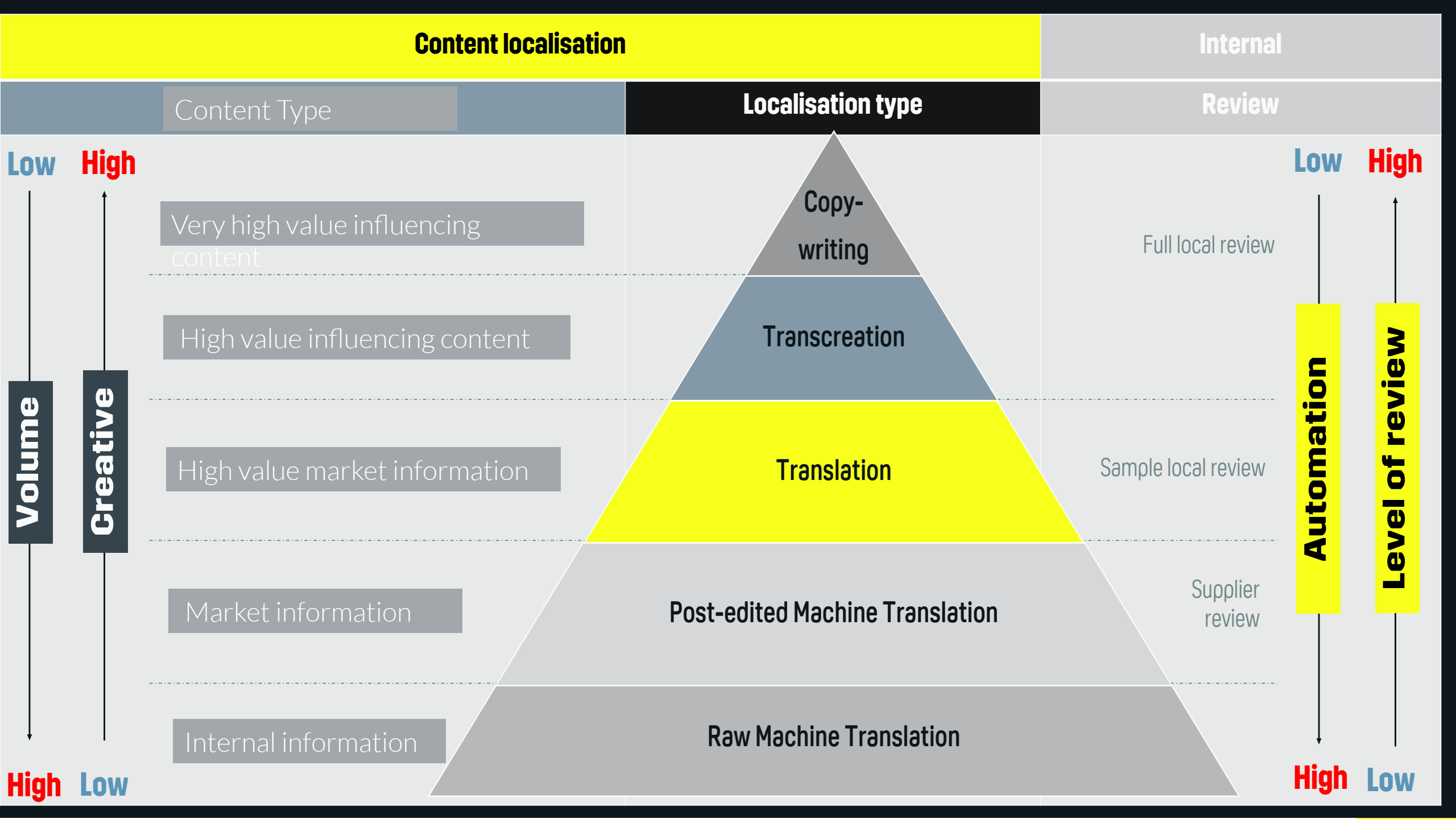
Content categorization – An example.



	Content Examples	Desired Attributes
TOP-OF-THE-FUNNEL	SEO PPC Ads Other online ads Campaign web pages	High Creativity
CONVERSION	Marketing website Emails Sales presentations Packaging Marketing videos	High Accuracy
POINT-OF-USE	Product packaging Apps User dashboard Legal	High Accuracy
SUPPORT	FAQ/ Support	Cost-effectiveness
	User Docs	
	Reviews/ User Feedback	

Content

Profiling



<u>Category</u>	<u>Element within category</u>
Market Analysis	Country analysis
	Sector analysis
	Regional analysis
	Demographic analysis
	eCommerce ready/penetration
	Itemization preferences
Competitor Analysis	Local competition
	International competition
	eCommerce competition
(Product Design)	Products designed with market requirement understood
Product Selection	Products selected against market preferences
Content	Product based (digital and print)
	Web based
	Marketing based (digital and print)
	Ads and Banners
	Social Media
	SEO
Platform	Website Useability
	eCommerce Platform Useability
	Monetization Useability
	Digital Asset Management Effectiveness
	Content Management System Effectiveness
Logistics	Stock
	Warehousing
	Delivery
	Returns
After Sales	Customer Care
	Research
Measurements and Analytics	Targets
	Forms of measurements
	Analytical tools

CHECK LIST FOR CROSS BORDER TRADE AND CONTENT



ALPHA

THANK YOU

thisisalpha.com