



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



TriForce establishes reputation in global markets with the help of RWS Language Services

TriForce aimed to become the reference token for all gaming platforms, offering player-to-player trading, anti-piracy strategies and a unique first-to-market honorary system that rewards collaborative game play. FORCE is used as the utility and cryptocurrency that empowers the players' ecosystem.

Results

Satisfaction

TriForce and Look Touch & Feel were confident about their global strategy thanks to the high quality of their multilingual content.

Engagement

Their multilingual content generated high engagement from the target audience.

Partnership

Thanks to the success of this project, a partnership was established between RWS and Look Touch & Feel.

Need

TriForce's initial focus was to establish a good reputation in their European target markets before expanding to other areas. To tailor the TriForce Token ICO messaging framework to each target market, their UK-based agency, Look Touch & Feel, adapted several types of content, including landing pages designed to convert prospective investors, digital campaigns and automated lead nurturing emails.

Without any in-house multilingual marketing expertise, Look Touch & Feel reached out to RWS for a solution.

Solution

RWS was ready to help this innovative company with cutting-edge translation technology and comprehensive services:

- Full translation of the landing pages with all the associated creative content (images, videos, blog posts) into eight languages, including Korean, Japanese and Chinese.
- Translation of activation material to be used across multiple channels (mailing campaigns, social, etc.) to increase reach and conversion rates.

This project led Look Touch & Feel to establish a partnership with RWS to ensure the success of their multilingual content.

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About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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