



Smart. Human. Global.

Alpha CRC in the Wellness and Fitness Industry

Alpha CRC has two main divisions which frequently provide localization services to companies in the wellness and fitness industries: [Alpha CRC Healthcare](#) and [Alpha CRC Language & Lifestyle](#).

Here, we have selected three reference examples of how we partnered with specific clients, and the localization challenges which Alpha CRC helped them overcome. These case studies include Alpha CRC's work performed for a fitness app, a supplement company that specializes in bodybuilding powders, and a company that creates products which improve the life quality of cancer patients.

Alpha CRC always considers subject matter, tone and audience when localizing global content, using our subject matter experts and native-speaking linguists to their full potential. This ensures content is engineered towards not only the target language but also the culture of the specific client segment within the target market. We believe this approach, along with our unique in-house business model and excellent quality assurance practices, has helped our clients thrive in world markets they previously couldn't reach.

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Alpha CRC

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Strength through Adversity

How Alpha CRC helped make a supplement company a global champion

A UK-based sports and supplement brand favored by bodybuilders and gym-lovers was going through a total rebrand while Alpha CRC was working with them. Because of the absence of existing reference materials, Alpha CRC's team of in-house linguists had to make their own decisions about what the brand identity would be in overseas markets.

Everything had to be done quickly due to delays at the content creation stage and an imminent deadline for a pre-Christmas launch. In order to complete the required work for this client, Alpha CRC had teams working overtime to get everything done on schedule and our linguists went the extra mile in order to achieve client satisfaction.

All of our translators and transcreators are native speakers working in country or living elsewhere, meaning they all have intimate knowledge of how specific audiences think, speak and buy. Our highly efficient project managers were able to keep everything under control and made sure all work was reviewed according to processes, ensuring consistent quality and on-time delivery.

Using market research and the insight of our dedicated subject matter experts, we chose stylistic angles when localizing the project that would appeal to each target market. We were able to not only translate the information needed, but we also angled it in a way that each geographic and cultural audience could relate to and engage with, naturally boosting sales by simply, and literally, speaking their language.

In the end, despite very challenging project deadlines, we were able to get all the prioritized materials localized and the launch went ahead as planned. Alpha CRC provided a fast and effective service, even under difficult circumstances, and our client was very pleased with the project outcome.



Localizing Bedside Manner

Medical content made accessible and comforting in multiple languages by Alpha CRC

In the medical field, Alpha CRC works closely with a company which provides a medical device platform for digital health interventions. It provides patient-reported outcome monitoring and intelligent symptom tracking. This company helps cancer clinics provide optimized care through timely symptom management and improved workflow.

At the time of our initial partnership, the company was still classed as a start-up and so its app and products had never been localized before. It originally contracted Alpha CRC to translate its app and software into five European languages. The challenge was that not only did our linguists need to translate extremely sensitive and complicated medical content, this content also had to be written in a very friendly and simple user-friendly way across all languages.

In order to create informative customer-facing content, Alpha CRC's expert linguists extensively researched the subject matter before attempting to translate all the app and product content. In some cases, it was necessary to use transcreation in order to create accurate content in a consistent, user-friendly tone. Crucially, it was important to make sure the medical information was always accessible, helpful and often comforting to non-specialist readers, including those suffering from chronic illness.

The result was that the company's app and products were launched successfully in those five initial countries. In fact, the original start-up company has now been acquired by a larger company and we now translate its content, app and software updates into 14 languages globally.



The Home Workout Boon

During the pandemic, Alpha CRC helped a fitness app reach homes worldwide

In 2020, during the global pandemic and subsequent lockdowns, working out at home became the popular alternative to going to the gym. Alpha CRC's client, a fitness subscription app that includes 100s of home workouts as well health and nutrition information, found itself in high demand.

As a result of Covid-19, more than half of the global population was locked down at certain points and was not permitted to leave home except in emergencies. Consequently, this fitness app very quickly started being downloaded and used in multiple countries in an unprecedented surge.

Responding rapidly to events, Alpha CRC was given the task of translating the company's app, including a lot of different wellness and fitness-specific content, into multiple new languages as quickly as possible, along with internal communications and marketing streams such as emails, blogs and campaigns.

Alpha CRC provided the required translations, as well as transcreating marketing-specific content so it remained appealing to the target audience and maintained consistency of style, tone of voice and brand message across the various new regions in which the app was now available. By conducting market research, consulting our subject matter experts and drawing on our in-house linguists' cultural understanding of their specific locales, Alpha CRC ensured consistency of tone and quality of content in every target market.

The focus on high quality localization for different markets paid off. The app was downloaded and used in more countries than originally intended in a much shorter space of time, which resulted in hundreds of thousands more subscriptions to the app for 2020/2021 and increased revenue by more than ten times the original forecasts.



Alpha CRC

Founded in 1987 by Isabelle Weiss, Alpha CRC is one of the world's leading localization companies in translation and technology.

We are all about translation, localization and multilingual content, and with many hundreds of full-time, in-house staff in 16 global offices, we cover both the need for human creativity in transcreation and technology enhanced translation for global clients.

Alpha CRC has deep level expertise in a range of key market verticals, IT & Software, Fintech, Games, Lifestyle, Automotive, Healthcare, and FMCG, with in-built quality assurance, and has developed an 'enterprise ready' production platform, totally scalable for 24/7 in-house technical and linguistic support.

Interested in learning more? Visit our website alphacrc.com or email us at globalservices@alphacrc.com.