B BLEND

Case Study

RED GAMES CO.

Red Games Expands Gaming Titles to Global Player Base with BLEND
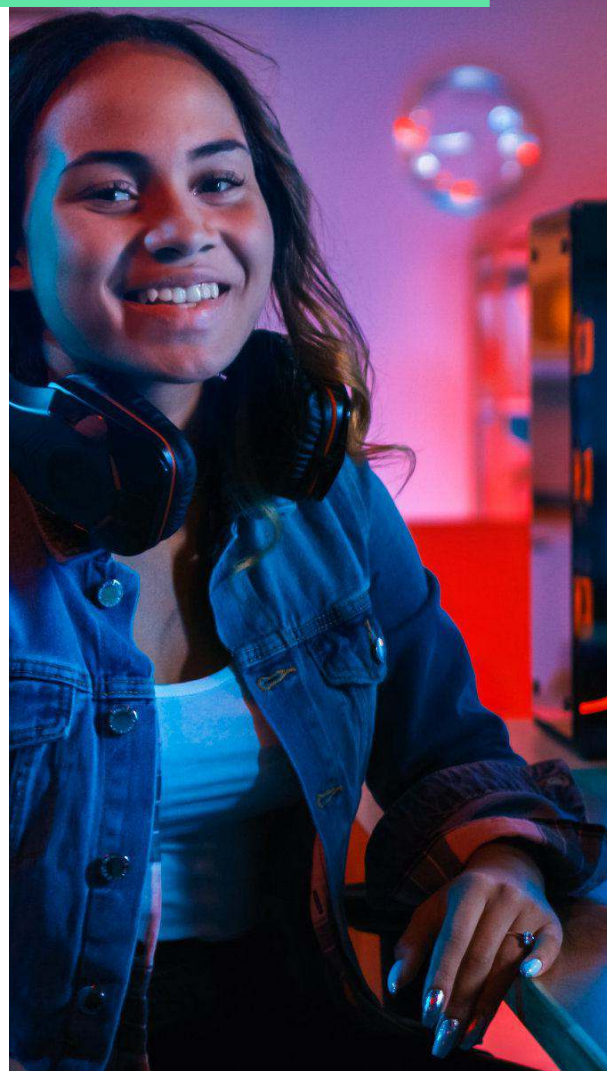
Industry
Gaming

Language Pairs
32

Words
1.2 million

Services
Human expert localization
Translator recruitment & MyTeam communication
All-in-one localization platform

About Red Games

Red Games is an independent, boutique mobile game development studio focusing on multi-generational, family-friendly titles and experiences. The company has developed new games in partnership with LEGO, Hasbro, and Crayola as well as its own original IP. To date, the studio's games have reached #1 in 5 different App Store categories, have had 12 games Featured by Apple, including 'Best New Game,' 'App of the Day,' and 'Apps We Love,' and over 100 million downloads. For more information, visit redgames.co.

Global Experiences for Global Brands

Red Games has created hit titles for global entertainment brands like Hasbro, Universal, Nickelodeon, A&E, OWN and more. Through products and programming, each of these organizations reaches a large, international audience with instant brand recognition and universal appeal—which is to say, the perfect recipe for mobile games, which now represent the largest and most lucrative gaming segment in the world.

For its largest licenses—Transformers, LEGO, Crayola, and others—Red Games sought a localization partner that could deliver natively local and fun experiences within the context of gameplay, menus, tutorials, and instructions. With specialized gaming translators and every language needed, BLEND was singled out as the best language vendor to help Red Games leverage its portfolio of brands for global growth.

Volume, Consistency & Rapport

Beginning work, BLEND offered Red Games direct access to its translation team, a benefit that's always useful in corporate projects, but especially important for creative use cases like gaming. Specially sourced for gaming translation, Red Games' 'MyTeam' allowed seamless collaboration which has only made projects faster and smoother over time, and following 3,600 projects, BLEND has averaged under 24-hour turnarounds. The creation of translation memories streamlined the localization process, ensured consistency within titles, and enabled significant cost savings over the life of the partnership.

Red Games was also a fast adopter of BLEND's localization platform, self-initiating projects online at their convenience, tracking translation progress, direct-messaging talent, and managing their budgets and credits. With BLEND offering 24/7 support for emergencies, Red Games had the assurance they needed to take control of their localization, starting, pausing, and scaling their projects to fit their release dates and expansion.

TRANSFORMERS:
Tactical Arena

Platform:
Mobile title for Apple devices

Genre:
Real-time strategy

Languages:
Arabic, Chinese (Simplified), Chinese (Traditional), French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Turkish

Lots of Localization Completed, Lots More to Come

More than two years after starting a partnership, BLEND has translated more than 1.2 million words for Red Games in 32 language pairs.

LEGO Brawls

Platform:

Nintendo Switch, Xbox, PlayStation, Steam, Apple devices

Genre:

Action platformer

14 Languages:

Arabic, Chinese (Simplified), Chinese (Traditional), Dutch, French, German, Italian, Japanese, Korean, Polish, Portuguese (Brazil), Russian, Spanish (Spain), Turkish

About Gaming Localization from BLEND

With a global network of professional translators and voice actors in 120 languages, BLEND helps publishers and developers expand their titles and grow their business in any market. Offering LQA, FQA, in-game content localization, video game marketing and promotion, and character voice-overs, BLEND enables immersive gaming experiences for diverse and dispersed gaming communities. BLEND has completed and continues to work on numerous AAA, indie, and mobile games in Asia and North America.