

Discovering 1Stop Translations

INTERGAMINGi spoke with **Antonio Cesari**, CEO of 1Stop Translations, the language localisation and international marketing company, leader in the igaming, esports, fintech and crypto sectors



CAN you tell us what the company offers exactly?

1Stop Translations is a company belonging to the Qontent Group, a long-running Italian company leader in the management and localisation of multilingual content. Qontent serves multinational companies in various sectors, but for the igaming market we needed to create a unique business unit, highly specialised and focused on this one sector.

Today's gaming industry, as you know, is very demanding. It no longer accepts the improvisation style of work from a few years ago, and it's now perfectly aware of the fact that professionally managed content can give real push in the market. Players want to feel at home. The gaming experience must be perfectly adapted to their own language and culture: all of this makes a tangible difference.

Browsing your site, one discovers over 30 services that aren't strictly related to linguistic localisation. Could you tell us more about that?

Through our long-term collaboration with the most important players in the sector and managing a community of over 20,000 translators and 2,500 professional writers around the globe, we have acquired enormous experience in this sector, and we have consolidated a network with the best igaming suppliers in the market. We have a 360-degree view of the needs of both established companies and start-ups entering the industry.

In recent years we have received a large number of requests for advice and suggestions on how to move forward and what steps to take to enter new markets and internationalise, with the frequency of these requests increasing, so much so that we've been encouraged to create an internal International Digital Marketing department. Today we are able to offer companies complete marketing and

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communication strategies and all the essential tools to set them up.

What is your methodology?

Let's start with a key concept: trust. It's the foundation of any successful business, and it's crucial in this niche sector. Our customers trust us, they know that we are allies because of our common interests and goals. And above all, we're always by their side throughout the process.

Many companies seek our support after trying traditional marketing agencies and complaining about the lack of industry-specific expertise and lack of support in critical moments. In other words, they don't feel properly supported in their key projects. Our goal is to walk side by side with the company by building, step by step, a bespoke strategy that leads to meaningful and measurable results. We're not interested in selling as many services as possible—instead, we're focused on helping igaming, esports, fintech and crypto companies fulfil their ambitions.

To achieve these results, the internal departments of 1ST collaborate closely with one another. Our broad experience in linguistic localisation is a differentiating and crucial element for the achievement of company objectives and represents our added value. You won't believe the number of ideas and synergies that take place in the meeting room when it comes to defining the right strategy for a customer—the presence of marketing specialists,

creatives, social media managers, industry experts, translators and native speakers who are fluent in the target market and culture creates an explosive atmosphere that is very difficult to recreate in other contexts.

I'll give you an example to clarify our method and to help you understand its value: imagine having to create a marketing campaign for a customer who wants to enter the German market. After the case analysis (SEO positioning of the website, competitor analysis, SWOT analysis and other standard preliminary actions), the creative team defines the strategy and marketing plan. The plan is analysed and examined together with native translators who are experts in igaming, esports, fintech and crypto. Practically speaking, our meeting room turns into an office in Berlin where we literally drop the idea into German culture, we test reactions, we check the plan and the success directly on the site. We validate the strategy even before we test it in the target market, because it's as if we've already tested it in a simulator. Having an internal team at your disposal together with a selected network of specialised native translators (who are also experts, testers, players, betting site users, true connoisseurs of the local market) gives you an advantage that's beyond comparison. The result and value of the marketing proposal are of a high level, and the probability that it will also be effective is very high.

And do you apply this method equally to all customers, whether they are SMBs, multinationals or start-ups?

Absolutely: for us there are no series A and series B customers. It's a matter of professional ethics. What's more, we believe that today's start-ups are tomorrow's multinationals, and we want to give them a big leg-up in taking that leap: that way, we grow together and strengthen our relationship of trust which, I'll never get tired of saying it, is our mission.

There's a lot of talk of Web3. What's your opinion and how can it change the gaming market?

We'd need a crystal ball, a palantir! (the seeing-stone from *The Lord of the Rings*—ed). I don't think we'll see a sudden transition to Web3 as we did for Web2. I see a more gradual and less detectable process that has in fact already begun. It's an innovative, revolutionary and disruptive phenomenon. The new generations are already immersed in the virtual world, just think of skins, digital goods such as NFTs or the Sandbox phenomenon. I believe the world of gaming needs to start getting ready because many things are about to change. Obviously here at 1ST we're ready to talk about it with our customers!

