



# Copywriting Prospectus

Content origination for international markets



**“You sell on emotion, but you justify a purchase with logic.”**

Joseph Sugarman,  
legendary copywriter

## | Words matter

As technology advances and new methods of communication come and go, one thing has remained true: words are our most specific, most direct form of articulation. They allow us to shape our world and connect to one another. Words linger in our memories, shaping our understanding of the world around us.

**Fundamentally, storytelling now is the same as it was when language began – a medium for forging emotional connection and triggering engagement from the audience.**

For businesses, high quality copy is necessary to cultivate a clear identity through which they interact with their target demographics. Tradition tells us that B2B communications need to be straightforward and informative, concerned solely with the facts. Recent research shows otherwise. A 2017 study published in the Journal of Business & Industrial Marketing showed that although reason and cognition are major factors in driving B2B sales, an empathic connection between content, whether spoken or written, and the audience is just as powerful.

**Where data will invite analysis, emotionally engaging the audience will trigger action.**

Even in the B2C sector, which has long understood the need to cultivate an emotional connection with their audience, things are changing. The rise of social media has meant that brands need to

have a strong personality that extends beyond their products and will allow their target demographic to immerse themselves in the brand story, becoming advocates rather than just consumers.

Good copy will motivate, inspire or persuade its audience, pushing them towards a desired outcome, be it finalizing a business deal or making a purchase. It is adaptive, aware of not only its target demographic and industry, but also the medium in which it appears. For companies operating in both B2B and B2C sectors, the brand image needs to remain consistent, even as tone is adapted for different media channels.



**“The average human attention span was 12 seconds in 2000 and 8 seconds in 2013. A drop of 33%. The scary part is that the attention span of a goldfish was 9 seconds, almost 13% more than us humans. That’s why it’s getting tougher by the day to get people to turn the page.”**

Ashwin Sanghi,  
Writer and author

## | Copywriting challenges

In the current global landscape, the amount of information available to us can feel overwhelming. We are inundated with content, especially digital content, from messages on social media, to notifications about the latest global developments or the must-have new product.

**Our collective attention span continues to shrink, making it difficult for any one message to be heard.**

This poses a distinct challenge for any business looking to share their message. The phrase “attention economy” is increasingly common as corporations compete for the public’s rapidly diminishing attention span – content has to be truly engaging and highly relevant to capture its audience. This has created a move towards reductionism in copywriting – distilling the message to its purest form in order to capture the audience’s attention before their attention is diverted.

There is also a common misconception about copywriting: people often believe that if they can speak a language, they can write effective content in it. However, unprofessional writing will read awkwardly or sound unnatural, ultimately pushing the audience away. Professional copywriters are required to ensure that all copy grabs the audience, while remaining informative and fluid.

For many businesses, this will mean outsourcing their copywriting process to external vendors. While this can help ensure quality writing, it can produce other problems. Content produced externally still needs to be compliant with the business’ desired tone, which is a task requiring a deep understanding of both the client and their target market. For one-off vendors, this is rarely attainable.



**68%**

**of consumers prefer to speak with brands in their native language**

Unbabel's 2021 Global Multilingual CX Survey

## | The Alpha CRC advantage

As part of an Enterprise Localization company with offices around the world, the copywriting team at Alpha CRC is uniquely placed to address common issues in the copywriting industry. The team focuses on creating long-term relationships with clients, allowing them to develop a deep understanding of the clients' goals, their industry and their target audience, ensuring all content is high quality and reflects the brand voice.

The team is also adaptive in how they work with clients; they are able to create content to a brief, and to generate completely original ideas to support the brand. With Alpha CRC's knowledge of international markets, they can help clients identify the types of content that are most successful among specific demographics, and then produce everything in-house, ensuring cultural relevance and quality.

Additionally, the team leverages Alpha CRC's global network of in-country industry experts for market research. Through this, they cultivate a deep knowledge of clients' industries, resulting in content that is thoroughly researched and informative.

Alpha CRC's copywriting team have worked alongside some of the world's biggest companies. They understand how to leverage their industry and local knowledge alongside linguistic devices such as metaphor and humour to adapt the tone and register of their copy and trigger those important emotional connections.

**“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”**

Nelson Mandela

## | Multilingual origination

For many international companies, ensuring that their message resonates across numerous global markets, while staying true to their brand identity, can prove difficult – especially when working with multiple external vendors.

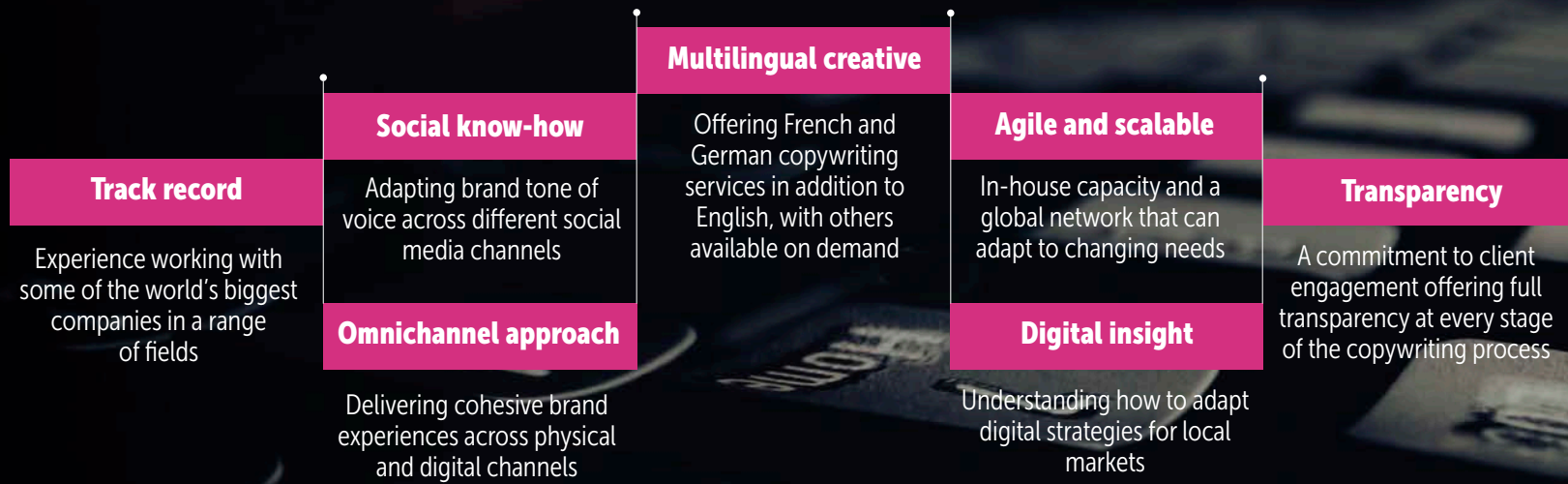
As part of an international Enterprise Localization company, the copywriting team at Alpha CRC offers native multilingual copywriting services to its clients.

**Natively produced original content has the advantage of speaking to the target audience in a way they can relate to, forging stronger emotional connections and removing friction in the customer experience.**

Furthermore, using one content provider for internationally dispersed markets will ensure a brand’s language repositories remain consistent and manageable.

| **Benefits of Alpha CRC** |

Partnering with Alpha CRC's copywriting team has a number of benefits for clients.



| Alpha CRC's copywriting services |



| **The Alpha CRC approach**

- Takes the time to get to know clients and understand their markets
- Has creative teams which immerse themselves in the culture and aspirations of each client
- Believes in attracting and developing in-house talent
- Builds long-term relationships with clients and grows alongside them
- Leverages technology to create integrated solutions
- Operates across time zones to deliver global campaigns
- Uses a range of methodologies, including KPIs, to track, analyze and improve performance
- Is open, honest and dedicated to achieving clients' strategic goals

**“Easy reading is damn hard writing.”**

Nathaniel Hawthorne, Novelist



### **Global headquarters**

St Andrew's House  
St Andrew's Rd  
Cambridge CB4 1DL  
United Kingdom

### **International offices**

Brazil, China, Czech Republic,  
Denmark, Estonia, France,  
Germany, Greece, Italy, Japan,  
Korea, Mexico, Spain, UK, USA

### **Alpha CRC's history**

Founded in 1987 by Isabelle Weiss, Alpha CRC has grown to become one of the world's leading translation and localization companies.

Expanding from a single site in Cambridge, UK to a global operation with 18 offices in 15 countries, the company's fundamental ethos has nevertheless remained the same. From the start, Alpha CRC was built around a model that focuses on localization as a collaborative undertaking in which multidisciplinary teams of in-house specialists work together to solve problems, exchange ideas and create better client outcomes.

### **Alpha CRC today**

Alpha CRC's expertise is built on its position as one of the world's leading localization providers across all sectors and in all regions.

Working to create maximum value for its diverse range of clients – including many of the world's leading B2C and B2B brands, Alpha CRC brings together the best in human expertise and technological solutions for more than three decades.

Alpha CRC offers clients the complete set of services they need to address worldwide markets for product, content, and media.

It employs full-time, in-house linguist, copywriters and other specialist staff in multiple locations around the world. To support

these operations, it uses a wide range of industry applications, which are integrated and extended through technology developed in-house.

### **Get in touch**

**Whether you have a quick query, require a detailed discussion or just want to say hello, we'd love to hear from you.**

**Drop us a line via email and we'll get right back to you.**

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