

# WESTERN DIGITAL MARKETING GUIDELINES

## CZECH

### Contents

About this document.....	1
About WD .....	1
Resources .....	1
Voice and tone.....	2
General style and terminology instructions .....	3
Some linguistic choices made by Western Digital:.....	5
History of updates .....	7

### About this document

This document is intended to help linguists produce work that is accurate and fully aligns with marketing guidelines.

When creating marketing content, it is important to be aware of the brand identity and social tone of voice of a client. From the outset, translators need to understand the desired tone of voice, the audience, the desired outcome, what it is they are writing about and then produce the context accurately in the native language of the target market. The idea is not to translate literally, but to understand the principles and style of a brand so that linguists can express them accurately for the local market, in the local language.

### About WD

Western Digital Corporation, a long-time innovator and storage industry leader, incorporated on October 26, 2000, is a data storage solutions company. The Company is a developer, manufacturer and provider of data storage solutions that enable consumers, businesses, governments and other organizations to create, manage, experience and preserve digital content.

These guidelines refer to the WD Marcom projects. WD marketing content can vary and therefore, the particular type of text and its purpose need to be considered to determine translation strategy. The text types can vary from internal communication describing the marketing campaigns, internal training materials to materials aiming for public distribution through different channels. WD targets customers ranging from businesses to casual every day users of PC.

### Resources

- a) Useful resources for Czech localizers, writers, and editors:

<http://www.ujc.cas.cz/>

<http://www.wordreference.com/>

b) Some WD links for general reference when translating marketing content:

<http://www.wdc.com/en/>

<http://www.wdc.com/cz/>

<https://www.youtube.com/user/westerndigital>

<https://www.youtube.com/user/westerndigital/search?query=czech>

For list of products: <http://www.wdc.com/en/products/catalog/?segment=2>

<https://twitter.com/WesternDigital>

## Voice and tone

The language of Marcom content should be:

- confident and expressing expertise
- simple, clear but creative and inspiring for the customer
- conveys WD's knowledge and the sense of reliability
- sentences should be short and to the point so they can clearly convey even the most technical product features and concepts
- consider the customer as WD's partner and the main contributor to WD's best stories

Target audience:

- a) Specialized public (including prosumers, creative professionals, office, home office):
- Include product specifications
  - but also interaction with the reader– an educated professional
  - a more formal register is expected, with a lesser degree of freedom in the translation
  - use “vy”

Example: WD's My Cloud Business Series high-performance, ultra-reliable NAS systems products for businesses, professionals and SOHO (i.e My Cloud DL Series)

- b) General public (consumers):
- product localization will allow more room for creativity
  - considering the broad potential target audience, we would keep neutral way in addressing the client and express the less degree of formality through vocabulary
  - use “vy”

Example: My Cloud Personal Cloud Storage consumer products (ie. My Passport X)

- c) Youth (children, young people)

- Language used in campaigns aimed at children and youth should differ in formality from the one that is used in campaigns that target the general public.
- In this case, the youthful spirit should be expressed not only by vocabulary but also should be reflected in informal way of addressing the client that allows a more personal and straight communication preferred by the young people.
- use “ty”

Language specific notes:

When possible, use the simple, conversational language that people use in everyday conversations. Keep the language as natural as possible. WD’s tone is mostly formal, using the “vy” form of address in Czech.

Translated text should flow as fluently as it does in English. The main goal should be recreating the original WD tone of voice in Czech. It should be idiomatic, vivid language. WD products’ voice and tone is personal and seeks to identify with the user. Please be consistent in style, voice, tone, and overall message.

Keep in mind that, for marketing content, it’s extremely important to create the target text that will convey the same message and include the same info while sounding natural, as if the content was originally written in Czech.

Example of marketing content:

- ENGLISH SOURCE: [Capture, save and share every amazing memory on your very own cloud.]
- WD APPROVED: [Fotografujte a natáčejte vše, co zažijete, sdílejte zážitky a ukládejte fotky a videa ve svém vlastním cloudovém úložišti.]
- POOR SOLUTION: [Fotografujte a točte vše, co zažijete, ukládejte a sdílejte ve svém vlastním cloudovém úložišti.]

## General style and terminology instructions

### 1. *Make the text sound natural in the target language.*

Keep in mind the wide audience consisting of people with different backgrounds (including non-IT professionals).

*Source:* You can even view live or recorded surveillance video on-the-go with the complementary mobile app.

*Approved target:* Prostřednictvím mobilní aplikace si video z dohledového systému můžete prohlížet v reálném čase nebo na záznamu, i když právě cestujete.

### 2. *Generally, the style should be flexible and friendly.*

Avoid word for word translations. Avoid bureaucratic terms.

*Source:* Revolutionizing the personal cloud

*Approved target:* Revoluce v osobním cloudu

3. *Keep it simple, keep it accessible.*

If a word or a sentence can be translated differently, try to use the “simple” option.

*Source:* All your content twice as safe.

*Approved target:* Dvojnásobné zabezpečení veškerého obsahu.

4. *Try to avoid long and cumbersome sentences.*

Split a sentence in two when necessary, this way you’ll give the reader time to assimilate the concept.

*Source:* Built specifically for RAID and NAS environments, WD Red Pro drives come equipped with error recovery controls as part of NASware 3.0, which prevents the drive from fallout in RAID applications.

*Approved target:* Disky WD Red Pro jsou navrženy pro pole RAID a prostředí NAS a poskytují kontrolní mechanismy pro zotavení po chybě, které jsou součástí technologie NASware 3.0. Tyto mechanismy zabraňují selhání jednotky kvůli výpadkům v poli RAID.

5. *When appropriate, use active voice to engage the reader.*

However, feel free to use passive voice if it sounds better in the context of the target language.

*Source:* Our pride is in our product and our vision is shared with our customers.

*Approved target:* Na naše výrobky jsme hrdí a o naši vizi se dělíme s našimi zákazníky.

6. Avoid slang and jargon.

Write in plain language.

7. *When translating campaign titles, always double check with PMs.*

It may be possible that WD would prefer to keep campaign titles and slogans in English, therefore always double check with PM.

8. *Product names such as “My passport for Mac” should not be translated. If unsure, please raise a query with the PM.*

## WD-specific requirements

### Units of Measure

English	CS
GB	GB
Gb	Gb

GB/s	GB/s
Gb/s	Gb/s

### Currency

- If the source text contains any currency, this should be localized in the sense of following the conventions of the target language without converting the actual amount to any other currency.
- An exception to the above rule is when a currency conversion or any other amendment is requested from the PM along with the initial job instructions. A conversion request should be accompanied by a table with the amounts converted to the requested currencies.
- If during review implementation stage, the reviewer requests a change, this should not be implemented by the linguist and the PM should be notified.
- Currency conversion may be requested in a later stage and implemented during DTP stage so as not to pollute the TM.

### Some linguistic choices made by Western Digital:

English	Current translation	Fixed translation	Comment
recording head	zaznamenávací hlava, záznamová hlava	Zápisová hlava	
Formatted capacity	Kapacita při naformátování , Kapacita po naformátování	Formátovaná kapacita	
Dutch	Nizozemština	Holandština	
Surveillance	Sledovací systémy	Dohledové systémy	
WD Purple Surveillance Storage	Uložiště WD Purple pro sledovací systémy	Disky WD Purple pro dohledové systémy	
Stream	Vysílatmultimediální datový proud	Streamovat	
64 MB cache	64 MB mezipaměti	64 MB vyrovnávací paměti	
Bay Shock Protection drive	Ochrana proti nárazu jednotka	Ochrana proti otřesům disk	
bay	příhrádka	pozice	
enclosures	pouzdra	šasi	
Video surveillance	Sledování s využitím videa	Video dohled	

My passport for Mac		My passport for Mac	Name of product, should not be transited
recording head	zaznamenávací hlava, záznamová hlava	Zápisová hlava	
WD Red drives	Jednotky WD Red	Disky WD Red	
8 out of 10 NAS Hard Drives sold are WD Red™	8 z 10 prodaných pevných disků NAS jsou disky WD Red™	8 z 10 prodaných pevných NAS disků jsou disky WD Red™	
NAS hard drive	Pevný Disk NAS	Pevný NAS disk	
drive	jednotka	disk	
NAS enclosure	Skříň NAS	Úložiště NAS	
Desktop drive	Počítačová jednotka	Disk pro (stolní) počítače	Client's preference tbc
<b>FREE CAMERA LICENSES</b>	<b>BEZPLATNÉ LICENCE NA KAMERY</b>	LICENCE NA KAMERY <b>ZDARMA</b>	
USB power adapter	Napájecí adapter do portu USB	Napájecí USB adaptér	
Based on streaming HD 720p, 3 Mbps video to one device over Wi-Fi 2.4 GHz single band only.	Založeno na streamování videa v rozlišení HD 720p <b>při rychlosti</b> 3 Mb/s na jedno zařízení prostřednictvím jednoho pásma Wi-Fi 2,4 GHz.	Založeno na streamování videa v rozlišení HD 720p <b>při datovém toku</b> 3 Mb/s na jedno zařízení prostřednictvím jednoho pásma Wi-Fi 2,4 GHz.	
Wirelessly offload, edit and stream photos or HD videos in the field with My Passport Wireless Pro.	Bezdrátově nahrávejte, upravujte a streamujte fotografie a <b>videa</b> v HD v terénu se zařízením My Passport Wireless Pro.	Bezdrátově nahrávejte, upravujte a streamujte fotografie a HD <b>videa</b> v terénu se zařízením My Passport Wireless Pro.	HD Video
All-day battery life	Baterie s celodenní <b>životností</b>	Baterie s celodenní <b>výdrží</b>	Výdrž baterie
Premium RAID Storage	Prémiové <b>úložiště</b> RAID	Prémiové RAID <b>úložiště</b>	RAID úložiště
Diskless NAS	NAS bez disku	Bezdiskový systém NAS	
transcode	překódovat	transkódovat	
quad-core	se čtyřmi jádry	čtyřjádrový	
WD software	software WD	WD software	
WD 4TB My Passport for Mac Portable Hard Drive	Přenosný pevný disk My Passport for Mac WD 4 TB	Přenosný pevný disk WD My Passport for Mac 4 TB	

## History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Jana Hainová
25.04.2016	1.1	Added Target audience in the Voice and tone section, Some linguistic choices made by WD WD Specific requirements - Currency	Jana Hainová
12.09.2016	1.2	Some linguistic choices made by WD Added Units of Measure	Alice Lukesova