

WESTERN DIGITAL MARKETING GUIDELINES

GERMAN

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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 content 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 German localizers, writers, and editors:

Duden: www.duden.de

Some WD links for general reference when translating marketing content:

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

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

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

<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

Tone of voice:

- must be adapted to the specific project that the linguist is working on
- should never be familiar but it is recommended to think creatively and use it as a medium for conveying a message that is going to resonate with the target audience.

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 "Sie"

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 of addressing the client and express the less degree of formality through vocabulary
 - Use "Sie"

Example: My Cloud Personal Cloud Storage consumer products (i.e. 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 informal way of addressing the client
 - use “du”

Example: My Cloud Back-to-school

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).
2. *Generally, the style should be flexible and friendly.*
Avoid word for word translations. Avoid bureaucratic terms.
3. *Keep it simple, keep it accessible.*
If a word or a sentence can be translated differently, try to use the “simple” option.

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.
4. *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.
5. Avoid slang and jargon.
Write in plain language.
6. *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.
7. *Product names such as “My Passport for Mac” should not be translated. If unsure, please raise a query with the PM.*

WD-specific requirements

Compounds

Product names – should not be hyphenated for legal reasons
 EN-EN: should be hyphenated only if the English word can't be found in Duden
 DE-DE and EN-DE compounds should follow rules from Duden

Numbers

If a number is part of a description of feature, then it should be written in digits
Example: 2-bay

If it is a standalone number within the text, then follow general rule of keeping numbers <12 written out and numbers >12 in digits

Product names

all product names stay in English
 product line should be translated into German

Example:

Source: Professional Series

Translation: Professional (as a part of the name is kept in English) *Serie* (is translated into German)

Bullet lists

Capitalization and punctuation in numbered/bulleted lists need to be consistent

Titles

Avoid punctuation in titles. 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

Units of Measure

English	DE
GB	GB
Gb	Gbit
GB/s	GB/s
Gb/s	Gbit/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	Avoid	Preferred translation	Comment
and all-in-one PCs	PC-Komplettlösungen	Komplett-PCs	
app	Anwendung	App	cf. naming conventions for apps
backup management	Datensicherung/ Datensicherungsverwaltung	Backupverwaltung	This should be written together without hyphen, following the rule that if an English word is found in the DUDEN that it should be written without hyphen when in compound with a German word.
Cloud-based backup services	Cloud-basierte Sicherungsservices	Cloudbasierte Backupservices	
connectivity		Konnektivität	
datacenter storage	Speicher des Rechenzentrums	Rechenzentrumsspeicher	
drive	Laufwerk	Festplatte	
form factor	Bauform	Baugröße	
limited warranty		Garantie	
media player		Media Player	Stream Content to Media Players and Other DLNA Devices
power computing	Hochleistungsrechner	hohe Datenverarbeitung	Context: Maximum performance for power computing
storage unit	Speicher	Speichereinheit	
Ultra premium storage	Ultra Premium-Speicherlaufwerke	Ultra Premium-Speicher	

My Cloud OS Expert series		My Cloud OS	Please keep in English
Feature	Merkmale	Feature	Please keep in English
operating temperature		Betriebstemperatur	
drive		Festplatte	“hard drive” = <i>Festplatte</i> “drive” = <i>Festplatte</i> or <i>Laufwerk</i> depending on context.
All-in-One PCs	PC-Komplettlösungen		Recommended use WD Blue storage is tested and recommended for use in desktop and All-in-One PCs , industrial applications, notebooks, and external enclosures.
Upgrade (V)	Aktualisieren/ Upgrade (as a noun, to differentiate)		UPGRADE would mean to rise to the next program version
Update (V)	Aktualisieren/ Update (as a noun, to differentiate)		UPDATE would mean to stay in the same main version but using some bugfixes.
Workflow	Arbeitsfluss	Workflow	My Book Pro combines the power of dual 20-Gb/s Thunderbolt 2 ports, USB 3.0 compatibility, the peace of mind with hardware RAID and the speed of two 7200 RPM WD Black drives to accelerate the workflow of creative professionals.
Software app	Software App	App	“Software app” in German can be translated into “App” since an app in Germany is always a Software.
Web User Interface		Webbenutzeroberfläche	
Datacenter Hard Drives	Rechenzentrum-Festplatten/ Festplatten im Rechenzentrum	Rechenzentrumsfestplatte	

Home network		Heimnetzwerk	My Cloud is a private, personal storage unit that plugs into your home network.
Setup process		Setupvorgang	WD Sync is available to install during the setup process.
Share		Teilen	
diskless		Leergehäuse	
bay	Laufwerksschacht		Depends. We used to keep i.e. “2-bay NAS” untranslated in German. Bay by itself can be translated.
High-performance storage		High-Performance-Speicher	
creative professionals		kreative Profis	
backup		Backup	“backup” should in all cases be translated as “Backup”
	Datensicherungen	We can use either “Backup” or “Datensicherung” in German	
Backup	Backup		Part of product name → Remains in English in all cases WD Backup works quietly in the background to help protect your data with minimal resources from your PC.
Automatic backup software	Automatische Sicherungssoftware	Automatische Datensicherungssoftware	
Dual-drive	Doppellaufwerk	Doppelfestplatten	
Dedicated 24x7 phone support is included with every WD	Jede WD Gold-Festplatte bietet einen dedizierten 24x7-Telefonsupport.	Jede WD Gold-Festplatte bietet einen dedizierten Rund-um-die-Uhr-Telefonsupport.	

Gold hard drive.			
High workload capability	Hohe Arbeitslastkapazität	Hohe Auslastungskapazität	
surveillance systems	Videoüberwachungssysteme/ Systeme zur Videoüberwachung	Überwachungssystem	
Surveillance Software	Überwachungssoftware	Videoüberwachungssoftware	
portable	tragbar (because of its second meaning in German: "acceptable")	mobil or portabel	

History of updates

Published date	Version	Changes	Author
30.11.2015	1.0	Initial version	Jana Hainová
29.03.2016	1.1	Voice and Tone updated, WD specific requirements updated	Jana Hainová
12.09.2016	1.2	WD Specific requirements – Currency, Some linguistic choices made by WD Added Units of Measure New rules for the translation of product lines	Jana Hainová