

# WESTERN DIGITAL MARKETING GUIDELINES

## ES-XL

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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 Spanish localizers, writers, and editors:

<http://www.rae.es/>

<http://www.fundeu.es/>

[www.wordreference.com/es](http://www.wordreference.com/es)

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

<http://www.wd.com/sp/>

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

## 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 "usted"

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 (form "usted") and express the less degree of formality through vocabulary

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 informal “tú”

**Example: My Cloud Back-to-school**

This kind of project is an exception and you will be informed by the PM.

Translated text should flow as fluently as it does in English. The main goal should be recreating the original WD tone of voice in Spanish. 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 Spanish.

Example of marketing content:

- **ENGLISH SOURCE:**  
With the pre-loaded software, your photos, music library, family videos and important files will be safely backed up for easy retrieval.
- **WD APPROVED:**  
Gracias al software-incorporado, podrá crear una copia de seguridad de sus fotos, su colección de música, sus videos familiares y sus archivos importantes para que pueda recuperarlos fácilmente.
- **POOR SOLUTION:**  
Gracias al software que viene precargado, se podrá crear una copia de seguridad de sus fotos, su biblioteca musical, sus videos familiares y sus archivos importantes para que pueda recuperarlos fácilmente.

## 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).

*Centralize and organize all your photos, videos and files in one secure place, your place.*

*Centralice y organice todas sus fotos, videos y archivos en un solo lugar seguro: su casa.*

2. *Generally, the style should be flexible and friendly.*  
Avoid word for word translations. Avoid bureaucratic terms.

*It looks like you're feeling confident about WD Purple NV.*

*Parece que se siente preparado para vender los discos WD Purple NV.*

3. *Keep it simple, keep it accessible.*  
If a word or a sentence can be translated differently, try to use the "simple" option.

*Save everything in one place...*

*Guarde todo en un único sitio...*

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.

*WD's My Cloud NAS are now equipped with Plex, creating the ultimate entertainment hub.*

*El sistema NAS My Cloud de WD ahora incluye Plex, lo que lo convierte en el mejor centro de entretenimiento.*

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.

*Help protect everything you've saved on your computer*

*Prepárese su almacenamiento para el futuro*

6. *Avoid slang and jargon.*  
Write in plain Spanish.

*Backing up just your files*

*Haga una copia de seguridad solo de sus archivos*

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 whether transcreation is needed or not.

## WD-specific requirements

### NUMBERS

- a) Don't write numbers with words
- b) For inches use "pulgadas" avoid "in" or "pulg".

Source text	Current translation	Fixed translation
3.46 in	3,46 in	3,46 pulgadas

English	Current translation	Fixed translation
5400 RPM Class	Clase 5400 RPM	Clase de 5 400 r. p. m.

REGARDING RPM, ACCORDING TO RAE IT SHOULD BE r. p. m. See <http://buscon.rae.es/dpd/apendices/apendice2.html>

## 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
smartphone	smartphone	teléfono inteligente	
tablet	tablet	tableta	
smart TV	smart TV	televisor inteligente	
router	router	enrutador	
bay	bahía	compartimento	
Copy - Full	Copia Completa	Texto Completo	
Mirror Mode	Mode Mirror	modo <del>Mirror</del> -Duplicación	See <a href="http://www.intel.com/support/s/p/chipsets/imsm/sb/cs-009337.htm">http://www.intel.com/support/s/p/chipsets/imsm/sb/cs-009337.htm</a>
With all your favorite media centralized	Con todos sus medios favoritos centralizados	Con todos sus archivos multimedia favoritos centralizados	
Personal cloud storage	Disco de almacenamiento en la nube personal	Dispositivo de almacenamiento en la nube personal	
drive		disco	
External Hard Drive Cases	Fundas para discos duros externos	Carcasas para discos duros externos	IT DEPENDS ON THE CONTEXT. "CARCASAS" SHOULD BE EXTERNAL STORAGE

			ENCLOSURES AND “FUNDAS” FOR “CARRYING CASES”
Mainstream	Mainstream	Uso general	
external enclosure	gabinete externo	dispositivo externo	
All-In-One PCs		PC todo en uno	Should we always keep “PC” in English?
computer		computadora	
desktop PCs	equipos de escritorio	PC de escritorio	
Interface:	Interfaz	Conexiones:	Should we use “conexiones” or “interfaz”? CONEXIONES IS A MOST COMMONLY USED TERM THAN INTERFAZ, THAT IS QUITE TECHNICAL. “CONEXIONES” WORKS FINE FOR USB, FIREWIRE, ETC. AND “INTERFAZ” IS MORE COMMON FOR SATA, ATA, SCSI, ETC.
As used for transfer rate or <b>interface</b> , megabyte per second (MB/s) = one million bytes per second, megabit per second (Mb/s) = one million bits per second, and gigabit per second (Gb/s) = one billion bits per second.	En lo que se refiere a velocidad de transferencia o <b>interfaz</b> , megabyte por segundo (MB/s) = un millón de bytes por segundo, megabit por segundo (Mb/s) = un millón de bits por segundo y gigabit por segundo (Gb/s) = mil millones de bits por segundo.	En lo que se refiere a velocidad de transferencia o <b>interfaz</b> , megabyte por segundo (MB/s) = un millón de bytes por segundo, megabit por segundo (Mb/s) = un millón de bits por segundo y gigabit por segundo (Gb/s) = mil millones de bits por segundo.	
video		video	
surveillance	video vigilancia	videovigilancia	
RPM	RPM	r. p. m.	
Go premium with...		Suscripción premium a...	
game console		videoconsola	
Free (Plex) pass for (3) months		(Tres) meses de suscripción gratuita (a Plex)	
Streaming, simplified with My Cloud NAS and Plex™	Simplifique las transmisiones multimedia con un dispositivo NAS My Cloud y Plex™	Simplifique las transmisiones multimedia con el dispositivo NAS My Cloud y Plex™	
premium features and early access to new ones		características exclusivas y la posibilidad de probar nuevas funciones antes que el resto	
WD My Cloud NAS		Dispositivo NAS WD My Cloud	

media	medios	contenidos multimedia	Source: Sync your media on mobile devices.
WD Purple NV drives	las unidades WD Purple NV	los discos WD Purple NV	
wired DVR systems	los sistemas DVR cableados	los sistemas DVR con cable	
ATA streaming	streaming ATA	transmisión ATA	

**PREPOSITIONS:**

English	Avoid	Change to	Comment
iPhone storage	almacenamiento de iPhone	almacenamiento para iPhone	IT DEPENDS ON CONTEXT. THIS TRANSLATION WAS ABOUT A SERVICE <b>FOR</b> IPHONES
WD's My Cloud NAS	El sistema NAS de WD My Cloud	El sistema NAS WD My Cloud	
Available in up to 6 TB capacities	Ahora disponibles en capacidades de hasta 6 TB	Ahora disponibles en capacidades hasta 6 TB	

### History of updates

Published date	Version	Changes	Author
01.12.2015	1.0	Initial version	Alice Lukešová
11.03.2016	1.1	Added Target audience in the Voice and tone section. Currency.	Alice Lukešová