



WESTERN DIGITAL MARKETING GUIDELINES

FR-FR

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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 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 French localizers, writers, and editors:

Dictionaries:

www.academie-francaise.fr/dictionnaire/index.html

www.oxforddictionaries.com

www.collinslanguage.com

www.wordreference.com

www.larousse.fr

www.thesaurus.com

Terminology:

www.iate.europa.eu

www.wordreference.com

www.microsoft.com/language/en-us/search.aspx

Acronyms:

www.acronymfinder.com

www.sigles.net/par/pays/fr-france

Style:

www.lebonusage.com

www.linguee.com

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

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

<http://www.wdc.com/fr/products/products.aspx?id=1490>

<http://www.wdc.com/fr/products/products.aspx?id=1540>

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
- Linguists are allowed to use "nous" or "chez WD" when referring to WD products or addressing WD's clients
- Linguists must NOT use "appareil" when referring to WD products, for example, say "votre WD My Cloud" instead of "votre appareil My Cloud"

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) General public, individual users:
 - neutral register
 - product localization will allow more room for creativity

Example: My Cloud Personal Cloud Storage

- b) Company, specialized organization:
 - a more formal register is expected, with a lesser degree of freedom in the translation

Example: WD's My Cloud Business Series high-performance, ultra-reliable NAS systems

Language specific notes:

When possible, use the simple, conversational language that people use in everyday conversations. Keep the language as natural as possible.

Translated text should flow as fluently as it does in English. The main goal should be recreating the original WD tone of voice in French. 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 elaborate a text that will convey the same message and include the same info as of the source document, while sounding natural, as if the content was originally written in French.

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).

Grâce à 12 To de stockage et des taux de transfert jusqu'à 435 Mo/s, vous pouvez sauvegarder, transférer et éditer vos fichiers volumineux plus vite que jamais.

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

Des millions d'utilisateurs du monde entier ont choisi My Passport comme disque dur portable. Pourquoi pas vous?

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

La différence est que nos couleurs ne s'altèrent jamais, génération après génération.

La différence est que nos couleurs sont **inaltérables**, génération après génération.

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.



Associez un disque dur de plus grande capacité à un disque dur SSD pour augmenter les performances et la capacité de stockage de votre PC de bureau. Alors que le disque dur SSD maximise la vitesse d'accès aux données, le disque dur WD Blue peut stocker jusqu'à 6 To de films, de jeux, de fichiers, d'applications et bien plus encore.

Associez un disque dur de plus grande capacité à un disque dur SSD pour augmenter les performances et la capacité de stockage de votre PC de bureau ~~car~~ un disque dur SSD maximise la vitesse d'accès aux données ~~tandis que~~ le disque dur WD Blue peut stocker jusqu'à 6 To de films, de jeux, de fichiers, d'applications et bien plus encore.

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. WD recently approved the use of « Chez WD, nous (...) »

Le boîtier haut de gamme en aluminium accompagne parfaitement votre Mac et reste froid au toucher. Formaté pour fonctionner avec votre Mac dès sa sortie de l'emballage.

6. Avoid slang and jargon.
Write in plain French. There is a big difference between using a familiar tone and using slang. The following example shows acceptable use of a familiar tone:

Boostez les capacités de votre ordinateur grâce à (...)

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.

KEEP IT COMING

As you can see, this slogan doesn't adapt well to French, much less if we consider that « IT » is a play on words that refers to a company's « département informatique ».

8. As per recent feedback from Western Digital, UI localization projects should be carried out as follow:

Click the Add an App icon.

Cliquez sur Cliquez sur l'icône "Ajouter une application".

The term "Icône" is feminine in French: une icône.

WD-specific requirements

Western Digital does not require specific grammar. Please use proper French grammar at all time.

Some linguistic choices made by Western Digital:

English	Current translation	Fixed translation	Comment
datacenter	Centre de données	Centre de traitement de données	in a text
		Datacenter	translation of the category of the Gold drives in a title
1-8 bays NAS	NAS 1 à 8 baies	NAS de 1 à 8 baies	
portfolio	Portefeuille d'options	Portefeuille de solutions	
Every drive has a purpose	À chaque disque sa spécificité	À chaque disque sa spécialité	Gain fluency
Click the Add an App icon	Cliquez sur l'icône Ajouter une application, Cliquez sur l'icône Ajouter une Application	Cliquez sur l'icône « Ajouter une application »	

History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Nicolas Plazy