

WESTERN DIGITAL MARKETING GUIDELINES ITALIAN

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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 Italian localizers, writers, and editors:

1. Dictionaries

- A reliable Italian dictionary. Example: *Dizionario Devoto-Oli della lingua italiana*
- An English-Italian dictionary. Example: *il Ragazzini*, Zanichelli
- A good thesaurus. Example: *Dizionario dei sinonimi e contrari*, Zanichelli

2. Online resources

- www.garzantilinguistica.it
- www.treccani.it
- www.wordreference.com/it/
- www.accademiadellacrusca.it/index.php

3. Italian grammar, style and editing-proofreading guides

- *Grammatica italiana di base*, Zanichelli
- *Il nuovo manuale di stile*, Zanichelli
- *Manuale di redazione*, Editrice Bibliografica

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

<http://wdbrand.com/Default.aspx>

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

<http://www.mycloud.com/default.aspx?language=it>

<http://www.support.wd.com/it/>

<http://www.support.wd.com/it/products/products.aspx?id=1140>

<http://www.support.wd.com/it/products/products.aspx?id=1640>

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

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 express a 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 allowing a more personal and straight communication preferred by young people.

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 informal, using the "tu" form of address in Italian.

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

Example of marketing content:

- A gift that's empty, which is exactly what they want. Let them fill this sleek little drive with the year's memories.
WD APPROVED: *Un regalo con tanto spazio da riempire, per esprimere i propri desideri. Dona ai tuoi cari la possibilità di riempire questo disco elegante con i ricordi di tutto l'anno.*
POOR SOLUTION: *Un regalo vuoto, che è proprio quello che desiderano. Lascia che riempiano questo piccolo disco elegante con i ricordi dell'anno.*

In this case, the poor solution is not up to WD standards because it's a word-for-word translation of the source, neither fluent nor captivating. The subject is not clear and some words used in English are not appropriate for our locale (usually it doesn't sound nice to "donare un regalo vuoto"). On the other hand, the tagline approved by WD conveys the same message (you're saying that the gift has a lot of space to fill, instead of focusing on the fact that it's empty, but the meaning is the same) while maintaining a more natural approach. In addition, the subject is now explicit so the sentence makes more sense – we can suppose that the "they" the source is referring to will be the user's loved ones, since we're talking about gifts.

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.
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.
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.
6. *Avoid slang and jargon.*
Write in plain Italian.
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 which approach is the most suitable for the given campaign.

WD-specific requirements

Source: dashboard

Translation: dashboard (used as feminine)

Source: drive

Translation: unità or disco (depends on the context, can’t be standardize)

PRODUCTS:

English	Original translation	WD approved translation	Comment
WD Black™ 1TB Mobile 2.5-inch performance storage	Lo storage mobile di WD Black™ da 2,5" e 1 TB	Lo storage mobile WD Black™ da 1 TB	
WD Black™ 1TB Mobile 2.5-inch	l'hard disk mobile WD Black™ da 2,5" e 1 TB	l'hard disk mobile WD Black™ da 1 TB	
WD Black™ 1TB Mobile 2.5-inch hard drives	Gli hard disk mobili WD Black™ da 2,5" e 1 TB	Gli hard disk WD Black™ da 2,5" e 1 TB di capacità	

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	Original translation	WD approved translation	Comment
Storage Capacity		Capacità di storage	
NAS storage systems		sistemi di storage NAS	
all-in-one PCs	computer all-in-one	PC all-in-one	
Desktop	Computer	Desktop	
Average power requirements	Requisiti medi a potenza	Requisiti medi di potenza	
Quiz	quiz	questionario	
dynamic fly-height	di altezza di volo dinamico	dynamic fly-height	
SME NAS	SME NAS	NAS SMB	
1-16 Bay NAS Systems	Sistemi NAS da 1-16 alloggiamenti	Sistemi NAS da 1 a 16 alloggiamenti	
always-on NAS	NAS sempre accesi	NAS always-on	
downloadable	scaricabile	disponibile per il download	
gaming	gioco	gaming	
click	fai clic	clicca	Pay extra attention to this
surveillance	video-sorveglianza	videosorveglianza	
workload	carico di lavoro	workload	
below	in basso	sotto	
provider	provider	fornitore	
part number	numero di parte	part number	
MODEL NUMBERS	NUMERO DI MODELLO	CODICI DEI MODELLI	
frame	fotogrammi	frame	
Need	Occorre	È necessario	
Experienced in Network Attached	Esperti dello storage NAS	Esperti in NAS	

Storage			
external enclosures	alloggiamenti esterni	unità esterne	
standalone SSDs	unità SSD indipendenti	unità SSD standalone	
HDD storage	storage HDD	HDD	
Distribution Setup Sheet	Scheda tecnica distribuzione	Scheda tecnica per la distribuzione	
wireless AC and N devices	dispositivi wireless CA e N	dispositivi wireless AC e N	

History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Alice Lukesova
25.04.2016	1.1	Added Target audience in the Voice and tone section. Some linguistic requirements made by WD, WD Specific Requirements - Currency	Alice Lukesova