

WESTERN DIGITAL MARKETING GUIDELINES

JA

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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

Useful resources for Japanese localizers, writers, and editors:

[Microsoft portal: <http://www.microsoft.com/Language/ja-jp/Search.aspx>]

Some WD links for general reference when translating marketing content:

[<http://www.wdc.com/jp/>]

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 keep neutral way in addressing the client 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.

Example: My Cloud Back-to-school

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

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, for example [Source: WD Cloud web access – no matter where life takes you, your content is always with you. Translation: WD Cloud Webアクセス – どこに出かけても、いつでもあなたのコンテンツと一緒にです。]

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

Example of marketing content:

- ENGLISH SOURCE: [Your Mac's new best friend.]
- WD APPROVED: [あなたのMacに新たなパートナー。]
- POOR SOLUTION: [Macに頼りになる味方が登場]

Comments:

It's very important that you don't have to over-translate.

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: Storage for every application. Translation: 用途に応じたストレージ。]

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

Avoid word for word translations. Avoid bureaucratic terms.

[Source: Where performance meets capacity

Translation: パフォーマンスと容量の出会い]

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

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

[Source: For the enthusiast

Translation: 上級ユーザーに最適]

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: WD Black drive is backed by an industry leading 5-year warranty giving you peace of mind while storing your precious data.

Translation: WD Black ドライブは 5 年間の製品保証付き。大切なデータの保存にも安心してご使用いただけます。]

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: WD Black is also equipped with StableTrac Technology which confidently stabilizes the platters inside, resulting in increased performance for computer enthusiasts.

Translation: WD Black は、内部のプラッターを確実に安定させる StableTrac テクノロジーを採用しているため、コンピュータ上級者はより優れたパフォーマンスを実感できます。

Comment: as for Japanese, especially marketing content such as above example, it's very common to use passive voice.]

6. *Avoid slang and jargon.*

Write in plain Japanese.

[Source: Solid performance and reliability for everyday computing. Translation: 日常の作業に最適なパフォーマンスと信頼性]

Comment: please choose proper word for general IT such as above example, reliability>"信頼性" or performance >"パフォーマンス", you can find proper words within TMs when you are not sure (also please note that which word you can use depends on contents), or recommend to use Microsoft portal: <http://www.microsoft.com/Language/ja-jp/Search.aspx>

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.

Product names:

Product name should be left as is. For example, My Passport for Mac is translated to as is. Some of the product names have country specific name (ex: Source: My Cloud > Translation: WD Cloud). Please check the name or refer to TMs, if you are not sure, please raise query.

Okuri-gana (Hiragana Suffixes to Kanji)

The following is the guideline for Okuri-gana system.

In principle, insert the conjugating syllable of the first verb of a compound verb.

OK	Not use
行 <u>う</u>	行な <u>う</u>
表 <u>す</u>	表わ <u>す</u>
現 <u>れる</u>	現わ <u>れる</u>
浮 <u>かぶ</u>	浮 <u>ぶ</u>
終 <u>わる</u>	終 <u>る</u>

Katakana with Long Vowel

Katakana words should not be accompanied with elongation mark (“—”) at its end.

Examples:

OK	Not use
コンピユ <u>ー</u> タ	コンピユ <u>ー</u> ター
メモ <u>リ</u>	メモ <u>リ</u> ー
ブラウ <u>ザ</u>	ブラウ <u>ザ</u> ー

Compound Katakana Words

Please do not divide Katakana words with single space or bullet point.

OK	Not use
デジタルコンテ <u>ンツ</u>	デジタル・コンテ <u>ンツ</u>
	デジタル△コンテ <u>ンツ</u> (△ = single space)

Usage and Description of Kanji/Hiragana/Katakana

Usage of Kanji and Hiragana

Please refer to the tables below.

Words to be described in Hiragana:

OK	Not use	Ex
あらか <u>じ</u> め	予 <u>め</u>	あらか <u>じ</u> め用意します
い <u>ず</u> れ	何 <u>れ</u>	い <u>ず</u> れわかるでしょう

いつ	何時	いつ実行するかを確認する
およそ	凡そ	およそ2時間の距離
かつ	且つ	すばやくかつ正確に
~ください	~下さい	参照してください
これほど	これ程	これほど大きな脅威
さらに	更に	さらに多くのベンダーが

Use Kanji and Hiragana depending on a part of speech and meaning:

OK	Not use	
および	及び	ストレージおよびデバイス
及ぶ	およぶ	8時間に及ぶ議論
いたします	致します	よろしく願いいたします
したがって	従って	したがって、これらのストレージは

Spacing

Between Double-byte Characters and Single-byte Characters

Do not insert space between double-byte characters and single-byte characters.

Between Double-byte Characters

Do not insert space between double-byte characters.

Spacing between Characters Next to Parentheses

Spacing is not needed for outside and inside of parentheses.

Spacing between Measurement Unit and the Value preceding

Please insert one single space between them: 1 mm, 2 mL, 3 cm.

Symbols

For “!”, “?”, “/”, “・”, “~” (wave dash), “:”, please use double-byte characters.

Exclamations (“!”) are not commonly used in business documents. Please replace “!” with “。”.

Symbol	Description	Example
Slash (/)	Single-byte or Double-byte	1/2 (分数)、I/O
Wave dash	Double-byte	18~60 歳まで

(~)		
Colon (:)	Double-byte	日時 : 10 月 28 日午後 5 時
Hyphen (-)	Single-byte	本町 1-1-1、03-3581-xxxx
centered dot (・)	Double-byte	Centered dot is used as "and". When KANJI words comes 2 or more times.. ex: 保存 ・ 管理

Parentheses

In principle, (“), (’), “{”, and “<” are not used in Japanese texts.

Symbol	Description	Example
Parentheses ()	Double-byte	FW (ファームウェア)
Brackets []	Double-byte	[アカウント] メニュー-use UI for brackets
Double brackets 『 』	Double-byte	『WD Cloud 設定ガイド』
Single brackets 「 」	Double-byte	「セクション 5」を参照してください。
Double quotations " " and single quotations ‘ ’	Double-byte	Replace with double-byte single bracket (「 」).
Braces “{”, and angle brackets “<”	Single-byte	Please use single-byte symbols when necessary to use the same symbols as in the original document.

WD-specific requirements

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
Inspiring		待ち望んでいた	It could change the wording for the future but please use this one for now. Source: Inspiring performanc
media collection	デジタルコンテンツ	デジタルデータ	
PC	PC	Windows	Use PC as primary word selection. Ex: Source: Back up and organize your family's collection of photos, videos and music from all their PC and Mac computers in one secure place on your home network.
computers	コンピュータ	パソコン	Source: WD Sync automatically synchronizes your favorite content across all your computers and your WD Cloud device, so you can be confident that your important files are always up to date and accessible from all your devices. Note: If this computer includes PC and Mac, you should use PC や Mac as translation.
second copy	二次コピー	バックアップ	You could say only コピー on this one. The word 二次コピー could make end-user confuse. So we said バックアップ on this one. Source: Acronis makes it easy to create a second copy of everything, from your files to your operating system, and stores it safely on your MyBook external drive.
Interface		インターフェース	
protect	保護	バックアップ	Depending on contents, what word is the friendliest to end-

			user is the important. Source: WD's My Passport and My Book external hard drives are a great way to protect what's important to you.
Hard Drives	ハードドライブ	ハードディスクドライブ	
computer enthusiasts	コンピュータユーザー	コンピュータ上級者	
Everyday Storage	日常作業用ストレージ	日常作業に最適なストレージ	
Shock protection	衝撃保護	ショックプロテクション	
My Passport for Mac	My Passport Mac 対応	My Passport for Mac	Product name.
pre-loaded	組み込み	プリロード	
Surveillance Storage	監視ストレージ, 監視データ用ストレージ, 監視カメラ用ストレージ	監視システム用ストレージ	
Private Cloud Storage - NAS Storage		パーソナルクラウドストレージ - NAS ストレージ	"Private cloud" would be translated as "パーソナルクラウド"
And with MyCloud.com remote access or the My Cloud mobile app, you can access your media and manage users from any device.		また、WDCloud.jp のリモートアクセスや My Cloud モバイルアプリを使用して、さまざまなデバイスからメディアにアクセスしたり、ユーザーを管理したりできます。	Are there any other specific instructions with regards to the localization of links to websites?

History of updates

Published date	Version	Changes	Author
01.12.2015	1.0	Initial version	Sakae Matsuda
25.03.2016	1.1	Added Target audience in the Voice and tone section + Some linguistic choices made by Western digital, WD specific requirements - currency	Jana Hainova

