

WESTERN DIGITAL MARKETING GUIDELINES

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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 Korean localizers, writers, and editors:
Microsoft portal: <http://www.microsoft.com/Language/en-US/Search.aspx>
- b) Some WD links for general reference when translating marketing content:

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

- c) For list of products: <http://www.wdc.com/kr/products/catalog/?segment=2>

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

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.

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: Capture, save and share every amazing memory on your very own cloud. Translation: 자신만의 클라우드를 통해 모든 소중한 기억을 포착하고 저장하고 공유해 보세요.]

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

Example of marketing content:

- ENGLISH SOURCE: [Your Mac's new best friend.]
- WD APPROVED: [Mac에 딱 맞는 새 친구]
- POOR SOLUTION: [Mac의 새로운 최고의 친구]

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: No matter where life takes you, your content is always with you

Approved target: 어떠한 여정에도 항상 함께하는 콘텐츠

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

Avoid word for word translations. Avoid bureaucratic terms.

Source: Life doesn't wait for you to make room on your phone.

Approved target: 휴대폰에 저장 공간을 마련하는 동안에도 인생은 흘러갑니다.

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

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

Source: Sleek design with high capacity

Approved target: 초슬림 디자인으로 대용량 제공

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: Your phone may not survive the weekend, but your photos will.

Approved target: 주말 동안 핸드폰에 문제가 생길 수 있습니다. 하지만 사진은 걱정할 필요가 없습니다.

- 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: Your memories are safe at home, even if you're not.

Approved target: 어디에 있던 소중한 추억이 안전하게 보호됩니다.

- 6. Avoid slang and jargon.
Write in plain language.
- 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 with PM.

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.

WD-specific requirements

Units of measure

English	Korean	Abbreviation
Gigabyte	기가바이트	GB
Gigabit	기가비트	Gb
Gigabit per second	초당 기가비트	Gb/s or Gbps

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
External Storage		외장형 하드 드라이브	
Internal Hard Drive		내장형 하드 드라이브	
Personal Cloud		퍼스널 클라우드	
Public Cloud		퍼블릭 클라우드	
Network Attached Storage		네트워크 연결 스토리지	
Home Entertainment		홈 엔터테인먼트	
Surveillance		보안	
Keep It Coming	멈추지 마세요	Keep It Coming	Please keep this in English
Creative power		크리에이티브 기능	
raw file	원시 파일	RAW 파일	

History of updates

Published date	Version	Changes	Author
12/21/2015	1.0	Initial version	Haejeong Son
11.03.2016	1.1	Added Target audience in the Voice and tone section. WD Specific requirements - currency	Jana Hainová
15.09.2016	1.2	Added Units of measure Some linguistic choices made by WD	Jana Hainová