

WESTERN DIGITAL MARKETING GUIDELINES

DUTCH

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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

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 localizers, writers, and editors:

Online:

<http://woordenlijst.org>

<https://onzetaal.nl/taaladvies>

<http://taaladvies.net/>

<http://www.vandale.nl/>

<http://synoniemen.net/>

<http://iate.europa.eu/>

<http://www.proz.com/>

<https://www.microsoft.com/Language/en-US/Default.aspx>

Books:

Van Dale Groot Woordenboek van de Nederlandse Taal

Jan Renkema, Schrijfwijzer

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

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

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

<https://twitter.com/WesternDigital> (English only)

For list of products: <http://www.wdc.com/nl/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

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.

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 formal, using 'u'.

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

Example of marketing content:

- ENGLISH SOURCE:

For those who are looking to edit photos, play games or design creative artwork, WD Black™ hard drives provide the performance you need when it matters most.

- WD APPROVED:

WD Black™ harde schijven zijn geschikt voor iedereen die graag foto's bewerkt, gamet of creatieve artwork ontwerpt en bieden de prestaties die u nodig heeft wanneer het er echt op aankomt.

- POOR SOLUTION:

Voor diegenen die op zoek zijn naar een oplossing om foto's te bewerken, te gamen of creatief te zijn, hebben WD Black™ harde schijven de prestaties die u nodig hebt wanneer u ze nodig hebt.

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).

These drives are cool, quiet, and offer optimum compatibility in 24x7 NAS environments up to 8 bays for WD Red™ and up to 16 bays for WD Red™ Pro.

Deze schijven zijn koel, stil en bieden een optimale compatibiliteit in 24x7 NAS-omgevingen met maximaal 8 schijven voor WD Red™ en maximaal 16 schijven voor WD Red™ Pro.

Automatically back up all the PC and Mac computers in your home to your My Cloud device

Maak automatisch een back-up van alle pc- en Mac-computers bij u thuis op uw My Cloud-apparaat

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

Industry-Leading Warranty

Toonaangevende garantie in de sector

Equip your NAS with WD Red™ hard drives and enjoy streaming your media, backing up your PCs, file sharing, and managing your digital content quickly and easily.

Voorzie uw NAS van WD Red™ harde schijven zodat u snel en eenvoudig uw media kunt streamen, back-ups kunt maken van uw pc's, bestanden kunt delen en uw digitale inhoud kunt beheren.

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

Creatives and Enthusiasts

Creatievelingen en hobbyisten

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.

Tuned for performance and perfect for gaming, WD Black™ drives offer large capacities to store your expanding gaming library.

De WD Black™-schijven presteren uitstekend en zijn ideaal om mee te gamen. De schijven bieden een hoge capaciteit voor het opslaan van uw alsmaar groeiende collectie games.

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.

The SSD maximizes speed of data access, while the WD Blue drive stores up to 6 TB of movies, games, files, applications and more.

Dankzij de SSD krijgt u sneller toegang tot gegevens en op de WD Blue kunt u tot wel 6 TB aan films, games, bestanden, toepassingen en meer opslaan.

6. Avoid slang and jargon.
Write in plain language.

Unlike public clouds, My Cloud Mirror personal cloud storage allows you to keep all your content in one safe place on your home network, so there's no mystery about where your data is located.

In tegenstelling tot openbare clouds, stelt My Cloud Mirror persoonlijke cloudopslag u in staat uw inhoud op één veilige plek op uw thuisnetwerk te bewaren, zodat u altijd weet waar uw gegevens zich bevinden.

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.
8. *Product names such as "My Cloud Mirror" should not be translated. If unsure, please raise a query with the PM.*

WD-specific requirements

Units of Measure

English	NL
GB	GB
Gb	Gb
GB/s	GB/s
Gb/s	Gb/s

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	Comment
Creatives and Enthusiasts	Creatievelingen en hobbyisten	Use capitalization only for the first word in the sentence, product/brand names and proper nouns
3.5-inch	3,5 inch	In Dutch, decimals are separated by a comma and thousands by a period (10.000). Use a space between the number and the indication.
€3.50	€ 3,50	Currency signs are placed before the amount with a space in between
WD Purple™ & WD Purple™ NV surveillance-class hard drives are equipped with AllFrame™ technology	De WD Purple™- en WD Purple™ NV harde schijven van beveiligingsklasse zijn uitgerust met AllFrame™-technologie	Replace the ampersand with the word 'en' (except for product/brand names)
Combine these features with huge drive capacities - up to 6 TB each - and you have the ideal complement for large 8 to 16 bay NAS environments.	Als u deze kenmerken combineert met een enorme schijfcapaciteit (maximaal 6 TB per schijf) heeft u de ideale aanvulling op grote NAS-omgevingen met 8 tot 16 schijven.	Please always use 'heeft' (instead of 'hebt')
The use of one or more drives not in a RAID configuration but managed as separate logical volumes.	Hierbij worden één schijf of meerdere schijven niet in een RAID-configuratie gebruikt, maar beheerd als aparte logische volumes.	Please translate 'drive' as 'schijf'
Red Pro is the ideal drive for IT professionals outfitting medium to	De Red Pro is de ideale schijf voor IT-professionals in middelgrote tot grote	Please translate 'bay' as 'schijf' Comment for client: Please note that by

large businesses with 8–16 bay NAS systems.	bedrijven met een NAS-systeem met 8 tot 16 schijven .	introducing these guidelines, the differences between ‘drive’ and ‘bay’ will not be reflected in the Dutch translation. Please check with client if this is indeed their intention.
“Why would I buy these Red Pro drives for my 16- bay business NAS, when these WD Blue drives are much cheaper?”	"Waarom zou ik deze Red Pro- schijven kopen voor mijn zakelijke NAS met 16 schijven als deze WD Blue- schijven veel goedkoper zijn?"	Please note the difference between ‘bay’ and ‘drive’ is no longer visible in translation
Surveillance Drive Benefits	Voordelen van beveiligingsschijven	Please translate ‘surveillance’ as ‘beveiliging’
Helium-Sealed Hard Drive	helium gevulde	Possible source error: it should be HELIUM FILLED HDD
Leading provider	leidende provider	toonaangevende leverancier
offload	offloaden	kopiëren
4-bay	sleuven	stations

History of updates

Published date	Version	Changes	Author
10.12.201	1.0	Initial version	Kelly Haas
25.04.2016	1.1	Added Target audience in the Voice and tone section, linguistic choices section updated Some linguistic choices made by WD, WD Specific requirements - Currency	Jana Hainová
12.09.2016	1.2	Added Units of Measure	Alice Lukesova