WESTERN DIGITAL MARKETING GUIDELINES
POLISH

Contents

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 Polish localizers, writers, and editors:

Dictionaries

- Słownik naukowo-techniczny angielsko-polski, Wydawnictwo Naukowo-Techniczne

- Słownik języka polskiego, PWN

- Wielki słownik angielsko-polski, PWN Oxford

Online resources

- www.rjp.pan.pl

- www.sjp.pwn.pl

- www.wordreference.com/plen/

- www.poradniajezykowa.us.edu.pl

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

http://www.support.wd.com/pl
http://www.support.wd.com/pl/products/products.aspx?id=1450
http://www.support.wd.com/pl/products/products.aspx?id=810

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. Please note that the translation should be impersonal:

Translation: Ustawienia monitoringu dostosujesz w zależności od własnych potrzeb.
Poor solution: Będziesz mógł dostosować ustawienia monitoringu w zależności od własnych potrzeb.

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

Example of marketing content:

- ENGLISH SOURCE: Synergy delivers value
- WD APPROVED: Synergia przynosi wymierne korzyści
- POOR SOLUTION: Synergia zapewnia wartość

Comments:

In this case the poor solution does not fully sound accurate in Polish given that it is too literal. Moreover, it seems as if some part of the translation was omitted. The approved translation is a good example of how to convey the meaning and the message of the source without a word-for-word translation, making it sound more natural and captivating for the target reader at the same time.

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: Simple installation with no special software required.

   Approved target: Prosta instalacja bez konieczności stosowania specjalnego oprogramowania.

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

   Source: The best of both worlds – HDD capacity meets SSD-like speed.

   Approved target: Połączenie najlepszych cech obu technologii— pojemności dysków HDD z szybkością SSD.

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

   Source: Make the investment now and keep up in the future.

   Approved target: Wybierając ten produkt, inwestujesz na przyszłość.

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: Boost your PC storage with WD Blue drives, the brand designed just for desktop and all-in-one PCs.

   Approved target: Zwiększ pojemność pamięci swojego komputera PC korzystając z dysków WD Blue. Produkty tej marki są zalecane do stacjonarnych komputerów PC i komputerów typu all-in-one.

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 favorite content is backed up across all your computers and your My Cloud unit, so your files are always up to date and accessible from all your devices.

   Approved target: Kopie zapasowe zawartości zostają wykonane we wszystkich komputerach i w urządzeniu My Cloud, zatem pliki zawsze są zaktualizowane i dostępne we wszystkich urządzeniach.

6. *Avoid slang and jargon.*
   Write in plain Polish.

   Source: What's Up at WD

   Approved target: Co nowego w systemach firmy WD

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.

8. Try to avoid repeating the same word in one sentence, for example:

   Translation: Intuicyjny, przyjazny **użytkownikowi** interfejs konfiguracji i administrowania systemu My Cloud OS 3 zapewnia **użytkownikowi** dostęp do zapisanych danych i multimediów w dowolnym czasie i z dowolnego miejsca.

   Approved translation: Intuicyjny, przyjazny użytkownikowi interfejs konfiguracji i administrowania systemu My Cloud OS 3 zapewnia dostęp do zapisanych danych i multimediów w dowolnym czasie i z dowolnego miejsca.

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
WD Blue SSHD	WD Blue SSHD	Dyski twarde WD Blue SSHD	Additional description of the proper names is not always necessary, especially when the notion stands alone
Windows 10	Windows 10	System Windows 10	Additional description of the proper names is not always necessary, especially when the notion stands alone
Spec Sheet	Specyfikacja techniczna	Dokumentacja techniczna	Recommended terminology

Actuator technology	Serwomechanizm	Serwomotor	Recommended terminology
Non-operating	W stanie spoczynku	Podczas przechowywania	Recommended terminology
Bay	Zatoka	Kieszeń	Recommended terminology
NAS Compatibility Selector	Konfigurator NAS	Selektor zgodności NAS	Recommended terminology
Chipset	Chipset	Mikroukład	Recommended terminology
Host adapters	Adapter hosta	Karta hosta	Recommended terminology
Premium	Klasa Premium	Klasa premium	Recommended capitalization
Build it in	Zbudujswój cyfrowy świat na dysku	Buduj	Recommended translation
Create it in	Twoja twórcza przestrzeń	Twórz na dysku	Recommended translation
Network it in	Bądź w sieci na dysku	W sieci używaj dysku	Recommended translation
Capture it in	Nagrywaj z kamer na dysku	Nagrywaj na dysku	Recommended translation
WD Blue SSHD	WD Blue SSHD	Dyski twarde WD Blue SSHD	Additional description of the proper names is not always necessary, especially when the notion stands alone
Windows 10	Windows 10	System Windows 10	Additional description of the proper names is not always necessary, especially when the notion stands alone

History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Jana Hainová
11.03.2016	1.1	Added Target audience in the Voice and tone section, Language Specific notes, General style and terminology instructions, point 8 WD Specific requirements - Currency	Jana Hainová/Filip Wilk