

WESTERN DIGITAL MARKETING GUIDELINES

European Portuguese

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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 European Portuguese localizers, writers, and editors:

<http://www.infopedia.pt/>

<https://ciberduvidas.iscte-iul.pt/>

<http://eur-lex.europa.eu/homepage.html?locale=pt>

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

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

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

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

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

For list of products:

<http://www.wdc.com/en/products/catalog/?segment=2>

<https://twitter.com/WesternDigital>

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 of 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.
- use informal way of addressing the client

Example: My Cloud Back-to-school

This kind of project is an exeption 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.

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

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).

Example	WD Red Pro hard drives integrate WD’s exclusive technology, NASware™ 3.0, to provide unparalleled support for drive compatibility, reliability, and performance.
	As unidades de disco rígido WD Red Pro integram a tecnologia exclusiva da WD, NASware™ 3.0, oferecendo suporte sem igual em termos de compatibilidade, fiabilidade e desempenho.

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

Example	For service and literature:
	Para manutenção e documentação:

- 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 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.
- 8. *Product names such as “My passport for Mac” should not be translated. If unsure, please raise a query with the PM.*

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	Original translation	Fixed translation	Comment
class	classe	categoria	
Network it in	Em rede em	Conecte-se	
Features	Recursos	Características	
external enclosures	estojos externos	compartimentos externos	
Home Solutions	soluções caseiras	soluções pessoais	
Surveillance Storage	Surveillance Storage	Armazenamento para vigilância	
Form Factor:	Desenho:	Dimensão:	
PC hard drives	Discos Rígidos	Discos rígidos para PC	
multi-application	multiaplicativo	com diversas aplicações	
My Cloud	Aplicativo Móvel	My Cloud	
Exclusive NASware 3.0 technology	Tecnologia NASware™ 3.0 exclusiva	Exclusiva Tecnologia NASware™ 3.0	

History of updates

Published date	Version	Changes	Author
01.21.2016	1.0	Initial version	Alice Lukesova
11.03.2016	1.1	Added Target audience in the Voice and tone section. Currency.	Alice Lukesova