WESTERN DIGITAL MARKETING GUIDELINES
RU-RU

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 Russian localizers, writers, and editors:

Д. Э. Розенталь. Справочник по правописанию и стилистике - http://www.rosental-book.ru/

А. Э. Мильчин, Л. К. Чельцова. Справочник издателя и автора (онлайн доступны первые семь глав) - http://diamondsteel.ru/useful/handbook/index.html

Правила российской орфографии и пунктуации. Полный академический справочник под ред. В. В. Лопатина - http://orthographia.ru/

Русская грамматика («Грамматика-80») - http://rusgram.narod.ru/

http://gramota.ru/ — please use section «Справка» with great care

http://www.microsoft.com/Language/en-US/Default.aspx - Microsoft Language Portal for IT standard terminology

http://sokr.ru/ – industry standard acronyms

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

http://www.wdc.com/ru/

http://www.wdc.com/ru/products/products.aspx?id=1490

http://www.wdc.com/ru/products/products.aspx?id=1540

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
- Please use "вы"

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
- Please use "вы"

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 "ты"

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.

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

Example of marketing content:

- **ENGLISH SOURCE**: *The evolution of an icon*
- **WD APPROVED**: *Новый виток эволюции от ее законодателей*
- **POOR SOLUTION**: *Изменение значка*

General style and terminology instructions
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: *Secure, portable backup and storage.*
   WD APPROVED: *Надежный портативный накопитель и средство для резервного копирования*

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

   SOURCE: With user-friendly WD Drive Utilities, you can register your drive, set drive timer, run diagnostics, optimize functionality and set up drive security features.
   WD APPROVED: Зарегистрируйте накопитель, настраивайте таймер холостого режима, проверяйте свой диск, оптимизируйте работу и настраивайте функции защиты накопителя с помощью удобной программы WD Drive Utilities.

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

   SOURCE: WD knows your data is important, so we build our drives to demanding requirements for durability, shock tolerance and long-term reliability.
   WD APPROVED: В компании WD понимают, насколько важны ваши данные, поэтому мы изготавливаем накопители в соответствии с жесткими требованиями к долговечности, ударостойкости и неизменной надежности.

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: My Passport Ultra features USB 3.0 compatibility, which means 5 Gb/s transfer speed (3X faster than USB 2.0) and you can power up you're my Passport Ultra without carrying a bulky power cord and plug.
   WD APPROVED: Накопитель My Passport Ultra поддерживает интерфейс USB 3.0, обеспечивающий скорость передачи данных 5 Гбит/с (что в три раза превышает скорость USB 2.0). Для работы накопителя My Passport Ultra не нужны громоздкие шнуры питания и штепсельные вилки.

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: Cloud services may be changed, terminated or interrupted at any time and may vary by country.
   WD APPROVED: Облачные службы могут быть доступны не во всех странах, а также могут быть изменены, прекращены или прерваны в любой момент.

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

   SOURCE: Don't let the pretty face fool you
   WD APPROVED: Внешность обманчива

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.

SOURCE: KEEP IT COMING

As you can see, this slogan doesn't adapt well to Russian, much less if we consider that "IT" is a play on words that refers to a company's "Information Technology" Department.

WD-specific requirements

1. As a general rule, use the honorific plural "Вы" ("Вам", "Вас", etc.) (capitalized, not to be confused with regular plural "вы", which is written in lower case) as the form of address ONLY in personal letters and official documents addressed to A SINGLE PERSON. If the text is addressed to several persons, use lowercased "вы". In all other instances (e.g., texts for social networks, manuals, etc.) lowercased "вы" should be used unless there are some special client's requests (in form of letters, client's SG, etc.).

2. As a general rule, do not overcapitalize: department names, job titles and other general terms should not be capitalize, unlike in English. Please do not copy English capitalization.

3. Use a comma as the decimal separator (e.g., "25,15"). For values less than zero, the comma should always be preceded by a "0" (e.g., "0,8" – not ",8"). Use a non-breaking space as a thousand separator for values bigger than 9999 (e.g., "320 363 000" – not "320.363.000" or "320,363,000"; but "5246" – not "5 246").

4. Do not confuse the en dash (–) (alt + 0150) with the em dash (—) (alt + 0151) and the hyphen (-). As a general rule, hyphens should be used in compound words and to break words at the end of a line, en dashes should be used as the symbol for the minus sign (e.g., "–30 °F"), in ranges of numbers and in bulleted lists, and em dashes should be used to set off parenthetical material and in other cases specified in Russian grammar.

5. The ampersand is not in use in Russian. It should only appear in foreign names that use an ampersand (e.g., "Standard & Poor's"—not "Standard and Poor'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	Fixed translation	Comment
drive timer	таймер	таймер холостого режима	Preferred Terminology
classified-level protection	секретный уровень защиты	высокий уровень защиты	Preferred Terminology
SSD		Твердоте́льный накопи́тель	

History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Ganna Burak
11.03.2016	1.1	Added Target audience in the Voice and tone section. Some linguistic choices made by WD, WD Specific Requirements - currency	Jana Hainova