WESTERN DIGITAL MARKETING GUIDELINES
[zh-CN]

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

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:
http://www.wordreference.com/

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

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

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 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:

The new user will receive an email with instructions on how to confirm their email address and a link to connect to MyCloud.com with access	新用户将收到电子邮件，里面包含如何确认电子邮件地址的说明和连接到 MyCloud.com 的链接
It's important that you set up a wireless connection between your camera or its wireless transmitter and the My Passport Wireless Wi-Fi network.	重要的是，您应该在相机或其无线收发器与 My Passport Wireless Wi-Fi 网络之间建立无线连接。

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

Example of marketing content:

*<326>*With the industry's*</326><327>* largest portfolio of capacity storage drives, WD provides you the tools you need to optimize your modern storage infrastructure.*</327>*	*<326>*凭借业界阵容最为庞大的容量存储设备*</326><327>*，WD 可为您提供优化现代存储基础设施所需的工具。*</327>*
No one can see the content stored on your My Cloud device but you.	除了您，没有人可以看到存储在 My Cloud 设备中的内容。
New features, improved functionality and simple interface design deliver easy file sharing, access management and a streamlined photo gallery view on any iOS, Android, PC or Mac computer.	新功能、改进的功能和简洁的界面设计让您能够在任何一台 iOS、Android、PC 或 Mac 计算机上方便地进行文件分享、访问管理和精简图片库视图。

Comments:
　　• The marketing content is highly visible and sensitive content, and should be treated in a widely-accepted way.
　　• Please do not follow the source word by word, but need to deliver the exact information in an attractive way to the Chinese speakers.

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: From setting up the device to file sharing and collaboration, My Cloud OS makes managing and using your NAS a breeze.

   Approved target: 从设置设备到文件共享和协作，My Cloud OS 均可使 NAS 的管理和使用变得轻而易举。

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

   Source: Two is greater than one

   Approved target: 两个总比一个好，有备无患

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: 现在投资，保障未来。

   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: This ensures that your hard drive is compatible with and functions properly in your application.

   Approved target: 这可以确保硬盘适用于您的应用，并正常运行。

4. *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: Our goal is to make it easy for you to select the right drive that brings you the best experience possible.

   Approved target: 我们的目标是让您轻松选择合适的硬盘，享受最佳的体验。

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

6. *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.

7. *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	Current translation	Fixed translation	Comment
Build it in *<62>*BLUE*</62>*	构建颜色：*<62>*蓝色*</62>*	日常装机存储*<62>*蓝盘*</62>*	This is one of the WD drive family.
Create it in *<75>*BLACK*</75>*	创建颜色：*<75>*黑色*</75>*	高性能游戏设计专用*<75>*黑盘*</75>*	
Network it in *<88>*RED*</88>*	网络颜色：*<88>*红色*</88>*	网络附加存储（NAS）*<88>*红盘*</88>*	
Capture it in *<101>*PURPLE*</101>*	拍摄颜色：*<101>*紫色*</101>*	监控*<101>*紫盘*</101>*	
Scale it in *<114>*DATACENTER*</114>*	在*<114>*数据中心*</114>*定比例	横向扩展架构：*<114>*数据中心*</114>*	
Share One Image…Or a Thousand	分享一张图片…或成千张		Please use single-byte ellipsis (…) instead of Chinese ellipsis (……).
Designed and tested for Personal/Home/Small Office 1-8 bay NAS environments.	针对个人/家庭/小型办公室 1-8 盘位 NAS 环境设计并经过测试。	针对个人/家庭/小型办公 1-8 盘位 NAS 环境设计并经过测试。	The translation for "medium to large business" is "大中型办公".
To use WD SmartWare to back up file categories - either all or just certain ones, do	要使用 WD SmartWare 备份所有或仅特定文件类别，请执行以下操		Try to avoid the dash, and use the single-byte (-) if needed.

the following:	作：		
camera-roll	相机相册	相机胶卷	
Product Brand Name		**产品品牌名称**	
Tagline		**标语**	
Product Name & Key Feature		**产品名称和主要特性**	

History of updates

Published date	Version	Changes	Author
18/12/2015	1.0		Candy Liu
25.04.2016	1.1	Voice and Tone, WD specific requirements, Some linguistic choices made by WD	Candy Liu/Jana Hainova