

WESTERN DIGITAL MARKETING GUIDELINES

[zh-TW]

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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:

<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

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:

From anywhere in the world, you are always connected to your My Cloud Business Series NAS	從世界任何地方，您都可以使用 My Cloud 手機應用程式和桌面應用程式連線至您的 My
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with the My Cloud mobile and desktop apps.	Cloud Business Series NAS。
With your smartphone, tablet or PC you can control and access your Z-Wave devices whether you're at home or away.	不論在家中或是出門在外，您都可以透過智慧型手機、平板電腦或 PC 來管控及存取 Z-Wave 裝置。

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

Example of marketing content:

WD Elements™ desktop storage with USB 3.0 offers reliable, high-capacity, add-on storage, ultra-fast data transfer rates and universal connectivity with USB 3.0 and USB 2.0 devices.	WD Elements™ 桌上型外接硬碟裝置具備 USB 3.0，提供可靠的高容量附加儲存、超快資料傳輸速率、USB 3.0 和 USB 2.0 裝置通用的連接能力。
The sleek design features up to 5 TB capacity plus WD quality and reliability.	造型時尚，容量高達 5 TB，兼具 WD 的高品質和可靠性。
It includes a free trial of WD backup software for local and cloud backup.	提供免費試用版 WD 備份軟體，讓您進行本機和雲端備份。

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: 從設定裝置到檔案分享與協作，My Cloud OS 讓您輕鬆地管理和使用您的 NAS。

2. *Generally, the style should be flexible and friendly.*

Avoid word for word translations. Avoid bureaucratic terms.

Source: Z-Wave puts the power of home control and monitoring in the palm of your hand... literally.

Approved target: Z-Wave 讓您一手掌握家中控制與監控的功能，享受名符其實的居家防護。

3. *Keep it simple, keep it accessible.*

If a word or a sentence can be translated differently, try to use the “simple” option.

Source: RoHS aims to protect human health and the environment by restricting the use of certain hazardous substances in new equipment, and consists of restrictions on lead, mercury, cadmium, and other substances.

Approved target: RoHS 旨在限制新製設備所使用的特定有害物質，以保護人體健康與環境安全，限制對象包括鉛、汞、鎘及其他物質。

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: Safely positions the recording head off the disk surface to protect your data.

Approved target: 安全地放置記錄磁頭，使其離開磁碟表面，以保護您的資料。

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: Not all products may be available in all regions of the world.

Approved target: 部分產品僅於特定地區銷售。

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

Units of Measure

English	zh-TW
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	Fixed translation	Comment
all-in-one PC	一體成型(All-in-one)電腦	全方位電腦	Refer to the MS portal
laptop hard drive, notebook hard drive, gaming hard drive, game hard drive, gaming HDD, gaming ssd, performance ssd, reliable hard drive, reliable hdd	筆記型電腦硬碟, 筆記型電腦硬碟, 遊戲硬碟, 遊戲硬碟, 遊戲 HDD, 遊戲 ssd, 高效能 ssd, 可靠的硬碟, 可靠的 hdd	筆記型電腦硬碟, 筆記型電腦硬碟, 遊戲硬碟, 遊戲硬碟, 遊戲 HDD, 遊戲 ssd, 高效能 ssd, 可靠的硬碟, 可靠的 hdd	Please separate the keywords with the single-byte comma.
Copy - Full	完整文案		Try to avoid the dash, and use the single-byte (-) if needed.

Bit		位元	
AES volume		AES 硬體	
Storage		儲存裝置; 儲存空間	This word has two meaning, it should be translated to “儲存裝置” or “儲存空間” as requie.

History of updates

Published date	Version	Changes	Author
18/12/2015	1.0		Candy Liu
26/05/2016	1.1	Voice and Tone, WD specific requirements, Some linguistic choices made by WD WD Specific Requirements – currency	Jana Hainová
12/09/2016	1.2	Some linguistic choices made by WD Added Units of Measure	Alice Lukesova