



**WESTERN DIGITAL MARKETING STYLE GUIDE
ITALIAN (ITALY)**



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About this document

This document is intended to help linguists to 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.

Western Digital is driving the innovation needed to help customers capture, preserve, access and transform an ever-increasing diversity of data. Everywhere data lives, from advanced data centers to mobile sensors to personal devices, our industry-leading solutions deliver the possibilities of data. Western Digital data-centric solutions are comprised of the Western Digital®, G-Technology™, SanDisk® and WD® brand.

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 Italian localizers, writers, and editors:

1. Dictionaries

- A reliable Italian dictionary. Example: *Dizionario Devoto-Oli della lingua italiana*
- An English-Italian dictionary. Example: *il Ragazzini*, Zanichelli
- A good thesaurus. Example: *Dizionario dei sinonimi e contrari*, Zanichelli

2. Online resources

- www.garzantilinguistica.it
- www.treccani.it
- www.wordreference.com/it/

- www.accademiadellacrusca.it/index.php

3. Italian grammar, style and editing-proofreading guides

- *Grammatica italiana di base*, Zanichelli
- *Il nuovo manuale di stile*, Zanichelli
- *Manuale di redazione*, Editrice Bibliografica

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

<https://www.wd.com/it-it/>
<http://www.mycloud.com/#/>

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. Keep the language as natural as possible. WD's tone is mostly informal, using the "tu" form of address in Italian.

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

Example of marketing content:

- A gift that's empty, which is exactly what they want. Let them fill this sleek little drive with the year's memories.

WD APPROVED: *Un regalo con tanto spazio da riempire, per esprimere i propri desideri. Dona ai tuoi cari la possibilità di riempire questo disco elegante con i ricordi di tutto l'anno.*

POOR SOLUTION: *Un regalo vuoto, che è proprio quello che desiderano. Lascia che riempiano questo piccolo disco elegante con i ricordi dell'anno.*

In this case, the poor solution is not up to WD standards because it's a word-for-word translation of the source, neither fluent nor captivating. The subject is not clear and some words used in English are not appropriate for our locale (usually it doesn't sound nice to "donare un regalo vuoto").

On the other hand, the tagline approved by WD conveys the same message (you're saying that the gift has a lot of space to fill, instead of focusing on the fact that it's empty, but the meaning is the same) while maintaining a more natural approach. In addition, the subject is now explicit so the

sentence makes more sense – we can suppose that the “they” the source is referring to will be the user’s loved ones, since we’re talking about gifts.

G-Technology - WD brand

G-Technology is WD brand that brings to the market premium storage solutions to the full spectrum of professional audio/video producers, photographers and digital media creators. G-Technology solutions for photo/video/audio support each stage of professional production and keep the precious work safe.

The target audience is mostly creative specialized public and the expectations for the tone of voice would be similar to the expectations for the language we're addressing the specialized public for other WD brands. What is specific for G-Technology is that although a more formal register is still expected due to the orientation on the professionals that produce very creative content the language such target audience will 'hear better' (is more perceptive/sensitive to) should be creative and inspiring with a rich expressive vocabulary.

Examples of English source from the marketing campaigns:

- Video solutions: 'Keep Your Video Productions Always Ready for Action professional drives to support for each stage of professional video production'
- Photo solutions: 'Drives that complement your pro photo needs'

'Whether backing up on location, working in the studio, or processing and retouching your gathered sessions, the G-Technology range of external hard drives is engineered to keep your precious digital images safe – and speed up your RAW photo edit workflow.'

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

English: With WD Gold, you get the most dependable storage for your datacenter configuration.

Italian: Con WD Gold puoi ottenere lo storage più affidabile per la configurazione del tuo data center.

English: Introducing the new WD Gold.

Italian: Vi presentiamo il nuovo WD Gold.

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 which approach is the most suitable for the given campaign.
8. *Find balance between technical content and marketing purposes.*
When the content is highly technical, don’t forget you also need to appeal to the reader. Vice versa, even when it is all about promotion and advertisement don’t forget you are translating highly technical content aimed at specialized professionals.

Examples of some fixed expressions:

English	Original translation	WD approved translation
Fast enough to keep	Veloce abbastanza da	Velocità estreme per prestazioni

up with the action	continuare a seguire l'azione	elevate
Success saved in metal		Progettata in metallo per il massimo delle performance
Scale it in Datacenter	Scalabilità con Datacenter	
Scale it in Gold	Scalabilità con Gold	

WD-specific requirements

Prepositions:

en-US	Avoid	Use	Special comment
Discount at WD	Sconto su WD	Sconto offerto da WD	
Device Drivers	Driver di dispositivo	Driver del dispositivo	
15% off £100 purchase	15% di sconto su acquisti di £ 100	15% di sconto su acquisti da £ 100	Please note that in this case the preposition means 'starting from £ X'
Using an integrated 6,400 mAh power bank	Usando una batteria portatile integrata 6.400 mAh	Usando una batteria portatile integrata da 6.400 mAh	

Terms:

en-US	it-IT	Special comment
dashboard	dashboard	to be used as feminine
drive	unità or disco	depends on the context, can't be standardized (it can rendered as SSD or HDD, as well as 'memoria interna' or memoria esterna', according to the context)
multiple frames per second	modalità sequenziale	When dealing with 'frames', please translate 'multiple frames per second' as 'modalità sequenziale'
click	clicca	Not 'fai clic'

Need	Occorre	È necessario
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Product names

Below are just a few examples of expected approaches to the translations. Many examples of product names can be found in DNT, TM and glossary.

If in doubt about the new product, please raise query with PM.

English	Incorrect translation	WD approved translation	Special comment
WD Black™ 1TB Mobile 2.5-inch performance storage	Lo storage mobile di WD Black™ da 2,5" e 1 TB	Unità di storage portatile WD Black™ da 1 TB	
WD Black™ 1TB Mobile 2.5-inch	l'hard disk mobile WD Black™ da 2,5" e 1 TB	l'hard disk portatile WD Black™ da 1 TB	
WD Black™ 1TB Mobile 2.5-inch hard drives	Gli hard disk mobili WD Black™ da 2,5" e 1 TB	Gli hard disk WD Black™ da 2,5" 1 TB di capacità	
My Passport Ultra for Mac	My Passport Ultra per Mac	My Passport Ultra for Mac	Please note that this is the name of a product. Do NOT translate the preposition
iXpand Wireless Charger	caricatore wireless iXpand	iXpand Wireless Charger	Please note that this is the name of a product. Do NOT translate 'charger'

Units of Measure

English	IT
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 for a converted value, this should not be implemented by the linguist and the PM should be notified who will approach WD team to reconfirm the approach.

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	WD approved translation	Comment
less-than-ideal conditions		condizioni estreme/sfavorevoli	
4K UHD video	video 4K UHD	video in 4K UHD	
The Newly Redesigned	Appena ridisegnata	Nuovo design	

History of updates

Published date	Version	Changes	Author
19.11.2015	1.0	Initial version	Alice Lukesova
25.04.2016	1.1	Added Target audience in the Voice and tone section. Some linguistic requirements made by WD, WD Specific Requirements - Currency	Alice Lukesova Jana Hainova
12.09.2016	1.2	Some linguistic requirements made by WD Added examples of product names Added Units of Measure	Alice Lukesova
15.05.2019	1.3	Mostly formatting changes, more examples based on recent reviews, linguistic choices excluded and added to the glossary.	TDC Language Lead and GQM
20.07.2019	1.4	General recommendations for G-Tech added	TDC Language Lead
20.09.2020	1.5	Review and update	Client Reviewer and GQM Sara Re