

Western Digital®

Social Campaigns 2.0

Autonomous Vehicles

Strategic-Communications

DATA THAT DOES

Concept 1

#DataThatDoes - Manifesto

It's more than a bunch of numbers doing idle tasks. Data connects us to the world and the people in it. Each touchpoint creates a spark of joy, sense of calm, or feeling of accomplishment. Because it's the data that does more to bring people what they love.

#DataThatDoes - Strategy

Make data storage meaningful through relatable examples.

#DataThatDoes - Goals

Emotionalize data technology

Provide context to real-world data moments

Show how data impacts peoples lives

#DataThatDoes - ex 1

Autonomous vehicles and the data they use could change how roads and cities are planned. And as AV's roll out, some people might choose to not own their car. Instead they could subscribe to a shared driving service, similar to streaming for music or movies.



And autonomous vehicles can be programmed for more trips per day, helping more people get where they're going. [#DataThatDoes](#)

 Find out more from the link in our bio >

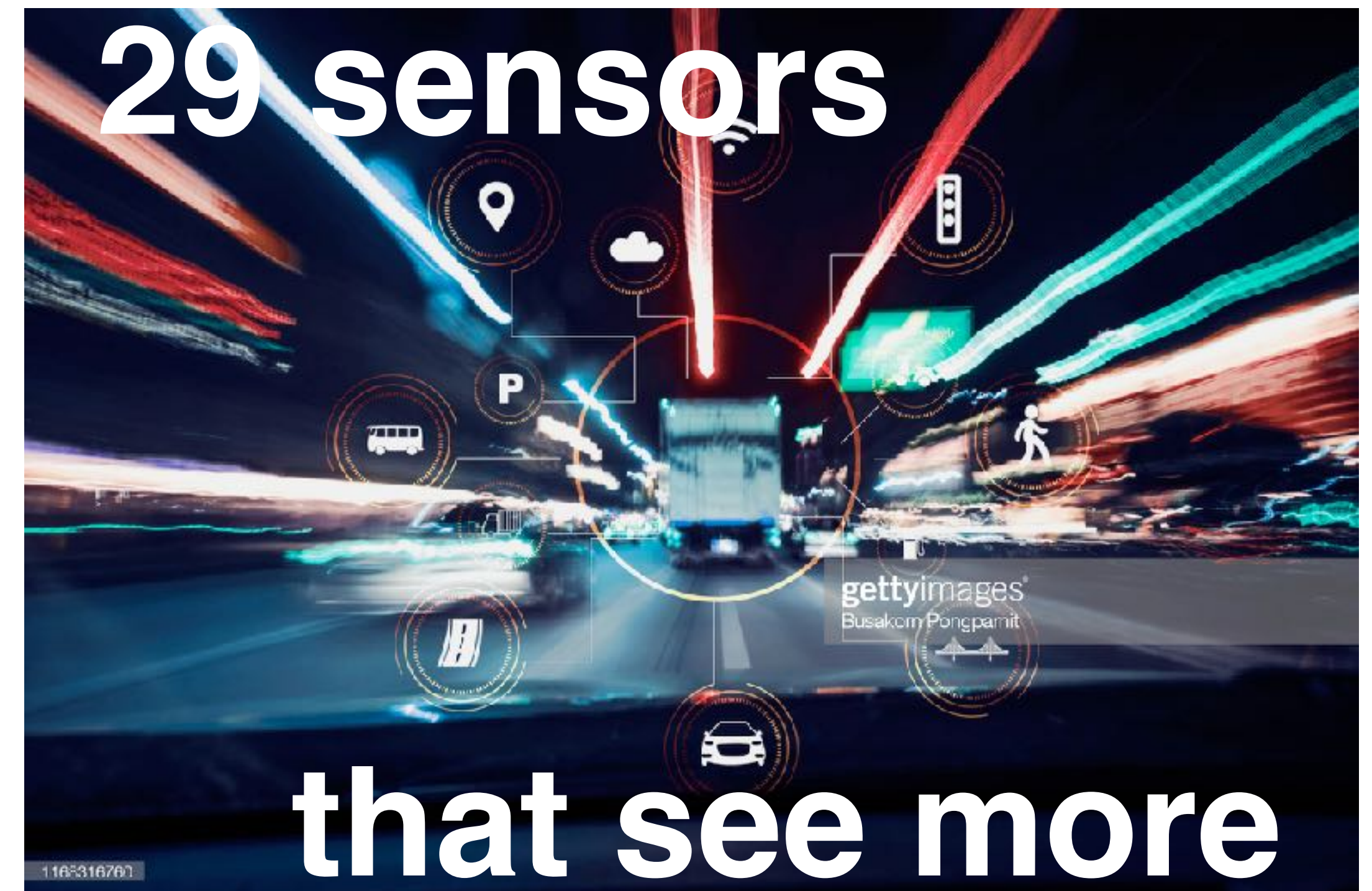


#DataThatDoes - ex 2



Autonomous vehicles use multiple sensors and cameras to see what's happening on the road. Using over 1TB of data per vehicle, AV's can detect everything from other cars, cyclists, pedestrians, and street signs. They even have a stronger sense of their surroundings than some human drivers. [#DataThatDoes](#)

 Find out more [\[link\]](#) >



#DataThatDoes - ex 3



That's the distance traveled by the average person. Autonomous vehicles could help reduce time spent on the road by clearing up traffic congestion. Because vehicles operate more efficiently with data technology that does more. [#DataThatDoes](#) [#DriveTheFuture](#)

 Find out more from the link in our bio >



BUILT FOR MORE

Concept 2

#BuiltForMore - Manifesto

Data technology leans into progress and helps build the world around us. As innovation continues in hard disks and flash, new inventions from other industries will be born. For Western Digital, the future is fueled by powerful data that's built to handle more of everything.

#BuiltForMore - Strategy

Show how data technology pushes the world forward.

#BuiltForMore - Goals

Simplify the complexity of data technology

Educate customers on storage innovations

Inspire industry thought leadership

#BuiltForMore - ex 1



Flash storage like iNAND helps autonomous vehicles handle data in extreme weather. They're designed to support high demands and withstand temperatures up to to 105°C [#BuiltForMore](#)
[#DriveTheFuture](#)

❄️☀️ Find out more from the link in our bio >



#BuiltForMore - ex 2



Bulldozers and excavators are using AV technology on construction sites to build more accurately. Humans manage the machines with data, and since robots can work longer hours, production time can be extended. Job sites stay efficient and better work gets done. [#BuiltForMore](#)

 Find out more [\[link\]](#) >



#BuiltForMore - ex 3

Navigation and information systems control everything in AV's, from driving protocols to vehicle setup. As a result, tons of data is stored and processed, like 3D maps, network communication, and OTA software updates.



Embedded flash drives should be designed with care and quality in mind. Western Digital Automotive Grade 3 iNAND technology offers superior reliability for digital storage in autonomous vehicles. [#BuiltForMore](#) [#DriveTheFuture](#)

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DESIGN BY DATA

Concept 3

#DesignByData - Manifesto

Data has the power to bring beauty to the world. And when it's designed with distinction, data technology can be felt at every layer. Because those who dream big find inspiration in design by data.

#DesignByData - Strategy

Show how beautiful moments can happen through digital data

#DesignByData - Goals

Create stunning imagery that captures attention

Express ideas of beauty internally / externally

Inspire a feeling of intrigue and wonder

#DesignByData - ex 1



Data can be designed with beauty and purpose. And when it comes to automotive integrity, the internal data affects the external design. We believe in AV aesthetic that transcends at every level. [#DesignByData](#)

[🔗](#) Learn more about AV data design from the link in our bio >



#DesignByData - ex 2

Data technology is all around. It helps run our world and our cars. And it's kinda beautiful when you think about it. Seamless streams of numbers, arranged in patterns, that power what people love.



And car love is some of the strongest. Especially when the data is designed to be beautiful all the way through. [#DesignByData](#)

[🔗](#) Learn more about AV data design from the link in our bio >



#DesignByData - ex 3

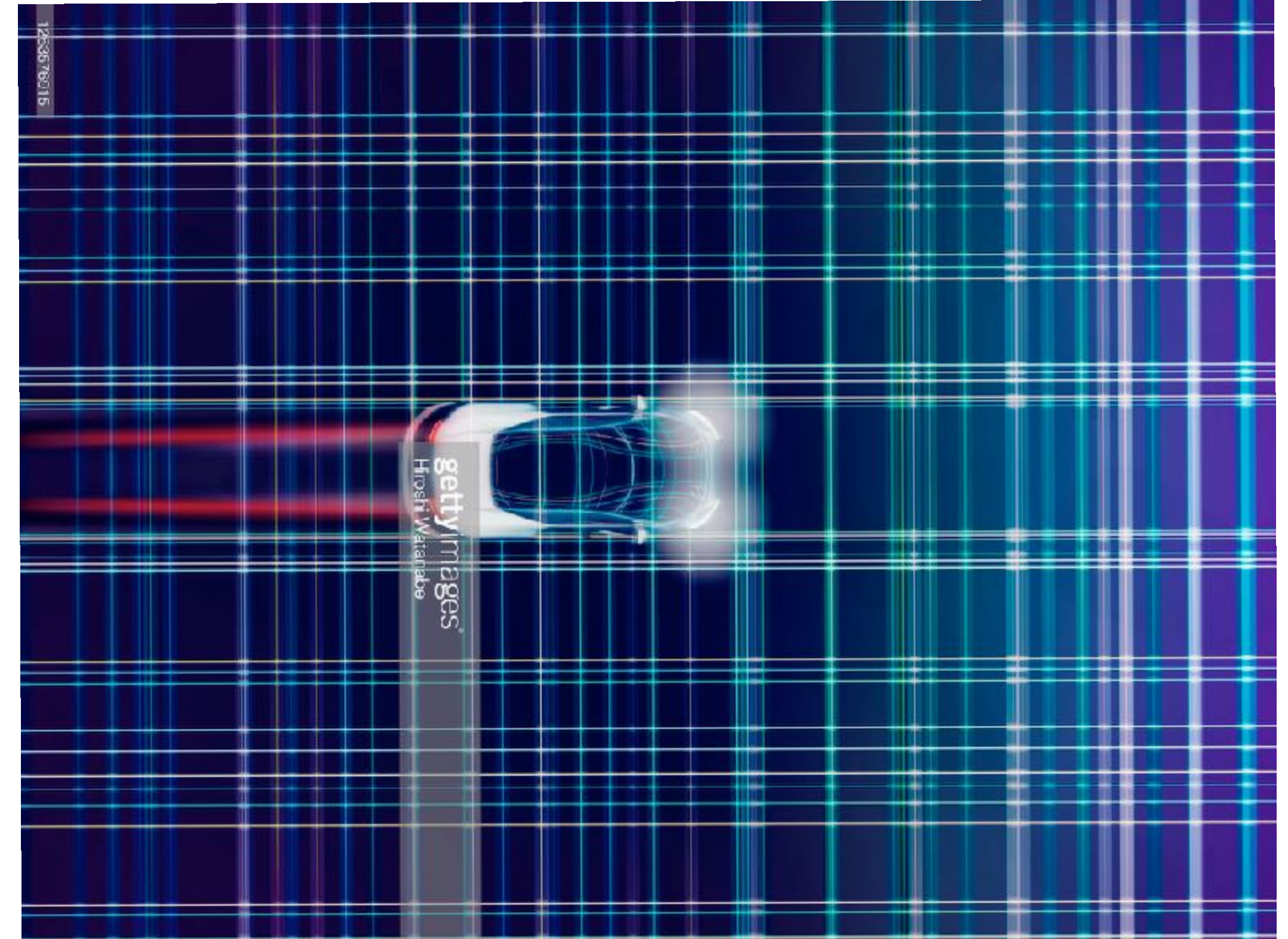
Our data technology is designed to be beautiful. And it can bring inspiration to those who move the world forward and drive for innovation.



Autonomous vehicles are pushing the bounds of beauty with new amounts of data, changing the way people drive, live, and work.

And at the heart of all this beautiful change is the demand for more digital storage. [#DesignByData](#) [#DriveTheFuture](#)

[🔗](#) Learn more about data design from the link in our bio >



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