

WD_BLACK™ SN850P NVMe™ SSD for PS5® Consoles Message Map

Play FOR EXTERNAL USE – CUSTOMER-FACING INFORMATION

Product Essentials	
Product Name (w/legal marks)	WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles
Product Category	Gaming SSD Storage
Product Title & Description [32 characters]	4TB ¹ WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles 2TB ¹ WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles 1TB ¹ WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles

Product Overview – High-level Copy	
Product Description [10 words] (What it is)	Officially Licensed M.2 NVMe™ SSD for PS5® consoles
Headline – Emotional [6 words] (Create an emotional connection/aspirational)	STORE MORE. PLAY MORE. FAST. CERTIFIED FOR PS5® CONSOLES. PLAY WITH CONFIDENCE
Headline – Functional [6-10 words] (Product feature/use-case)	SSD storage, officially tested and certified for your PS5® console ⁴ Licensed SSD to store and play on your PlayStation® 5 console ⁴ Officially licensed M.2 SSD storage for your PS5® console ⁴ Expand your PS5® storage and Play On ⁴
Feature Bullets [no more than 6, in priority order]	<ul style="list-style-type: none"> • Officially licensed M.2 SSD for PlayStation® 5 consoles⁴ so you can easily install and play with confidence. • With capacities ranging from 1TB to 4TB¹, your PS5® console has the additional space to store more of your favorite games. • Experience uninterrupted gameplay with a brand-new, optimized heatsink designed especially for the PS5® console for an easy, worry-free installation into the M.2 slot. • Play directly from the drive and eliminate the need to transfer games or remove games from your console with tested and officially approved storage for your PS5® console⁴. • Push the envelope of PCIe® Gen4 technology with read speeds up to 7,300MB/s², giving you seamless gameplay and incredibly short load times. • Gain instant access to hundreds of incredible games with a 14-day trial of PlayStation® Plus Premium Deluxe included inside the box⁵.
Short Copy [25 words]	Officially licensed for the PlayStation® 5 console, the WD_BLACK™ SN850P NVMe™ SSD allows you to store more titles with worry-free installation.
Medium Copy [50 words]	Officially licensed for the PlayStation® 5 console, the WD_BLACK™ SN850P NVMe™ SSD allows you to store more titles with worry-free installation. Instantly expand up to 4TB ¹ of storage and explore the Game Catalog, Classics Catalog, and more with a 14-day PlayStation® Plus Premium Deluxe trial included inside the box ⁵ .
Long Copy [100 words]	Officially licensed for the PlayStation® 5 console, the WD_BLACK™ SN850P NVMe™ SSD allows you to store more titles with worry-free installation. Instantly add up to 4TB ¹ of storage to hold more of your favorite games and explore the Game Catalog, Classics Catalog, and more with a 14-day PlayStation® Plus Premium Deluxe trial included inside the box ⁵ . With an

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	optimized heatsink built specifically for the PS5® M.2 slot, you won't need to worry about compatibility. The WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles is certified and tested for PlayStation® 5 consoles so you can store more, play more, fast.
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Awareness

Potential use: TV, OOH, Digital High Impact, Social, Print

Product Headline Options	Expand Your PlayStation® 5 Console
Sub-head [optional]	Officially licensed so you can play with confidence

Consideration

Potential use: In-store displays, POP, campaign landing page, social, SEM, digital video/sizzle

Product Headline	Expand Your PlayStation® 5 Console
Subhead (optional)	Officially licensed so you can play with confidence
SEM – Search Ad Conversational	Game-Changing Storage Top-tier performance for console gaming
SEM – Search Ad Functional	Get the Ultimate Gaming Edge Over Your Competition Low latency. Big capacities. Elite speeds.
SEM – Search Ad Competitive	Outpace and Outperform Storage that lets you play at your peak
SEM – Keywords Branded	
SEM – Keywords Non-Branded	

Purchase/Conversion

Potential use: E-commerce, Email, Amazon and other store pages, digital display, in-store displays

Product Headline	Officially licensed so you can play with confidence
Subheads	Expand Your PlayStation® 5 console
Email Subject Line	The officially licensed WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles

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Email Snippet	The gaming SSD built for PS5® console compatibility
Calls-to-Action	<ul style="list-style-type: none"> • Shop Now • Buy Now • Upgrade Now

Conversion: Amazon / Web Copy

For CSBU products, adheres to Amazon restrictions/requirements:

- No superscripts, no urls
- No "up to XXXGB" or mention of warranty etc.
- Legal disclosures for A+ copy only
- A+ character counts

Product Name Character count w/ spaces: 120	WD_BLACK™ SN850P NVMe™ SSD for PS5® consoles
Headline	Officially Licensed M.2 NVMe™ SSD for PS5® consoles
Above the Fold Bullets [no more than 6]	<ul style="list-style-type: none"> • Officially licensed M.2 SSD for PlayStation® 5 consoles⁴ so you can easily install and play with no concern of compatibility. • With capacities ranging from 1TB to 4TB¹, your PS5® console has the additional space to store up to 100 games³ (4TB model) • Experience uninterrupted gameplay with a brand-new, optimized heatsink designed especially for the PS5® console for an easy, worry-free installation into the M.2 slot. • Play directly from the drive and eliminate the need to transfer or delete games from your console with tested and approved storage for your PS5® console⁴. • Push the envelope of PCIe® Gen 4 technology with read speeds up to 7,300MB/s², giving you seamless gameplay and incredibly short load times. • Gain instant access to hundreds of incredible games with a 14-day trial of PlayStation® Plus Premium Deluxe included inside the box⁵.
Medium Copy [from above]	Officially licensed for the PlayStation® 5 console, the WD_BLACK™ SN850P NVMe™ SSD allows you to store more titles with worry-free installation. Instantly expand up to 4TB ¹ of storage and explore the Game Catalog, Classics Catalog, and more with a 14-day PlayStation® Plus Premium Deluxe trial included inside the box ⁵ .
Below the Fold Bullets – Amazon only [no more than 6] Character count w/ spaces: 70 per bullet	<ul style="list-style-type: none"> • Officially licensed M.2 SSD for PlayStation® 5 consoles⁴ • Capacities from 1TB to 4TB¹ to store more titles • Optimized heatsink design installs easily in the PS5® M.2 expansion slot • Store and play PS5® compatible games from the drive⁴ • WD_BLACK™ brand quality you can trust. • Read speeds up to 7,300MB/s² for seamless gameplay
Feature Modules [Ideally 6] Character count w/ spaces: A+ BASIC Headline: 120 Body: 700 A+ PREMIUM Headline: 45 Body: 250	Officially Licensed for Your PS5® Console Store and play more titles on the drive that's officially tested and licensed for your PS5® console ⁴ so you can keep gaming with confidence.
	Exclusive Heatsink Design With an exclusive heatsink design featuring the PlayStation® logo and optimized for the PlayStation® 5 console's M.2 slot, installation and setup is worry-free.
	Store More, Play More, Fast With up to 4TB ¹ capacity, your PlayStation® 5 console ⁴ has the additional space to store up to 100 games ³ so you still have room for the next big title.
	Get the Ultimate Gaming Edge over your Competition Take advantage of irrational PCIe® Gen4 NVMe™ speeds up to 7,300MB/s read and

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	6,600MB/s ² write (2TB and 4TB models) for a responsive and seamless gaming experience.
	Find Your Game Gain instant access to hundreds of incredible games with a 14-day PlayStation® Plus Premium Deluxe trial included inside the box ⁵ .
	No More Compromising Play directly from the drive and eliminate the need to transfer or delete games from your console with tested and approved storage for your PS5® console.
Product Description	Officially licensed M.2 NVMe™ SSD for PS5® consoles
Image + Captions Feature headlines, modified	<ul style="list-style-type: none"> • Officially licensed for PlayStation® 5 consoles⁴ • Capacities from 1TB to 4TB¹ • Optimized heatsink design • Store and play PS5® compatible games from the drive⁴ • WD_BLACK™ brand quality and reliability • Read speeds up to 7,300MB/s²
A+ Legal Copy Disclosures/ Footnotes	<p>(1) 1GB = 1 billion bytes and 1TB = one trillion bytes. Actual user capacity may be less depending on operating environment.</p> <p>(2) 1 MB/s = 1 million bytes per second. Based on internal testing; performance may vary depending upon host device, usage conditions, drive capacity, and other factors.</p> <p>(3) Number of games based on a 36GB average per game. The number of games will vary based on file size, formatting, other programs, and factors.</p> <p>(4) For PlayStation 5 system software compatibility, please visit the WD_BLACK Product Page.</p> <p>(5) 14-day trial not available to existing subscribers, continues to paid subscription unless cancelled. Must redeem by 31/12/2025. Game library varies over time, region/country, and plan. PlayStation Plus terms of service apply.</p> <p>Western Digital, the Western Digital design, the Western Digital logo, WD_BLACK, and the WD_BLACK logo are registered marks or marks of Western Digital Corporation or its affiliates in the U.S. and/or other countries. The NVMe word mark is a mark of NVM Express, Inc. PCIe® is a registered mark of PCI-SIG. "PlayStation", "PlayStation Plus" and "PS5" are registered marks or marks of Sony Interactive Entertainment Inc. Manufactured and distributed under license from Sony Interactive Entertainment Inc. or its affiliates. Windows is a mark of the Microsoft group of companies. All other marks are the property of their respective owners. Product specifications subject to change without notice. Pictures shown may vary from actual products.</p> <p>2024 Western Digital Corporation or its affiliates. All rights reserved.</p>

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