

TEMPLATE · PLAY MARKETING

Bilingual Brand Vision Manual

The framework I use to define a business narrative in Spanish and English — without falling into machine translation.

Play Marketing

playmarketing.ca

How to use this template

Fill out each section first in Spanish, thinking about how you'd actually talk to your patient or client — then in English, but writing it fresh, not translating word for word. If something sounds "translated" when read aloud, rewrite it.

The golden rule: one idea, two authentic voices — never one idea and its literal translation. A bilingual reader notices the difference immediately, and it costs your brand trust.

Worked example: what a finished one looks like

Illustrative example with a fictional name ("Clínica Raíz"), showing the level of detail expected in each section — not a real case.

1. WHO YOU'RE SPEAKING TO

Parents ages 30-55 in Ontario looking for family dental care, worried about finding a trustworthy place for their kids and needing flexible hours around their own work.

Worried about: care feeling rushed or impersonal, and not understanding their options before committing.

2. THEIR BRAND VOICE

Warm, clear, no jargon. Never: cold or overly clinical.

3. THEIR CORE MESSAGE — IN BOTH LANGUAGES

- ES

Atención dental familiar que se toma el tiempo de explicarte todo, sin prisa.
- EN

Family dental care that actually takes the time to explain things — no rush.

4. THEIR THREE REAL DIFFERENTIATORS

1. Same dentist for the whole family at every visit · 2. Visual walkthrough of every treatment before deciding · 3. Extended Saturday hours

Transcreation in action: a before/after example

Original line: "Te acompañamos en cada paso de tu tratamiento."

Literal translation	Transcreated
"We accompany you in every step of your treatment." — grammatically correct, but sounds stiff and formal in everyday English.	"You're never on your own here." — same meaning, said the way a native speaker actually would.

It's the same mistake, on a smaller scale, that cost global brands like Braniff International or Parker Pen real money when they translated slogans word for word — the language stayed "correct," and the meaning got lost.

A quick note on the Spanish side: "tú," not "vos." For a pan-Latino audience across North America — not one single country — neutral Spanish avoids region-specific forms:

- puedes

podés

tienes

tenés
- escribeme

escribime

cuéntame

contame

Now, your turn

1. Who you're speaking to

Describe your ideal patient or client (age, context, what brings them to you)

What are they worried about before contacting you?

2. Your brand voice

Three words that describe how you want to sound (e.g. warm, direct, expert)

One word or tone you NEVER want to project

3. Your core message — in both languages

The same idea, written twice, natively.

ES

EN

4. Your three real differentiators

5. Phrases that actually sound like you

Three phrases you'd use in a real conversation — in both languages, written separately.

ES

EN

6. What you'd never say

Clichés or generic marketing phrases you want to avoid at all costs

7. Sound test

Read your Section 3 out loud in both languages. If at any point you thought "this sounds translated," go back to that section and rewrite it thinking only in that language, not the other.

Want to do this together, with real human warmth instead of a blank template? That's exactly how I build the Brand Vision Manual inside the Integral System — book your free Diagnostic at playmarketing.ca.