BANKING FEELS LIKE HOME.

La banca se siente como en casa.

A bilingual, culture-forward concept campaign for an imagined U.S. fintech brand. Designed as a marketing portfolio exercise, not as advertising for a currently available banking product.

At a glance

CATEGORY	DIRECTION
Project type	Speculative brand and integrated marketing campaign
Role	Brand strategy, campaign concept, art direction, messaging and channel planning
Brand	TANDA (tanda.), proposed nonbank fintech; no partner bank or live product
Markets envisioned	California and Texas; digital-first
Core audience	Multigenerational consumers of all backgrounds, with bilingual EN/ES accessibility
Deliverables	10-slide LinkedIn carousel, three mock advertisements, messaging framework, rollout and KPI plan

The challenge

Many financial experiences are designed around technical vocabulary and a single “default” customer. TANDA’s product vision asks a different question: what if everyday banking were understandable, reassuring and culturally expressive without sacrificing clarity or safety? This is a creative hypothesis to test, not a proven finding from TANDA customer interviews.

The strategic opportunity

Use culturally grounded design and plain-language bilingual storytelling to make a new financial brand feel approachable to multiple generations. Mexican folk-art influences create distinction, while straightforward product communication keeps the financial experience inclusive and understandable.

Campaign objective

Build recognition for the proposed brand; communicate a clear brand promise; test whether bilingual creative improves comprehension and trust; and invite qualitative feedback on the concept. No account-opening, deposits or financial transactions are solicited by this campaign.

01 / Audience and insight

AUDIENCE	HYPOTHESIZED NEED	CREATIVE RESPONSE
Spanish-first older adults	Accessible explanations and patient support	Plain Spanish, larger text, human-support storytelling
Students and early-career adults	Less jargon when learning money basics	First-paycheck narratives and short explainers
Working and multigenerational households	Everyday clarity and practical family support	Household budgeting scenarios, inclusive family visuals
Broad culturally curious audience	A useful, distinctive experience	Warmth and design without ethnic exclusivity

02 / Positioning and creative platform

Brand promise (concept): A more understandable, welcoming way to manage everyday money. Campaign platform: “Banking Feels Like Home” / “La banca se siente como en casa.” The line describes a desired emotional experience, not a claim that TANDA is already offering banking services.

The three message pillars

PILLAR	ENGLISH EXAMPLE	SPANISH EXAMPLE
Simplicity	Make money feel easier.	Hazlo sencillo.
Community	Made with community in mind.	Pensado para nuestra comunidad.
Confidence	Understand more. Worry less.	Más claridad. Más confianza.

03 / Creative direction

Art direction combines bold editorial typography with a restrained banking UI and original folk-art-inspired geometric florals, botanical details and tile rhythms. Proposed palette: Mercado green #006F4E, bugambilia pink #E52C74, chile red #D52B3A, sol yellow #FFC72C, talavera blue #1577C8 and warm cream #FFF7E9. These are concept colors, not a finalized or trademark-cleared brand system.

Decorative references are treated as moodboard inspiration only. No third-party painting, calavera illustration, logo, or payment-card design should be copied. Commissioned artwork would require documented usage rights, artist credit where agreed, and card/network approvals before any real-world use.

Bilingual writing standards

Write in English and Spanish from the start, not as an afterthought. Prioritize natural, regionally reviewed Mexican/US Spanish; avoid untranslated finance jargon; test with both languages and multiple age groups. Maintain equivalent meaning rather than forcing word-for-word symmetry.

04 / The creative executions

EXECUTION	CREATIVE HOOK	WHAT IT COMMUNICATES
Mock ad 01 — Bilingual guidance	Your money. Your language. Your pace.	The vision of clear EN/ES help and respectful human handoff
Mock ad 02 — Every generation	There is no one way to grow.	Relevance across life stages, without stereotyping
Mock ad 03 — Card as canvas	A little more color. A lot more clarity.	Original art-led identity with a calm everyday UX

The carousel intentionally combines three consumer-facing mock advertisements with campaign strategy and proposed measurement. Product-screen and debit-card illustrations are marked as concepts. No TANDA accounts, cards or partner-bank services are represented as available.

05 / Integrated distribution plan

CHANNEL	CONTENT / ACTIVATION	HYPOTHESIS TO TEST
LinkedIn portfolio	10-frame campaign case study carousel	Can creative rationale and execution demonstrate marketing craft?
Instagram / TikTok (hypothetical)	15–30 second bilingual explainers and motion adaptations	Which hooks improve attention and comprehension?
Community partnerships (hypothetical)	Artist interviews, local merchant stories and listening sessions	Does community relevance increase perceived trust?
Audio / OOH (hypothetical)	Short bilingual lines and memorable folk-art patterns	Does the brand remain recognizable with minimal copy?
Concept landing page (hypothetical)	Brand story, accessibility approach and research interest form	Which messages drive qualified research participation?

06 / Suggested four-week concept-test sequence

Week 1: review creative with bilingual and older-adult participants; check comprehension and unintended interpretations. Week 2: release concept storytelling and conduct A/B headline tests in a small controlled study. Week 3: test the three ad executions with participants from different generations and language preferences. Week 4: synthesize qualitative feedback, update the messaging system, and document design decisions. These are proposed research activities, not completed work.

Creative copy samples

English social: “Money is personal. Understanding it should feel simple. Meet the concept behind TANDA: a more colorful, bilingual vision for everyday banking.”

Español social: “Tu dinero es personal. Entenderlo debería ser sencillo. Conoce el concepto de TANDA: una visión más cercana, colorida y bilingüe para la banca cotidiana.”

07 / Measurement framework

This campaign has no actual reach, conversion, customer or revenue results. The metrics below are proposed evaluation criteria, not achievements or forecasts.

STAGE	PROPOSED METRICS	DECISION RULE
Discover	Reach, impressions, video hook retention, carousel completion	Refine hooks with weak retention
Understand	Message recall, bilingual comprehension, accessibility task success	Rewrite confusing copy before scaling
Trust	Qualitative confidence, perceived authenticity, fraud/confusion concerns	Escalate misleading impressions for redesign
Explore	Concept-page visits, qualified research opt-ins, feedback depth	Prioritize messages producing informed interest

Experiments worth running

A/B test English-first versus bilingual-first cover copy, headline clarity versus poetic tone, ornate versus simplified card visuals, and a human-guidance story versus a family-budget story. Segment results by preferred language and age cohort without treating any demographic group as monolithic. Use consent-based recruitment and avoid collecting financial account data.

08 / Guardrails and responsible marketing

TANDA is a concept for a nonbank fintech, not an operating bank. No sponsor bank, deposit account, debit card, FDIC coverage, savings yield, TANDA Spot access, or rewards program is available through this portfolio campaign. Avoid “open an account,” “FDIC insured,” “guaranteed no fees,” “approved instantly,” or any real-money call to action. If TANDA later launches, the sponsoring bank, eligibility, fees, product terms and required disclosures must be reviewed by qualified counsel and the partner bank.

Do not imply that older adults are incapable of handling money. Trusted Helper, TANDA Assist and other proposed features should be framed as design intentions pending security, accessibility and regulatory review. All screenshots are illustrative UI concepts; all card art is not issued or network-approved.

09 / Reflection and next steps

This project explores how brand identity and service design can reinforce one another. The creative challenge is balancing exuberant, Mexican-inspired visual language with the restraint needed for financial trust. The next phase would involve real bilingual customer interviews, comprehension tests, licensed art development, partner-bank feasibility and validation of actual service economics before any consumer launch messaging.

Source of truth

Internal concept references: TANDA Final Product Requirements Document v1.1 with brand references; TANDA Marketing Requirements Document v1.0; TANDA Phase 1 Research Revision Report. These define proposed product scope and brand strategy, not proof of market demand or regulatory authorization.

Prepared as a speculative marketing portfolio case study | October 2026.