

CREATIVE BRIEF



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THE ESSENCE

Teškoe celebrates burek as a bad bitch ritual - loud, messy, and unapologetic; a symbol of identity that requires no explanation.



The campaign is loud and unfiltered, portraying moments of rebellion through burek, intimacy, and Balkan stubbornness. It does not conform to standards of beauty, fashion, or good taste.

BUREK AS A REWARD, COMFORT, AND ACT OF DEFIANCE.



THE CONTEXT

This campaign emerges at a moment when visual culture is oversaturated with trends, the “clean girl” aesthetic, and perfection that leaves no room for individuality.

"I don't want sushi, I want burek" is not a slogan - it is an impulse. A reaction. A message that could be sent at 3:47 AM without thinking about whether it is appropriate.

At a time when brands are trying to be “relevant,” Teškoe chooses to be honestly inappropriate, locally rooted, and emotionally recognizable.

The campaign does not sell clothing; it sells a sense of belonging to people who refuse to adapt to the algorithm.





- Create recognition and an urge to share.
- Make people feel seen, as if everything is allowed.
- Build a connection with a brand that allows them to be who they truly are.
- Position Teškoe as a cultural attitude rather than a clothing brand.
- Teškoe is followed because of its attitude, audacity, and the feeling of texting your best friend - the one you can freely judge the world with.

CAMPAIGN GOAL

TARGET AUDIENCE

People aged 22–35.

- Urban residents.
- Digitally fluent.
- Use humor as part of their identity.

They:

- Do not buy brands to look expensive.
- Wear a T-shirt as a statement, not an outfit.
- Understand references without explanation.
- Feel that contemporary aesthetics push them toward uniformity.

For them, Teškoe is:

- A chance to be seen and heard.
- A sign of recognition and belonging.

Secondary Audience

People who are only beginning to free themselves from the need to be liked:

- Students.
- Young creatives.
- People in the phase of “still figuring myself out.”
- Anyone tired of performative identities.

Teškoe gives them permission to be loud, messy, and themselves.

Explicitly Not For

- People seeking status.
- People who need validation.
- Audiences obsessed with being “on trend.”
- Clean-girl, wellness, and influencer aesthetics without irony.





TONE & ATTITUDE

DESIRED FEELINGS

- Recognition
- Desire
- Rebellion
- A feeling that everything is allowed
- A feeling of freedom and ownership
- Confidence

TONE & ATTITUDE

- Loud, ironic, intimate
- Sexy without explanation and never in-your-face
- Feminism without slogans
- Balkan without nationalism
- No need to be liked, but without the obvious “we are different” attitude

WE AVOID

- Clean girl aesthetic
- Trends
- Minimalism
- Influencer aesthetics
- Perfection
- Over-explaining

VISUAL DIRECTION

LIGHTNING

harsh lighting or complete darkness / flash photography without restrain / mistakes are welcome / no studio perfection

STYLING

teškoe t-shirts / intentionally messy / over-the-top / slightly revealing / ironic luxury / burek glitter pearls grease

FRAMING

t-shirts in the foreground / as if the moment happened accidentally / very close-up / intimate / everyday but cool locations
Smoke. Food. Skin. Metal. Sex.



KEY BRAND MESSAGES

PERMISSION TO BE WHO YOU ARE

BUREK IS A RITUAL OF DISOBEDIENCE

BUREK ASKS NO PERMISSIONS



STORY WORLDS

FEARLESS WOMEN WHO DO NOT FOLLOW RULES

BUREK APPEARING IN UNEXPECTED PLACES

A TWISTED IDEA OF ROMANCE AND SEX APPEAL THROUGH

BUREK

BUREK DURING A NIGHT OUT AND AFTER A NIGHT OUT

CHAOS, INTIMACY, AND SHARING FOOD

LATE-NIGHT MESSAGES



- Campaign photography (4 hero visuals + 3–4 secondary visuals).
- 5 Reels.
- Approximately 30 Stories over 3 weeks.
- Social media content:
- Instagram (Reels, feed photography, Stories).
- TikTok (short-form video content).
- Social media should include a significant amount of user-generated content to create hype around the campaign.
- Instagram posting should feel effortless, as if someone is posting to their close friends rather than managing a brand account.
- Campaign photography for the website.



DELIVERABLES



BRAND FILTER

- The internet is a tool, not a source of identity. If an idea exists only because it is currently popular, it is not Teškoe.
- Is it trying too hard? → If yes, reject it.
- Would this exist without trends? → If not, reconsider it.
- It should feel unplanned.
- A slight sense of discomfort is good.
- If it looks too perfect → reject it.
- If it requires explanation → reject it.

TIMELINE



METRICS OF SUCCESS

INCREASE IN
SALES WITHOUT
AGGRESSIVE
PROMOTION

SPONTANEOUS
USER-
GENERATED
CONTENT

ORGANIC
CAMPAIGN
SHARING
(STORIES, DMS,
CLOSE FRIENDS)

AUDIENCES USE
CAMPAIGN
PHRASES IN
THEIR OWN
COMMUNICATION

PEOPLE TAG
EACH OTHER
AND COMMENT
„THIS IS SO
ME/YOU”

GROWTH IN
ENGAGEMENT:
(COMMENTS,
LIKES, WEBSITE
VISITS)