

Tadeja Bučar BA
Strategic Creativity Consultant

Curriculum Vitae

Ljubljana, April 2010

Tadeja Bučar

“Who says what to whom, via what channel, and with what purpose? I am obsessed with communication. It's the driving force of our world. Human beings are social creatures and we are conditioned by communication. In other words – if you communicate, you exist. If you don't communicate – you don't.”

At Vizuarna, I perform the tasks of strategic creative consultant, creative director and copywriter. I analyse each project strategically, from a communication perspective. For me, understanding communication strategy is the foundation for creative management. And sensitive creative management is the basis for writing and design. Above all, I believe in creativity that generates results. I was able to write before I was four. When I just turned five, I would read newspapers with my father. At six, I played the flute at music school and at nine, I picked up an air gun for the first time. I took part in some Yugoslavian shooting contests and then suddenly at high school, I decided it wasn't an appropriate pastime for a lady. I replaced the gun with a microphone at Radio Trbovlje, where I presented a programme for teenagers, a passion I later abandoned to work as the secretary of a students' club. In my third year at university, I became one of the first TV-operators in Slovenia. I then joined the Top Shop and Kosmodisk team at Studio Moderna. The experience I gained in that fast-growing company still has an influence on me today. As a copywriter, I consider myself a seller with good writing abilities. That's the crux of it. I sell things. In this case – me. Deep in my soul, I sometimes see myself as a script-writer, a film director and a writer. I know my way around a video camera, and I've turned my hand to video montage and film direction. All things considered, I believe that a great moment in film production still awaits me. As long as an illustrious career as a novelist doesn't distract me first.

I've had my fair share of jobs. After the radio station, and the students' club, and a very short assignment (lasting one day) sticking cardboard boxes together, I spent almost six years at Studio Moderna. From the position of telephone operator, I was promoted to media planner, to the head of the call centre, to direct marketing strategic planner, to direct mail copywriter, to the head of TV spots post-production and finally, to the film director of ads for Kosmodisk and Top Shop. Yes, Turbo Maximus was my first attempt at script writing and directing direct response TV (DRTV) ads.

Perhaps you remember the legendary line 'From my heart into your hearts', pronounced by Simona Weiss in the TV ad? Well, that was one of mine too. I fell in love with DRTV so much that I ended up writing my graduation thesis on it. If you're interested, you can find it at the Faculty of Social Sciences, University of Ljubljana, entitled 'Infomercial – Infooglas' (TV ad with direct response of long format).

During that time, I attended some exceptional lectures and training programmes in direct marketing and database marketing all over the world, in particular the US. Among other things, I was involved in post-production in Milano, developing Media Studies in Hungary, and making Kosmodisk TV ads in Slovakia. And I was such a brat at the time. I was only 23, 24 years old. My next job didn't pay me anything at all, I like to call it my bankruptcy years. That was when I tried my hand at freelance work for the first time. And I came to the conclusion that 'being free' is quite difficult with no work coming in. So I got some PR experience in the mayor's office at Trbovlje, Slovenia, and then decided to go off travelling. I came home to complete financial poverty... but spiritually richer than ever before.

I then got the job as a copywriter at the advertising agency Imelda, which two years later became part of the Ogilvy chain, that I admire so much. David Ogilvy, its founder, is someone I have a huge amount of respect for. After three years of classic advertising, once again I decided to branch out on my own, and set up my own marketing communications company. And today, I work essentially as a freelance communications copywriter, working with advertising agencies, design studios and direct clients. As part of a network made up of various contacts I've met over the years, I can offer you a complete marketing communications service. I really like Vizuarne's innovative approach to design consulting and I now work with them as a long-term partner. It's a very creative environment, where my favourite activities are to read briefs, search out the best 'communication approach', and give orders to the whole team! In my private life, I like moments when I'm doing as many things as possible at once. I enjoy drawing graphics, playing around with a digital camera, watching movies, listening to music, hanging out the washing, cooking my lunch, laying in my hanging sun-bed or travelling around the world with my brain tuned to a different programme. I also like cycling, walking or just having a good old chat. On moments like this, life reminds me that I am an immensely free human being. As everybody should be.

If my self-promotion has attracted your attention, give Vizuarne a call. And know that a pleasant and fruitful business relationship awaits us, I can promise you that.

Connect with Tadeja at:

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+ mobile: +386 40 582 518

+ Facebook: <http://www.facebook.com/tadejab>

+ Twitter: <http://www.twitter.com/tadeja>

+ LinkedIn: <http://si.linkedin.com/in/tadejabucar>

Education

Title: Bachelor of Arts in Communicology
 University, faculty: University of Ljubljana, Faculty of Social Sciences
 Study years: 1994-2000

References

Client: Abanka
 Agency: ImeldaOgilvy
 Employer: ImeldaOgilvy
 Description: corporate and product communications, copywriting
 Year: 2003-2005

Client: Alpos
 Agency: ImeldaOgilvy
 Employer: ImeldaOgilvy
 Description: corporate movie at the 50 years of Alpos, creative direction, copywriting
 Year: 2004

Client: Temma-X
 Consultancy: Vizuar
 Employer: free-lance
 Description: New festival slogan
 Year: 2008

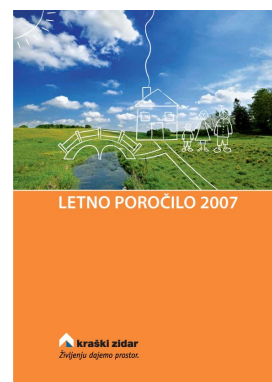


Client: Energetika Ljubljana
 Agency: ImeldaOgilvy
 Employer: ImeldaOgilvy
 Description: Corporate slogan: Oskrbujemo s pozitivno energijo. //
 Leto: 2003

Client: GlaxoSmithKline Ljubljana
 Consultancy: Vizuar
 Employer: free-lance
 Description: Creative localization of corporate slogan. //
 Year: 2008

Naredite več,
 počutite se bolje,
 živite dlje.

Client: Kraški zidar
 Agency: AV studio
 Employer: free-lance
 Description: Creative direction for the Annual report 2007.
 Copywriting.
 Year: 2007



Client: Ljubljanske mlekarne
 Consultancy: Vizuar
 Employer: free-lance
 Description: Copywright for the product and corporate web site of the Ljubljanske mlekarne. Annual report 2008 creative direction. Creative communications for the exhibition stand of the Ljubljanske mlekarne for the fair Human resources.
 Years: 2007-2008



LJUBLJANSKE MLEKARNE

Ljubljanske mlekarne d.d. LETNO POROČILO 2008

1 POVZETEK
 Varnostni človek. Za nam je največje prednost. Ni so nam prinesli celih. Nepravilno se je lahko bilo in se poskušalo kot tako veliki spremeni. Na to se odpravljajo in razvijajo trgovo in v Ljubljanske mlekarne hitro odzivi.

2 REZULTATI
 Z našimi uspehi. Z razvijanjem novih trgov in izdelkov zabeležili stabilno in dolgoročno povečanje.
 Naša dolgoročna uspešnost je program z zmanjšano odvisnostjo od domačega trga in našimi inovativnimi in večerji priložnosti izdelkov v višji sklopi vrednosti. V to smo prepričani.

3 DRUŽBENA ODGOVORNOST
 Misliti smo na druge. Zato so naši projekti v Ljubljanski mlekarne stanjšanje pomembna stvarica.
 V letu 2008 smo nadaljevali z našimi in spetnimo do človeka naprave v obdobju Ljubljane. Z vključitvijo projekti na zmanjšanje odpadkov in porabe energije pripravimo in vodenemo zmanjševanju emisije toplogrednih plinov in k zmanjšanju stroškov proizvodnje.

4 PRIHODNOST
 Na prvi vidikosti našimo naprej. Osvetlovačeni na stratežije izvine in trajnostni razvoj.
 Poslovanje se naprej, našim in se nepopolni trgov, posebno pozornost namenimo razvoju kadra in inovativnosti zaposlenih. Izpoljemo moč lastnih blagovnih znamk. Odnosi poslovalnih partnerjev so naši prednost. Avtorji stratežije projekti Ljubljanske mlekarne je Postavna odličnost.

5 USPEH
 Ljubljanske mlekarne so za Ljubljanske mlekarne neusahljiva motivacija. Še naprej bomo širili znanje.
 Na letu leto smo posebno pozornost posvetili z dobitkom. Pripravljeni smo, da bomo z zadržanim strastjo za prihodnost, pravi ambiciji in z uspešnim pristopom izpolnili poslanstvo družbe tudi v letu 2009.

6 RAČUNOVODSKO POROČILO DRUŽBE

7 RAČUNOVODSKO POROČILO SKUPINE

Client: Telekom Slovenije
 Agency: ImeldaOgilvy
 Employer: ImeldaOgilvy
 Description: Annual report 2004 creative director.
 Year: 2004

Client: Zavarovalnica Triglav
 Agency: ImeldaOgilvy
 Employer: ImeldaOgilvy
 Description: Annual report 2004 creative director.
 Year: 2004