

PORTFOLIO

stas voronetsky

Intro

The next few slides present projects I implemented as a Creative Copywriter, in collaboration with international and local brands in Belarus from 2014 to 2023. There were more projects in total, but I've included the most effective ones here. Effectiveness is the most important aspect of my work.

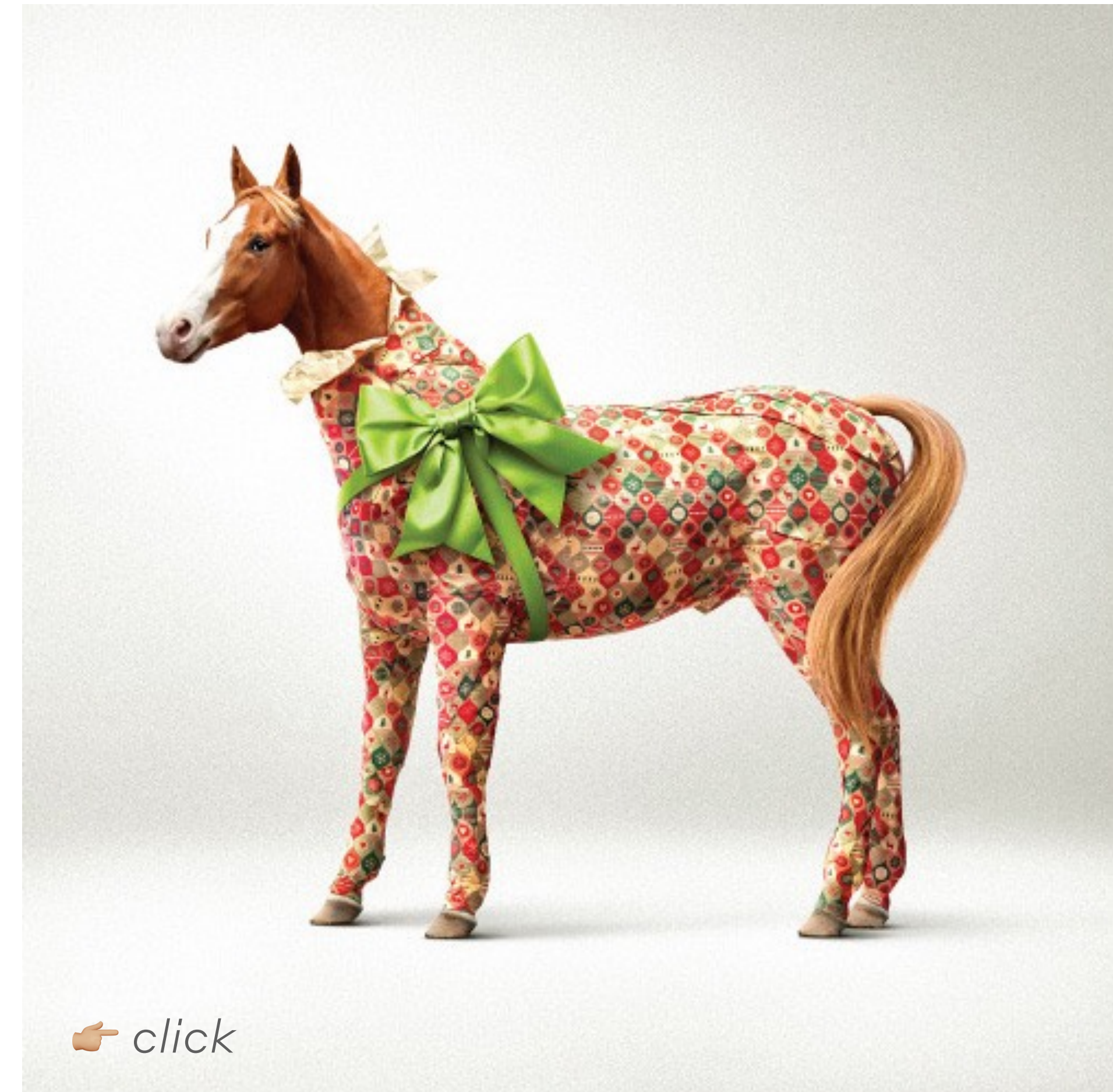
1

Kufar / The Horse

"When you don't need something someone else does" is the positioning of [Kufar](#), the largest classified advertising site in Belarus.

There is a proverbial in Russian saying "Don't look a gift horse in the mouth" which is equivalent to English "Beggars can't be choosers". It means that one has to put up with a useless gift and keep it for him-/herself. In this campaign we changed the traditional way of thinking and approach to things, and motivated people to give a second life to useless New Year gifts, which are just money-suckers.

Through the campaign Kufar met 15% growth of website traffic and ad posting by individuals. The brand's social media got filled with viral UGC concerning unwanted New Year's gifts.



2

LOGA BIGA / Catch on the Fly

New Year self-promo for the most client-oriented agency in Belarus — [LOGA BIGA](#).

Task

Demonstrate business philosophy, values and approach in the corporate spirit of the company. Create a gift to help stir up avid office sitters.

Custom handmade packaging, pretty faces of employees (mine too:) and the Year of the Dog brought 5 new clients.

Now the Belarusian businesses know their best friends by sight.

👉 click



Catch on the Fly

3

The Mover

Product

AUTObusiness is a paper periodical beloved by the Belarusians in the 2000's and a pioneer in the automotive media in Belarus. By 2019 it had evolved into [ABW.by](#), the 2nd most visited autoclassified in the country, and... ceased to progress. The renovation started with a technical update of the site engine itself...

Tasks

- 1) Restart the brand through clear positioning.
- 2) Set a communication leader's tone and support the image of an auto expert.
- 3) Present the brand's origin by emphasizing the RTB (services) of the product.
- 4) Differentiate the website from the main competitor — av.by.
- 5) Update the logo.

Solution

The brand took advantage of its great history and appealed to the huge pool of loyal users: it refers to the unique historic name of Autobusiness in its website address "Автобизнес.бел". Realising its being reliable, innovative and efficient, a new positioning was invented to support the website promotion efforts: "The motor (mover) of the Belarusian car market". The brand has got the face of [Ruslan Bagirov](#), one of the strongest Belarusian athletes, who became the protagonist of the launch. The concept of powerful motion is supported by the new minimalistic logo. The campaign was made in 2019.

before



after



**Autobusiness*



please turn on eng subs before watching the video

👉 click



ВСЁ ДВИЖЕТСЯ НА

автобизнес.бел

**Everything moves on Autobusiness*



Take TIMEOUT

Product

A group of out-of-town cottages 27 km from Minsk. Limited edition houses, own picturesque land, gated community of neighbors...

Task

I had to create the name and the logo.

Solution

The luxury oasis of tranquility has received the rank of a "cottage club". The word, foreign for Belarus, emphasizes the English style of house architecture, while its meaning perfectly reflects the life philosophy of our target audience. The "pause" sign in the logo supports the positioning saying "For those who have achieved their goals and are in a hurry no more".

Don't be in a hurry, take a time-out, either.
Because this is already sold out.

ТАЙМАУТ
КОТТЕДЖНЫЙ КЛУБ

**TIMEOUT. Cottage club*



**Take TIMEOUT*

5

Alfa Bank / The Tower

The bravest bank in Belarus is launching a new non-purpose loan. The target audience is families: just as free in desires, but somehow limited by budget.

Target group analysis shows the key insight:

"Anything for the benefit of the family"

"Even if they sponge off"

"Even if... They do".

The output includes a video, a long-form Internet visual, and an outdoor firewall

👉 *click*



👉 *click (eng subs)*

A
—



Расправь крылья с Красной картой

Рассрочка на скидках
и акциях во всех магазинах

**Spread your wings with The Red Card
Installments everywhere and for everything*

6

Red Card / Wings

The red installment card is the absolute freedom of purchases. With it, your fantasy will clear up, and you will take off with happiness!



👉 click (eng subs)

7

New Borovaya / New Life

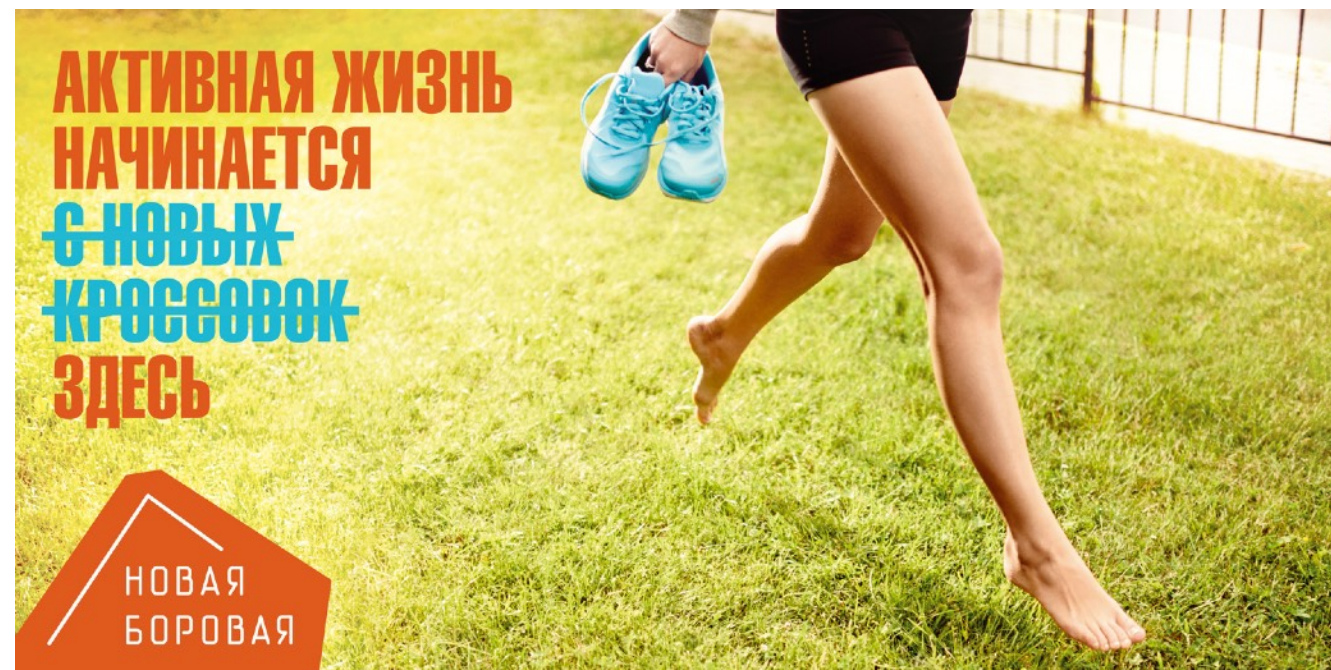
Novaya Borovaya is a modern residential district with all required infrastructure, rather a rare offer on the real estate market in Minsk, while people's attempts to start a new life are not so rare. It inspired a motivational campaign against excuses. Just because excuses won't work here.

Tasks

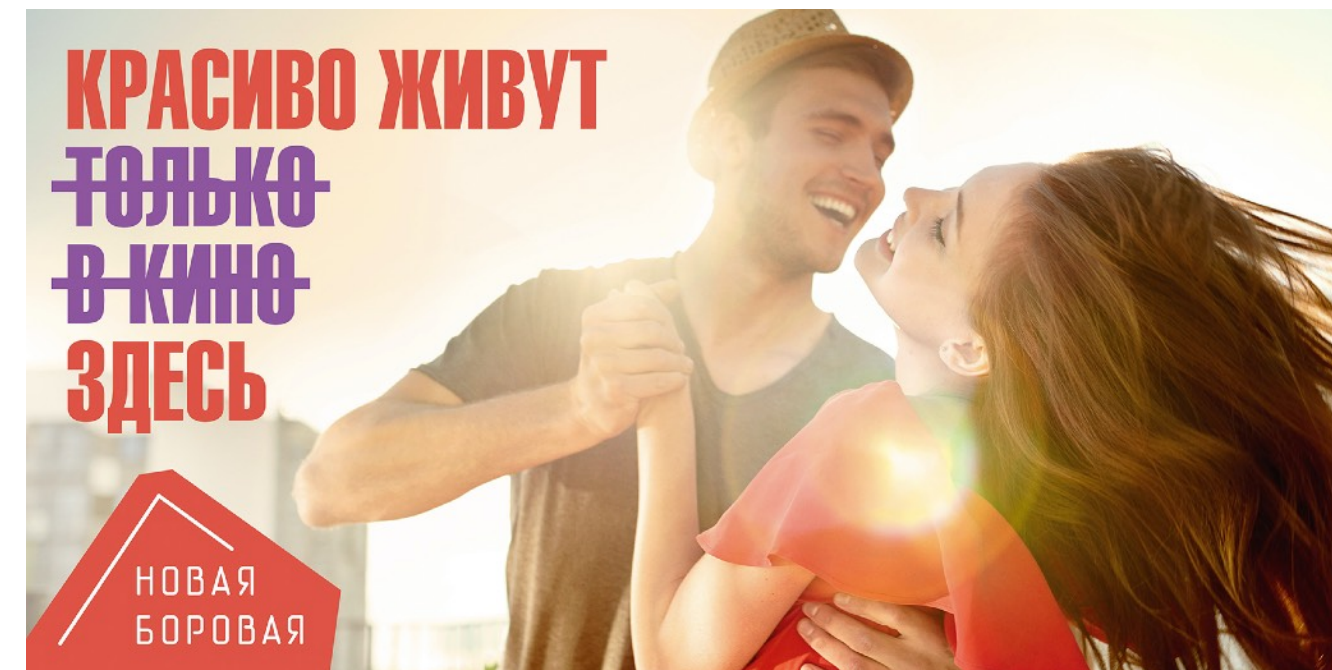
- 1) Reflect as many of RTBs as possible.
- 2) 2) Develop a communication platform to integrate new RTBs and product case messages into through the course of the year.
- 3) Set a promising emotional tone and style for future communication.

Media: TV and billboards.





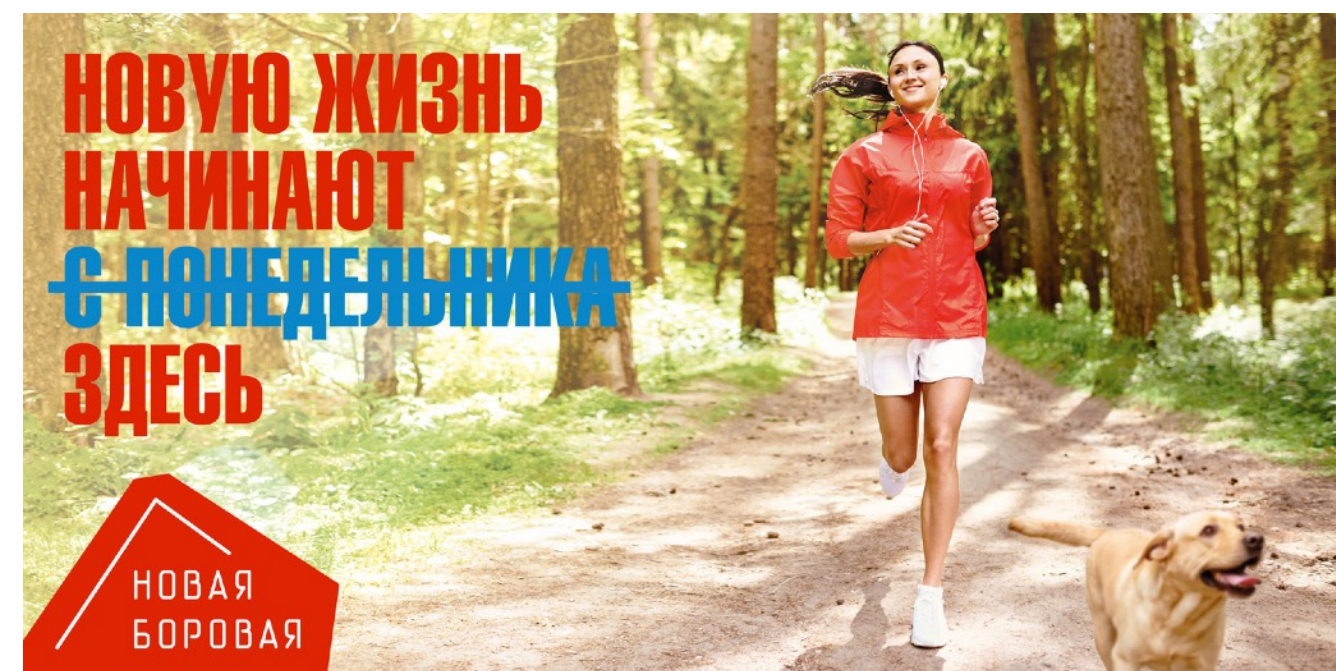
Active life starts ~~with the new sneakers~~ here



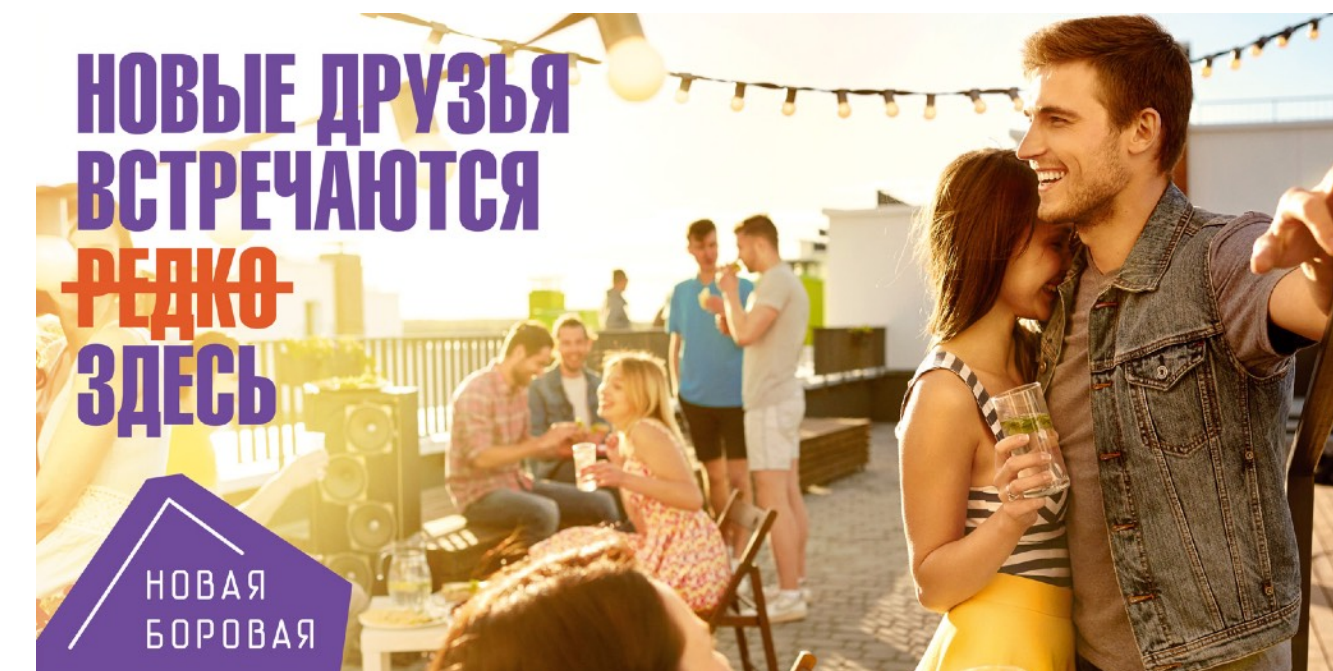
Life is beautiful ~~only in movies~~ here



Your own studio ~~only in dreams~~ here



The new life starts ~~on Monday~~ here



New friends are ~~rare~~ here



The projects below were conceived by me for pleasure and have never been realized yet.

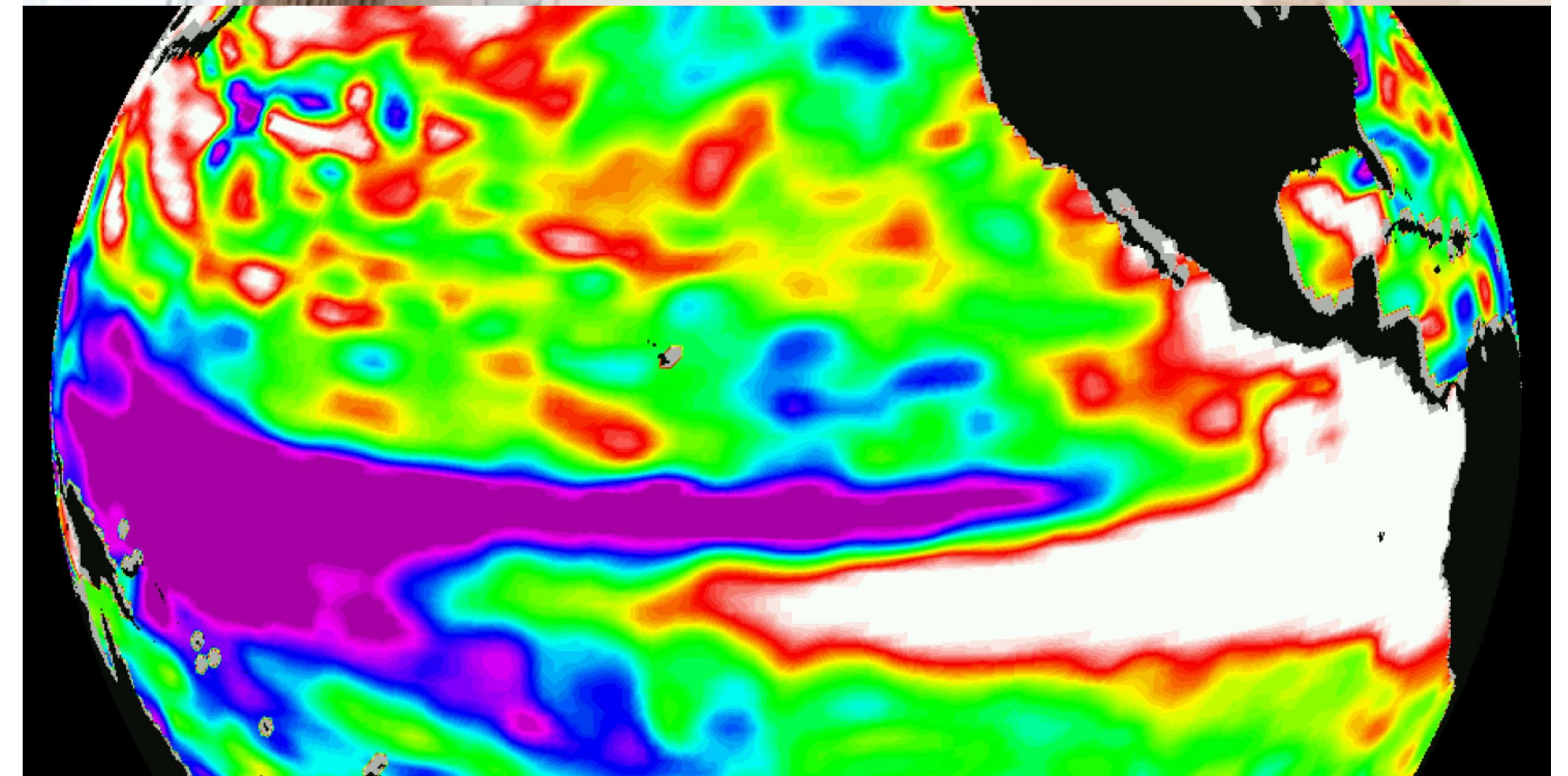
1

Global Warm/ning

How many times have we heard about it?
Each new summer surprises with record heat.
We are getting worse and worse. Has this affected our
consciousness and actual actions?
Unfortunately, it's unlikely...

I think this is because the information on this subject is
either too scattered/decentralized or too complex/
scientific. Everyone seems to have heard something
somewhere, but there is no clear image in the mass
media that would clearly recall and identify the problem.
Simply put, there is no clear Global Warming brand
positioning.

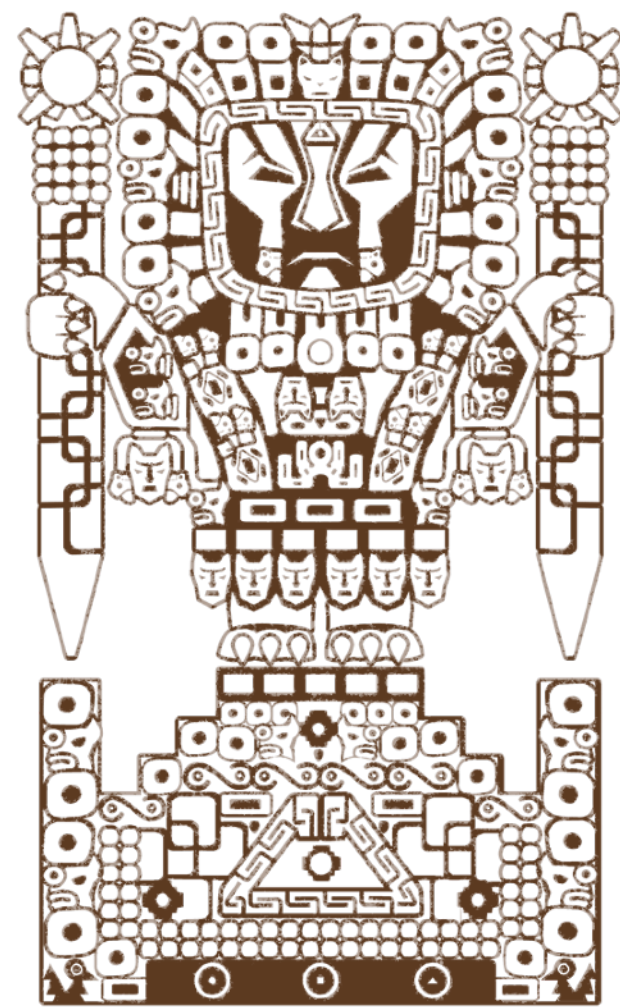
So we will finally create this brand.



We base the concept on the **El Niño** — a climate anomaly playing an important role in Global Warming. Its name is a Spanish phrase meaning "little boy/child". Originating off the coast of Peru, the name perfectly captures the essence of the issue: while the phenomenon might seem to hover in the background (like the air itself), its consequences and impact are anything but child's play.

We build on this contrast by incorporating the ancient Peruvian **Viracocha God** into the logo and visual identity. We exaggerate his grandeur and evoke a sense of dread and awe through details that create visual suspense. For the color palette, we draw inspiration from the neon hues found in temperature charts.

Following the brand launch, we develop the standard media assets: website, social media, etc. The brand soon rolls out ad campaigns, participates in events, and releases products and merchandise — doing everything a typical successful brand does. The only difference is that our mission is to effectively inform the audience while giving them a good scare.



Viracocha God from Peru

2

The world is OURS

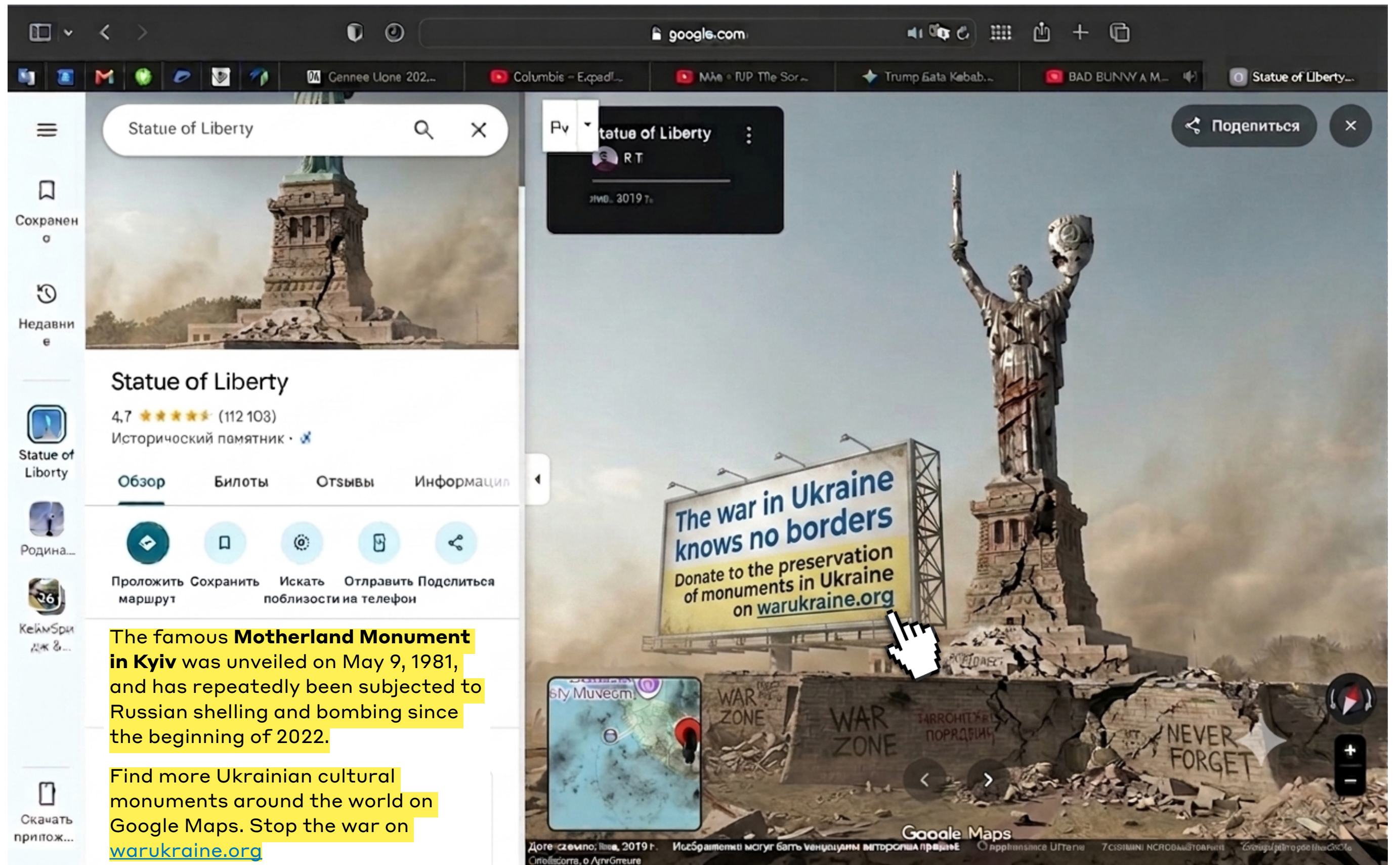
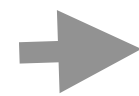
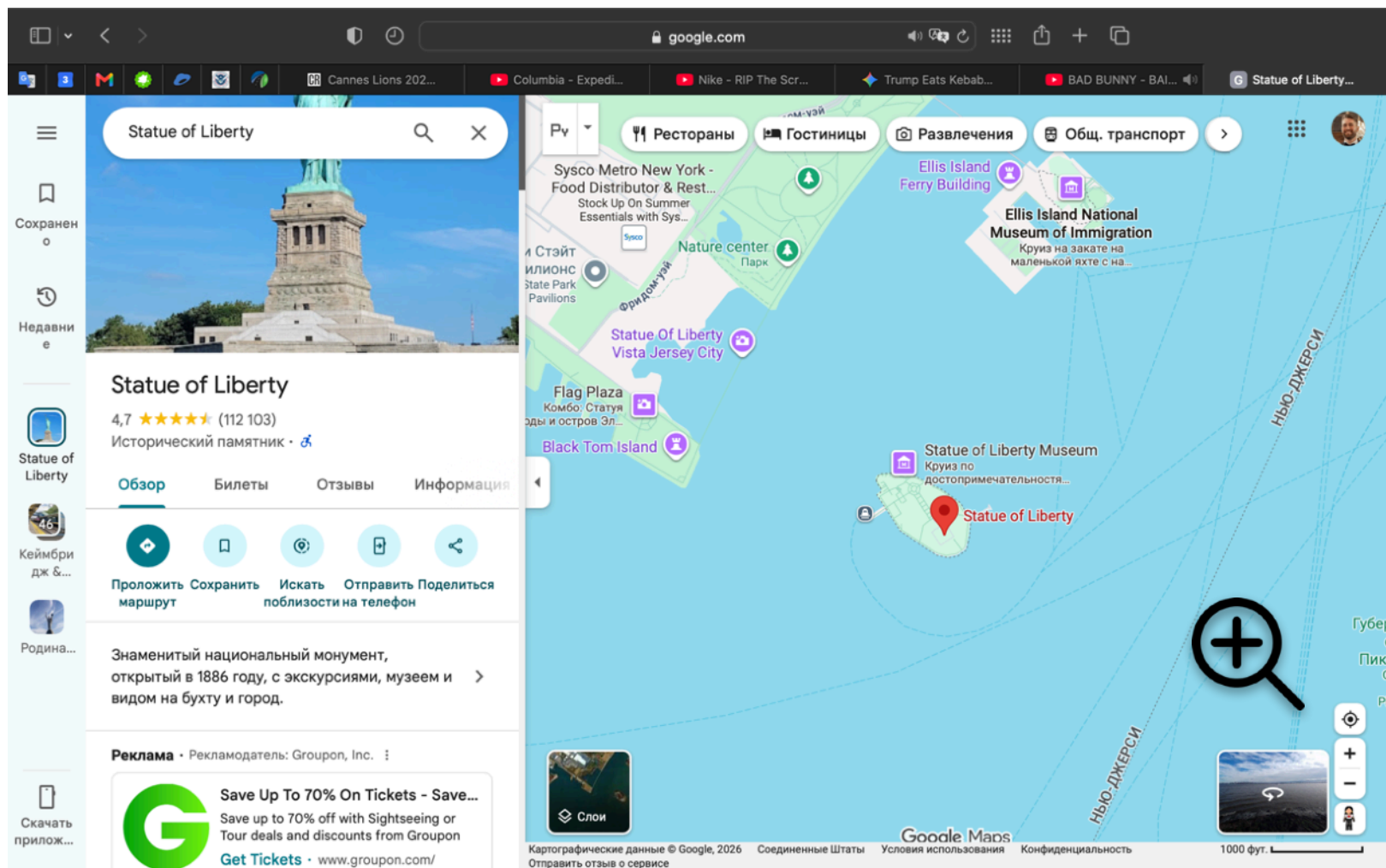
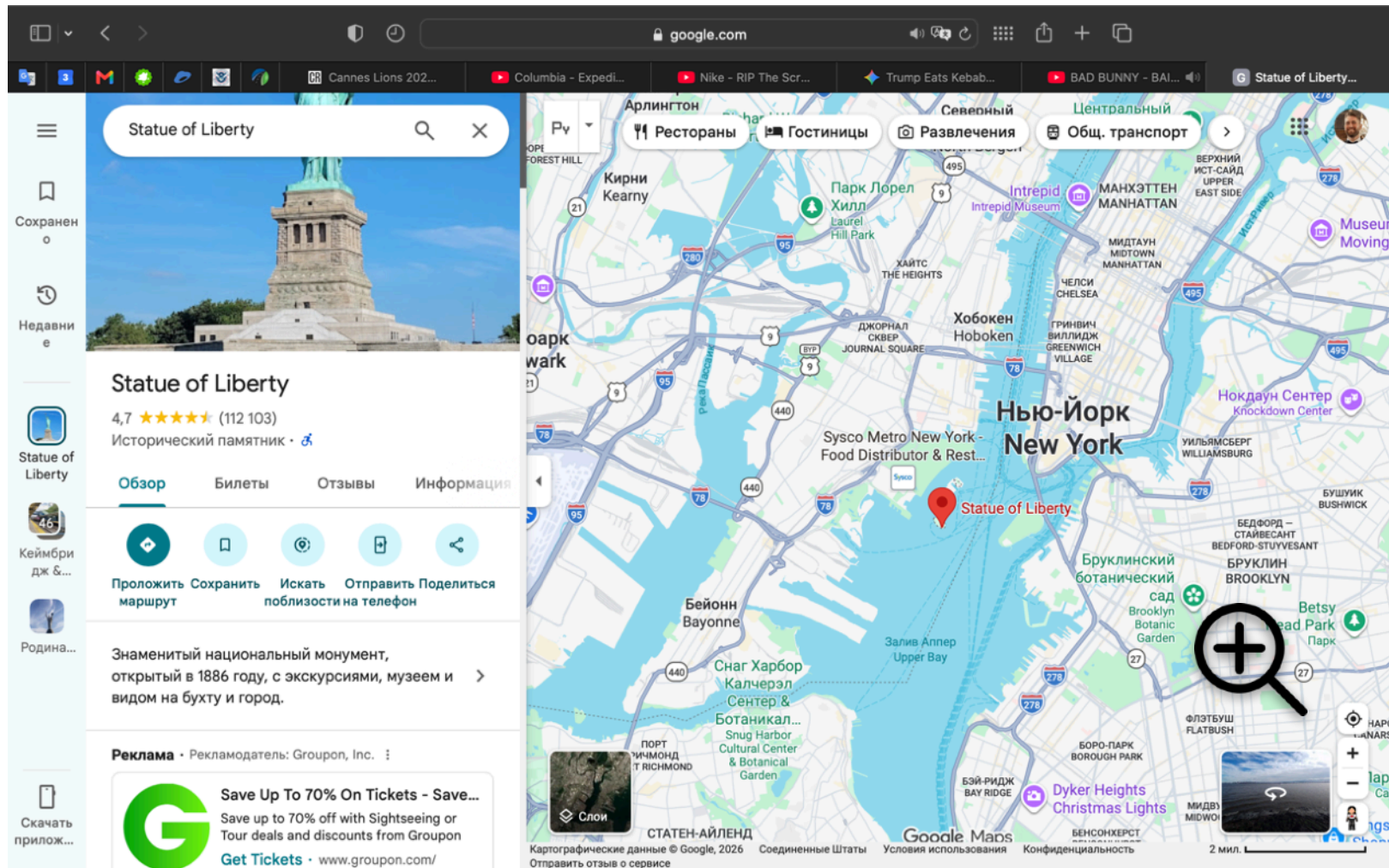
The war in Ukraine drags on...
The situation has only worsened in recent years.
Russia relentlessly bombs peaceful cities, killing ordinary civilians (including young children) on a massive scale. It has long been clear that the ambitions of the bloodthirsty Putin extend to the entire world. Ukraine is just the beginning. Ukraine is currently standing up for the entire free world and universal democratic values. Unfortunately, we increasingly lose sight of this.

Even if the world has forgotten it, we will remind everyone — using a digital format that resonates with our target audience, blending the unexpected with the informative. After all, If the mountain won't come to us, we must go to the mountain.

Certain world-famous monuments and buildings bear a striking resemblance to Ukrainian ones. We intend to leverage this — and the high volume of daily visitors they attract.

And one last thing: when we want to visit an interesting place, what do we do? That's right — we check Google Maps;)



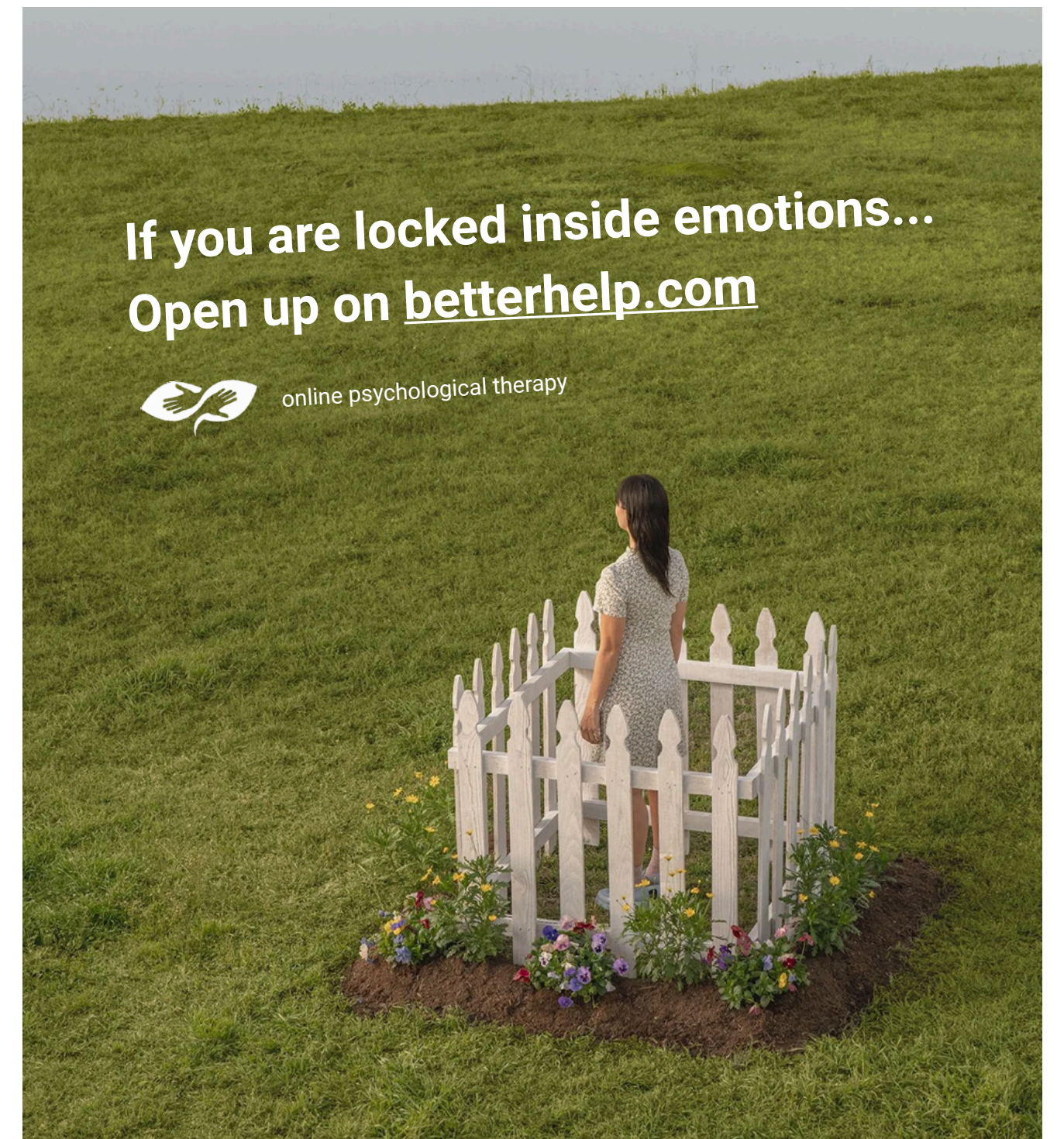


We might also be able to launch (probably) the world's first billboards on the digital streets of the world.

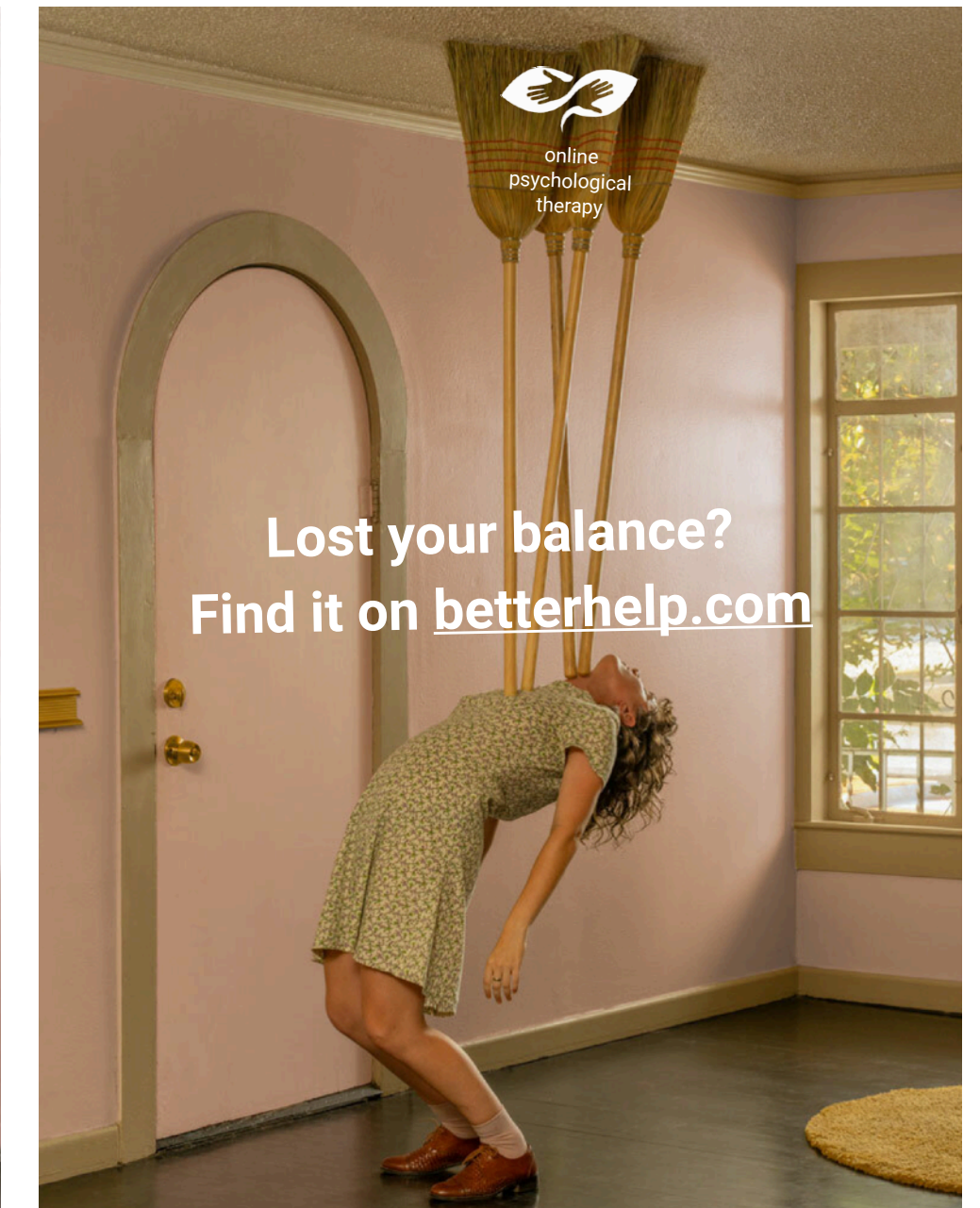
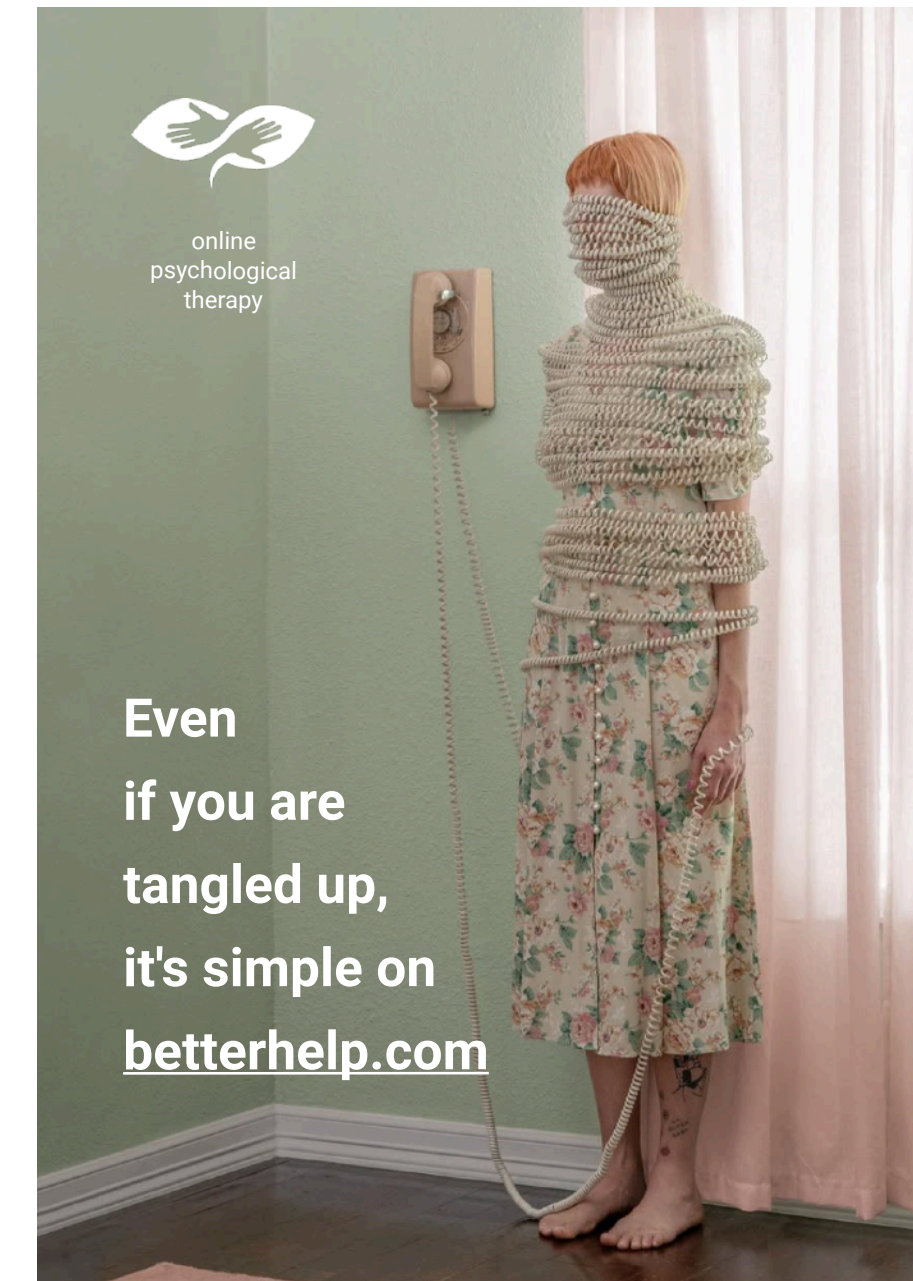
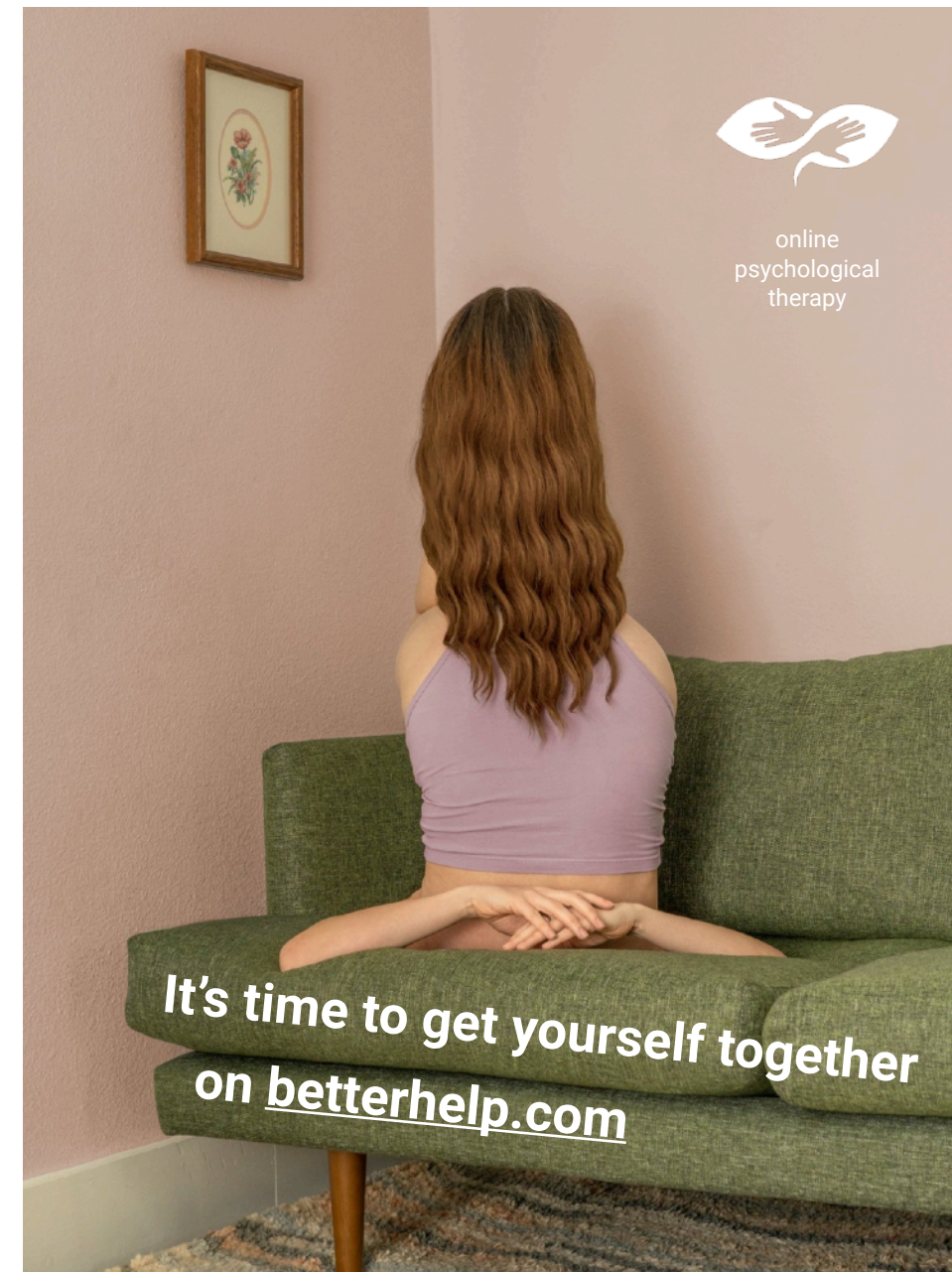
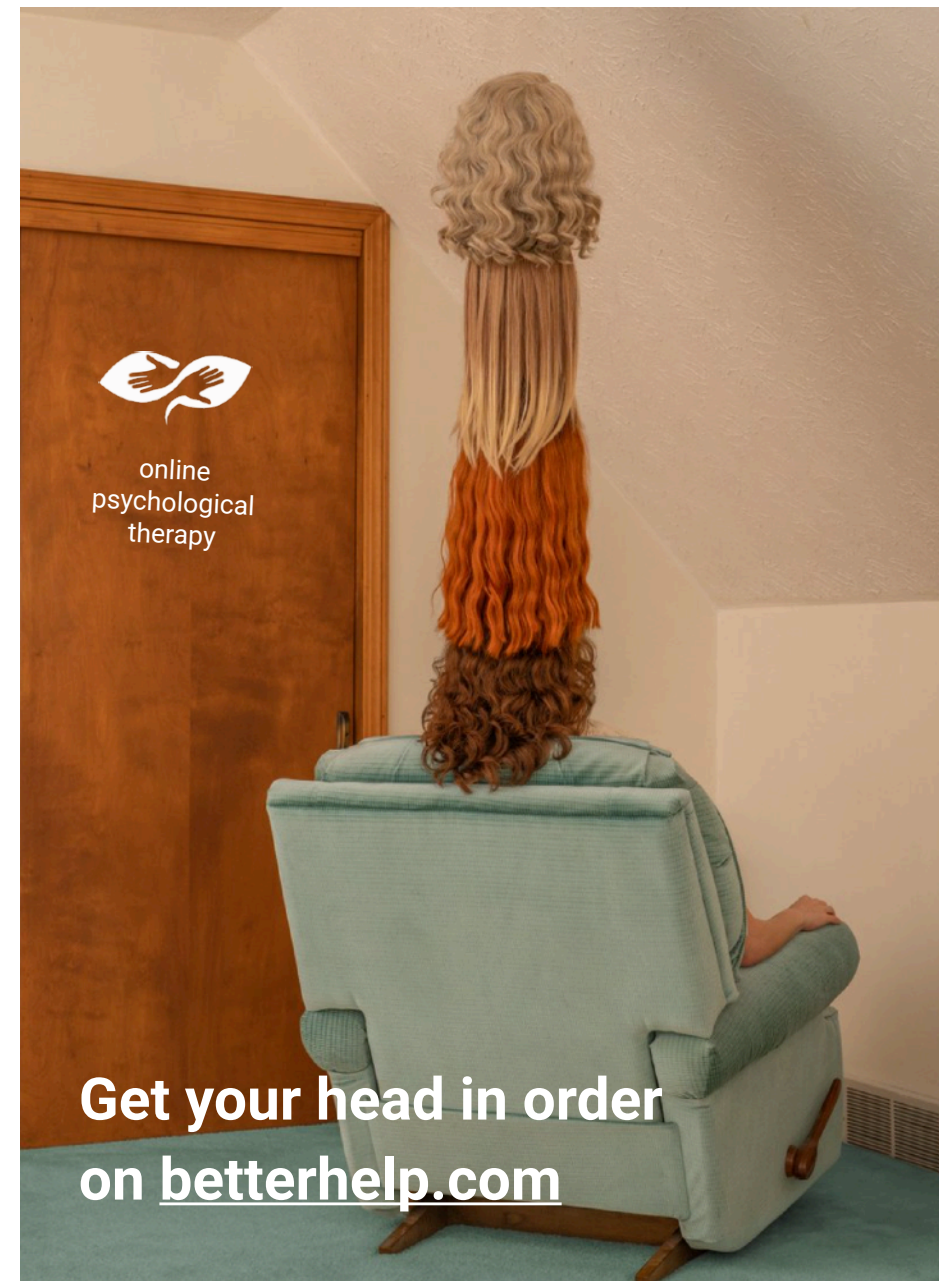
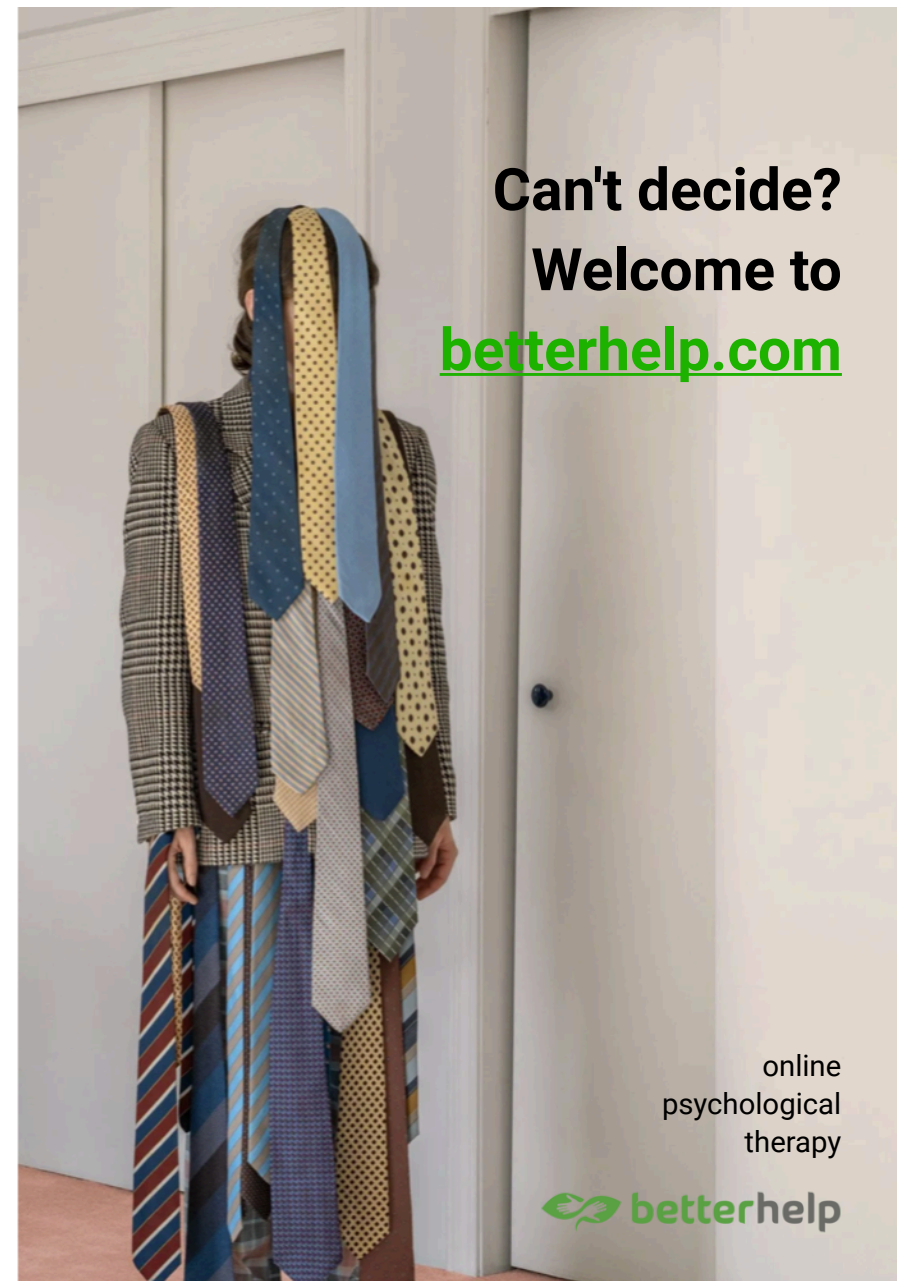
3

Better When It's Better

A major series of key visuals for the online psychological support service [BetterHelp](https://www.betterhelp.com). We are rolling them out across both online and offline channels. We can also add simple animations for placement on YouTube and TikTok.



We can purchase photos from [Brooke DiDonato](#) or simply use them as inspiration when creating our own.



4

Take it lighter with BUD LIGHT!

BUD LIGHT is the official beer of Super Bowl LXI. It's also the official provider of fun and relaxation for all Americans. And we want to keep the good times rolling...

That's why we're launching a challenge. In the month leading up to Super Bowl LXI, we're gathering votes to make Monday (February 14th, the day after the Big Game on Sunday) an official national holiday. All you have to do is vote for the day off by submitting the code from any BUD LIGHT can/bottle — via the promo website, social media, sms, or any other convenient method. Once the "signature drive" wraps up, we'll submit an official petition to the government, and democracy will decide the rest!

BUD LIGHT makes "Hangover Monday" lighter.

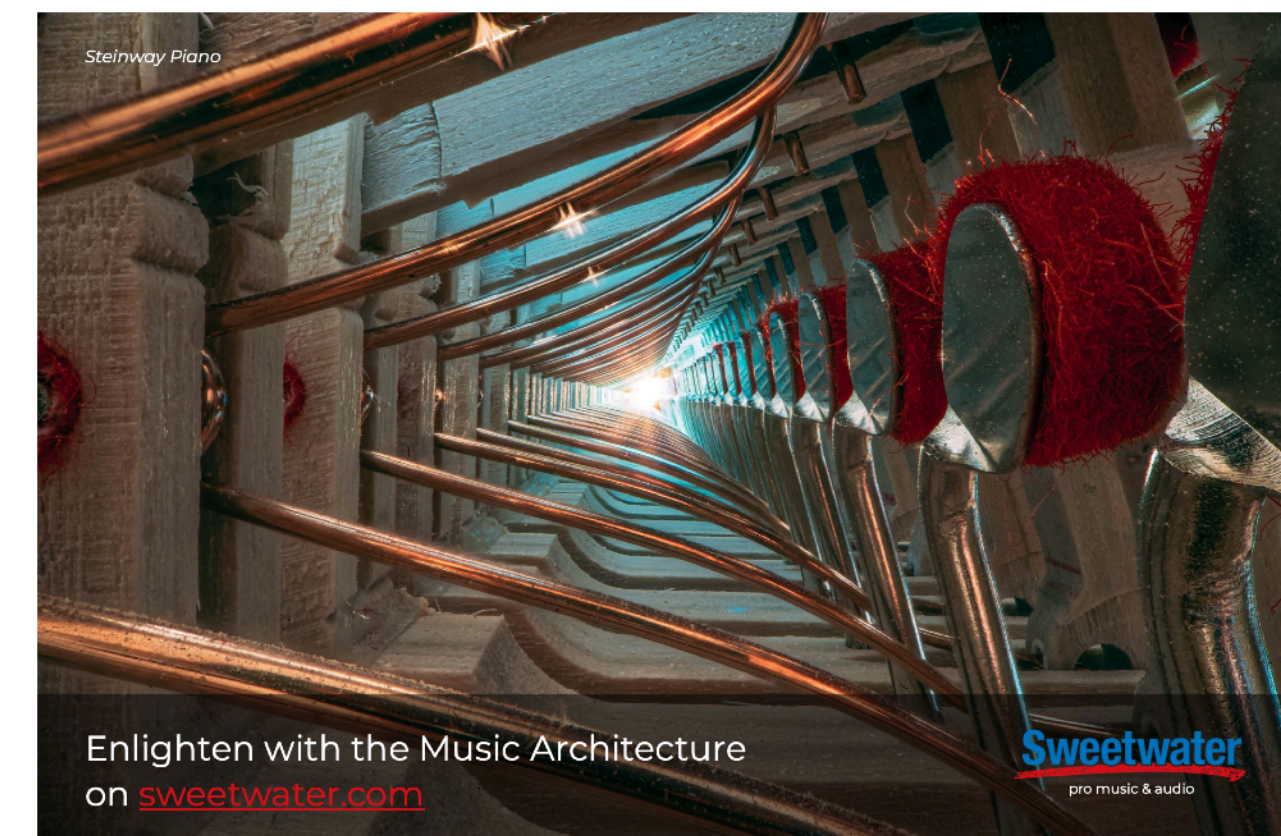
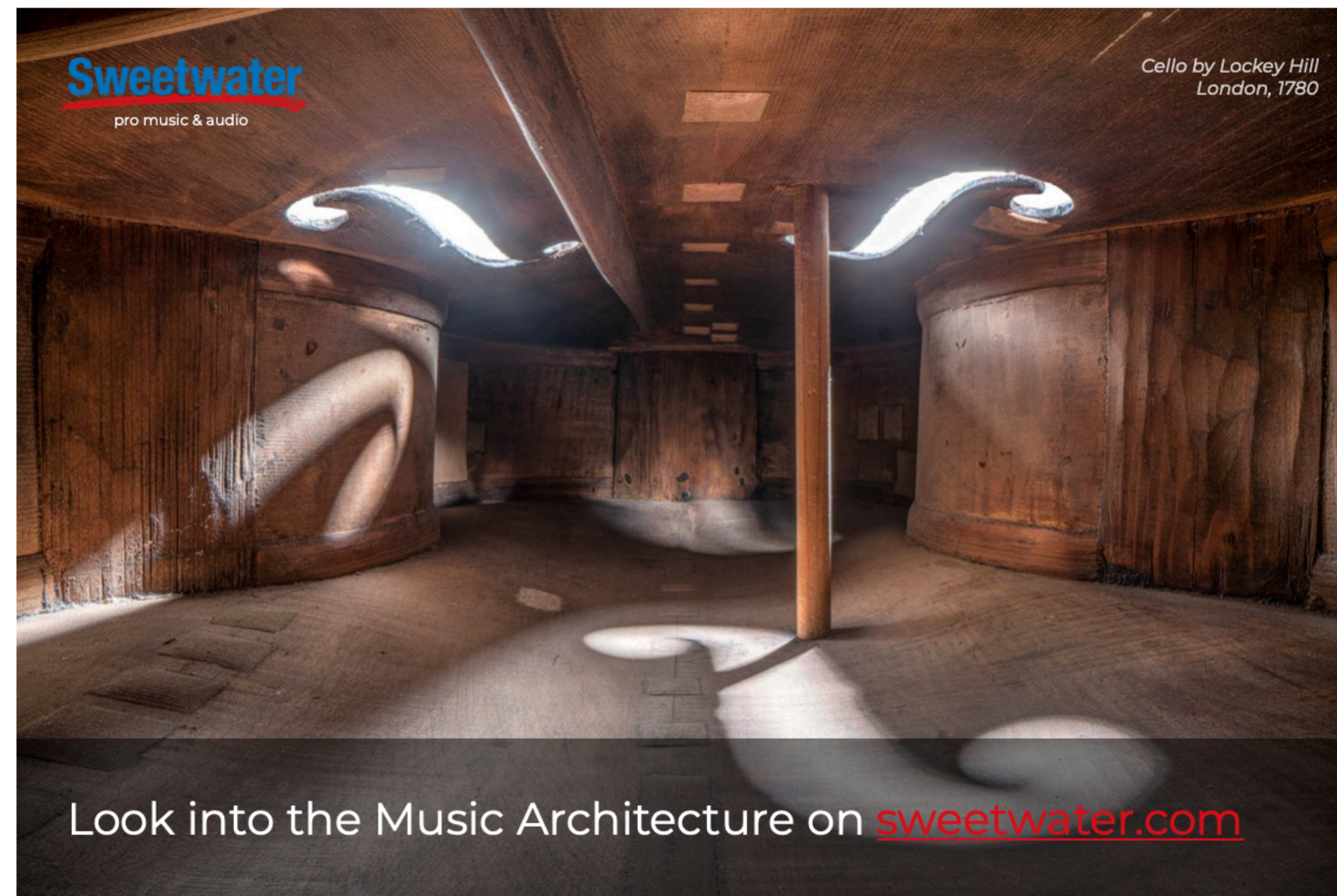


5

100% Pro

A set of online visuals for an American expert in musical instruments [Sweetwater](#).

Photos by [Charles Brooks](#).



6

Art requires running

Running isn't just about moving quickly through space using your legs. It's an entire philosophy of striving for harmony. It's an art form. And who better than Nike knows this? That's why we're launching non standard PR campaign...

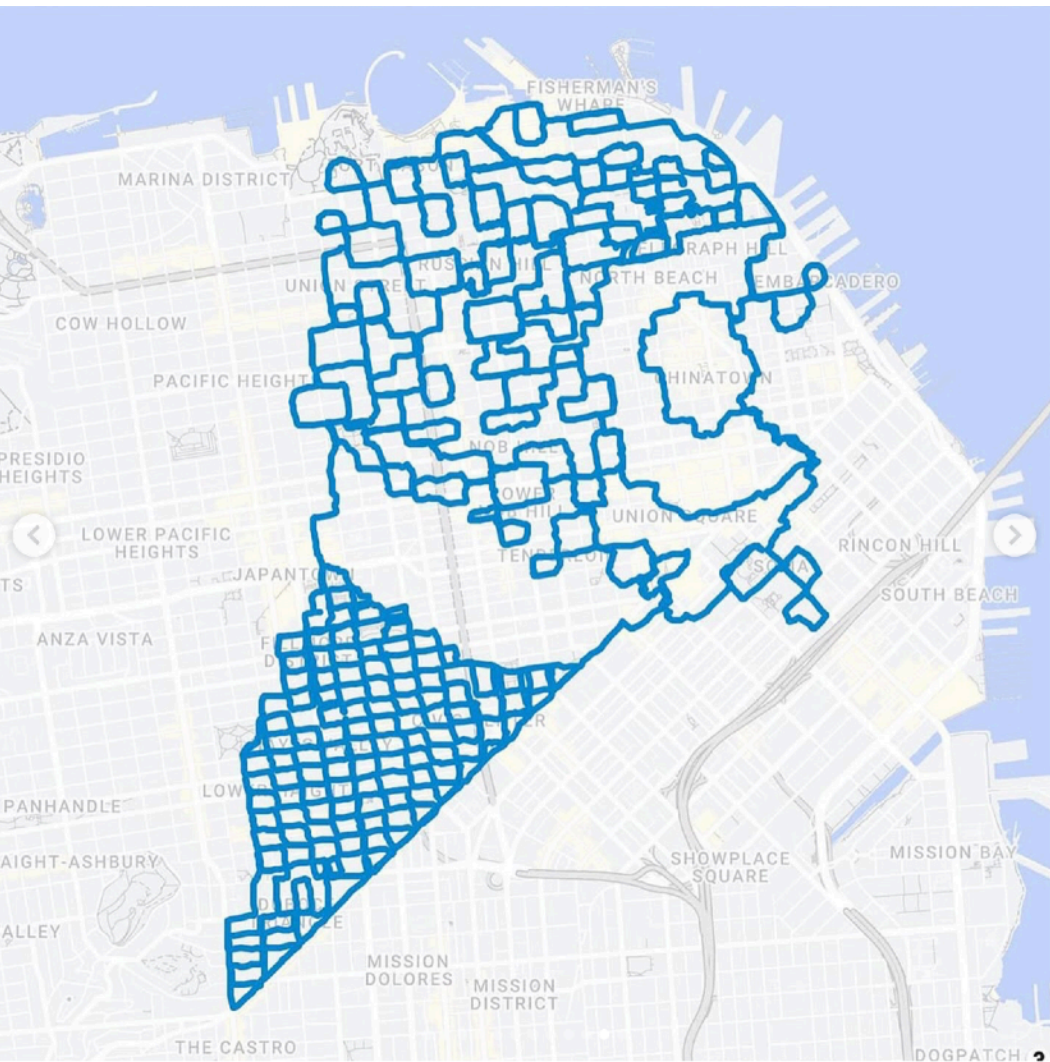
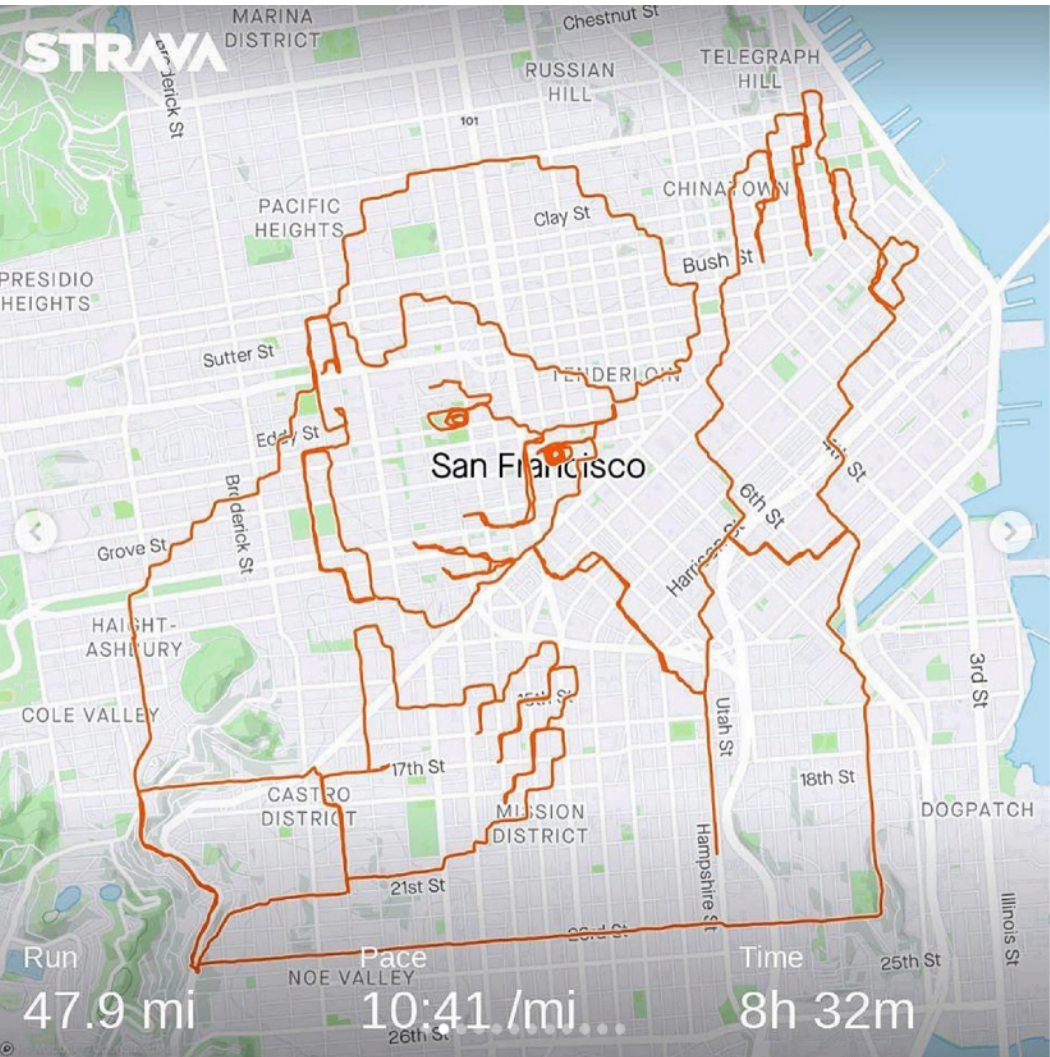
In the lead-up to one of the world's largest marathons, we're holding an exhibition of pictures. These aren't just ordinary pictures, but ones featuring routes drawn by runners on maps in special running apps.

To achieve this, a month before the exhibition, we're launching a challenge on social media. Famous athletes and influencers are supporting the challenge by posting theirs unusual "pieces of art." The artworks that receive the most likes will be added to our collection.



The subjects of the artworks vary widely and reflect each artist's individuality — like [Lenny Maughan](#).

Meanwhile, Nike is generating interesting new content and reinforcing the fundamental bond with its community.



7

Burgers with oPInion

On October 7, 2028 (one month before the election of the 61st U.S. President) Burger King is changing its name!

This is how we signal shared liberal values with our target audience and continue our strategic direction. After all, back in early 2026, we had already parted ways with one king: our mascot.

Because royal airs irritate not only us.



opt 1



opt 2



soup
no
burger



About

I'm a Creative Copywriter with 8+ years of experience. Worked for top agencies and the most digital bank in Belarus. I have a leadership experience, awards at international advertising festivals and BS in Advertising. Wish to change the world through brands and tame the Cannes Lions. Sure that creativity must be effective.



THANKS

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