

*Strategist
& journalist*

A. CVETKOVIC

I connect brands with consumers, through *cultural insight* and *intuitive strategy*.

“

Birch has worked closely with Aleks for several years. He's one of our most trusted collaborators and leads on content strategy and storytelling for a wide range of our clients. We find his journalistic background invaluable. He brings a wealth of experience in storytelling and editorial thinking to the agency.

JAMES ALLEN
FOUNDER, BIRCH

Human insight and *creative* thinking.

*Some strategists fixate over data.
I prefer to tune into the zeitgeist.*

*Nothing replaces intuition, emotive
storytelling and an appreciation for
the foibles of human nature.*

Creative, editorial and social strategy for intuitive thinkers and purposeful brands.

Content strategy

Campaign planning

Role-of-channel

Creative platforms

Brand purpose

Tone-of-voice

THOM SWEENEY

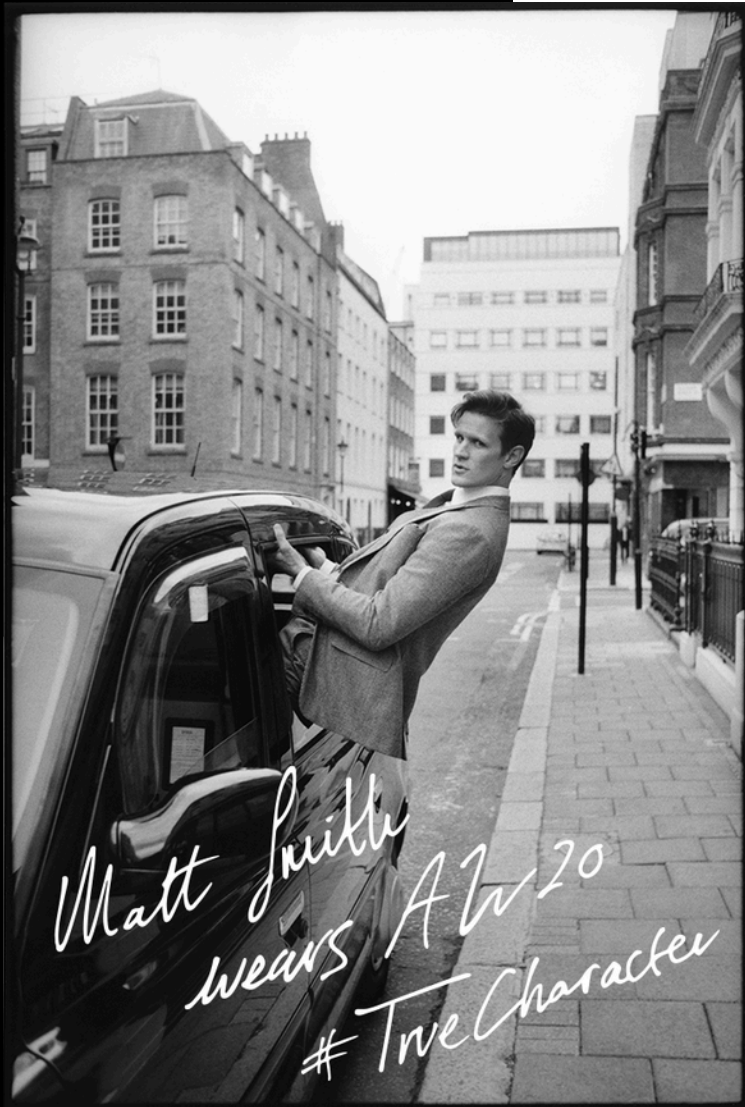


Finding Thom Sweeney's true character

A. CVETKOVIC

STRATEGIST & JOURNALIST

5-13



Creating a campaign with personality for London's coolest bespoke tailor.

Thom Sweeney is one of London's most prestigious modern tailors, but in 2020 the two co-founders felt the brand was too quiet. The solution? A taxi ride with one of their most notable clients...

Matt Smith. Poetry. A cab ride.

Aleks was commissioned by London-based creative agency, Birch, to produce the creative platform and editorial strategy for Thom Sweeney's first above-the-line campaign. We developed a new concept, "contemporary tailoring for true characters", to communicate the brand's purpose.

The first instalment of the campaign sees Matt Smith waxing lyrical, mid-taxi ride. Aleks is off-camera in the passenger seat, asking him the questions. He also wrote the editorial feature and the social content that accompanied the campaign film launch.

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Birch has worked closely with Aleks for several years. He's one of our most trusted collaborators and leads on content strategy and storytelling for a wide range of our clients. We find his journalistic background invaluable. He brings a wealth of experience in storytelling and editorial thinking to the agency, and responds intuitively to even the most complex of creative briefs.

JAMES ALLEN
FOUNDER, BIRCH

Matt Smith - The on Screen
SHK - 06 09 20



WATCH THE FILM



Creating community for a bold new property developer

A. CVETKOVIC

STRATEGIST & JOURNALIST



A build-to-rent brand that's determined to be better.

Way of Life is a bold, new build-to-rent real estate developer, which invests both in exceptional interior design and a long-term Community Initiative to support all their local neighbourhoods. The brand wanted to create something honest to communicate their promise to be a better kind of property developer.

Community life is a Way of Life.

Another project for creative agency, Birch London, Aleks developed a content series to reinforce Way of Life's commitment to community, which rolls out across each of the brand's organic channels. At the centre of the series are a quintet of films that profile local charities that Way of Life supports. They're designed to be simple, human and emotive – to pluck the heart strings of Way of Life residents. The first film pays a visit to Living Under One Sun, a community hub in Tottenham Hale run by local hero, Leyla Laksari.

Aleks also works with Birch on strategy, channel planning and 'always-on' digital content for Way of Life.

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It's rare to work with someone who is an expert in multiple disciplines. Aleks is an adept brand strategist, editorial strategist, content marketer and writer.

He underpins his work for us with commercial acumen, and an acute understanding of what our audience are thinking and feeling. He understands where our brand is at today, but keeps an eye on what tomorrow looks like too. He also makes delivering complex projects a straightforward, and soft, process.

GAVIN CHETTY
BRAND DIRECTOR
WAY OF LIFE



WATCH THE FILM

THE OFFICE GROUP

Unlocking The Office Group's authentic brand purpose

A. CVETKOVIC

STRATEGIST & JOURNALIST

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THE OFFICE GROUP



A. CVETKOVIC

STRATEGIST & JOURNALIST

TOG is about more than co-working...

The Office Group is a high-end flex space provider, with more than 50 beautifully designed offices across the UK and Germany. The brand's creative director approached Aleks in late 2020 to help shape TOG's creative output and overhaul the brand's campaign and channel planning.

No two offices are the same. Neither are TOG's members.

Aleks has worked closely with TOG's marketing and creative teams to reset the brand's content strategy and re-examine TOG's audience. He's helped to move the brand away from "SME versus corporate" thinking, towards attitudinal content to connect with members' wants, needs and challenges.

He's also supported the creative team to bring member-led content into the brand's comms planning, with a focus on social video and long-form member interviews. These pieces are designed to build long-term community, consideration and brand advocacy for TOG.

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With a natural instinct for brand, Aleks helps us craft compelling, ownable and integrated content strategies to more clearly communicate who we are and what we do in a rapidly changing sector.

Drawing on his journalistic background to bring authentic storytelling to everything he does, Aleks has the rare ability to contribute to big picture thinking through to rolling up his sleeves and getting stuck in. He is a trusted partner to TOG.

DANIEL TUCKER
HEAD OF CREATIVE AND CONTENT
THE OFFICE GROUP



READ THE STORIES

ABOUT ME

Beyond journalism and content strategy, Aleks also hosts critically acclaimed podcast, HandCut Radio. He is a contributing editor to FT How To Spend It magazine and a regular contributor to Monocle, GQ and Robb Report. He lives in north east London.

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STRATEGIST & JOURNALIST



If you'd like to know
more, let's chat.

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