

By yours truly - Thorsten Buesser // Freelance Creative

PORTFOLIO

Creative Concept



INTRODUCTION

Introduction

My name is Thorsten.
My music career didn't work out.
And that's cool. I'm always driven to explore
something new, and let go of stuff once I've sunk
my teeth in deep enough.

I'm passionate about exploring the inner workings
of the life we live as people. What moves us. What
misses us. What language does to us – and how we
all chase dreams and human connection.

Good thing I'm a Creative.
Fostering tiny stops in time through strategic
storytelling, intentful concepts and uniquely
crafted campaigns. Down to the scripts, the
claims, the punchlines and posting captions.

I don't care if it's B2C, FMCG, CI, DEI or HTTP –
if it's meant for human interaction,
I am meant to make it work.
Everything else is up to you.



Let me be your source of disorder, invention, empathy, and happy truth.

Hello, I'm

THORSTEN BUESSER

YOUR **XXL**ARGE LANGUAGE MODEL

ABOUT ME ▶▶

Creative Director specialized in copy, concept, and strategic storytelling.
12+ years of experience across Europe and the U.S., fluent in English and German.
Based in Tunisia, working globally with brands, agencies, and production houses.

WATCH MY SHOWREEL

Strategy

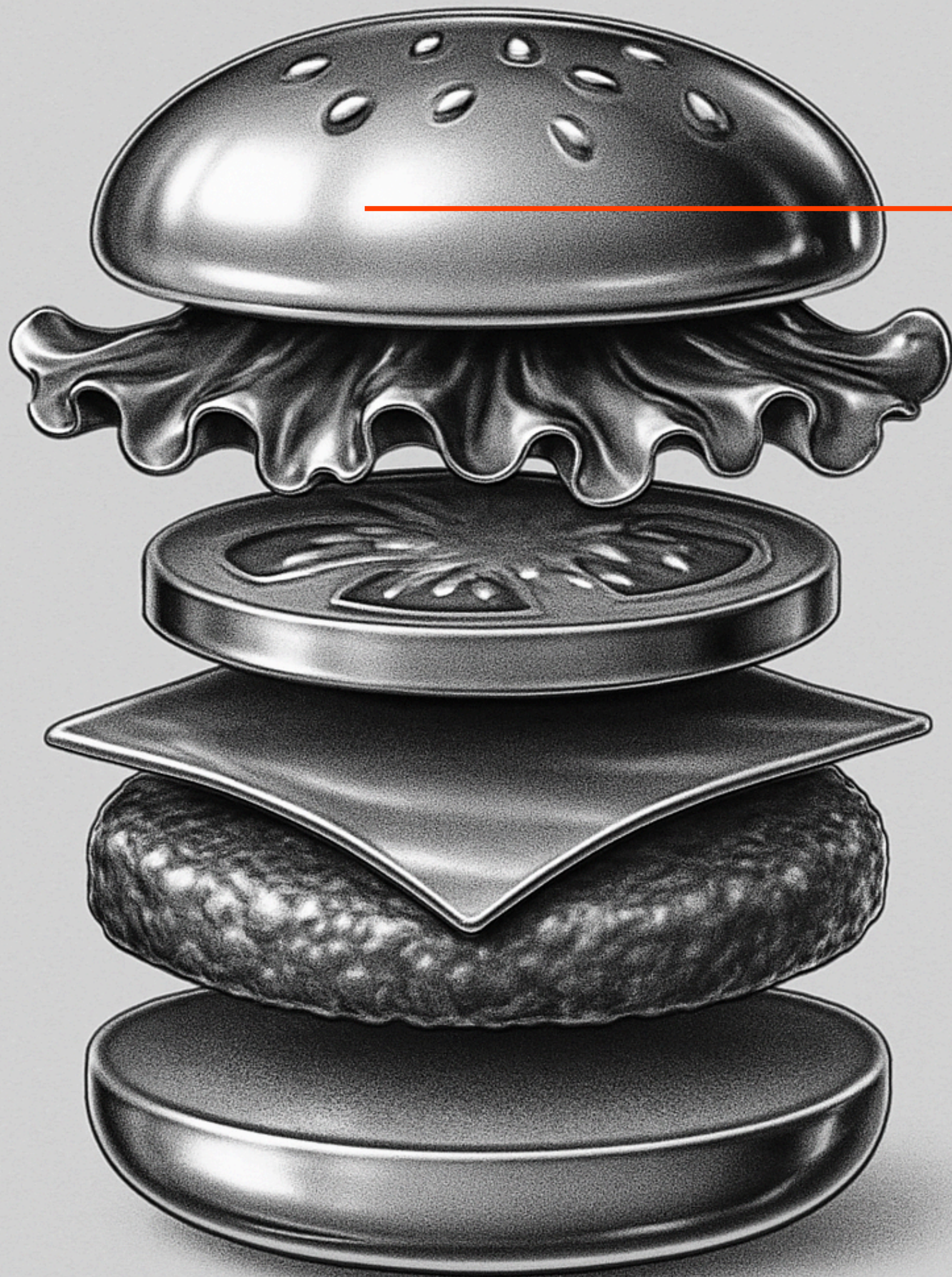


Concept



Copywriting

WORK EXPERIENCE



TRUTH BURGER

▶▶ THERE'S NO WAY AROUND IT.

Whatever hat you put on – social copywriter, experience designer, concept creative – we're all doing the same old thing. We build interfaces. Between the physical and emotional reality of people, and the intrinsic motives of brands.

There.

Once you wrap your head around that, you stop chasing formats and start seeking balance. Between intent and intuition, conviction and conversion – and how the right story connects those opposites to let sparks fly and money move.

▶▶ IT'S NOT A BITTER TRUTH.

Only if you let it be.

There's always a way to be truthful, inventive – and still hit those sweet KPIs.

What we do is strategic logic turned wizardry.

And the metrics? They just detect the waves down the line, not how deep you went to shift the tectonics of brands, cultures, and context they inhabit.

**This stuff will always excite me,
no matter what shiny new thing I am selling tomorrow.**

Can't wait to find out.

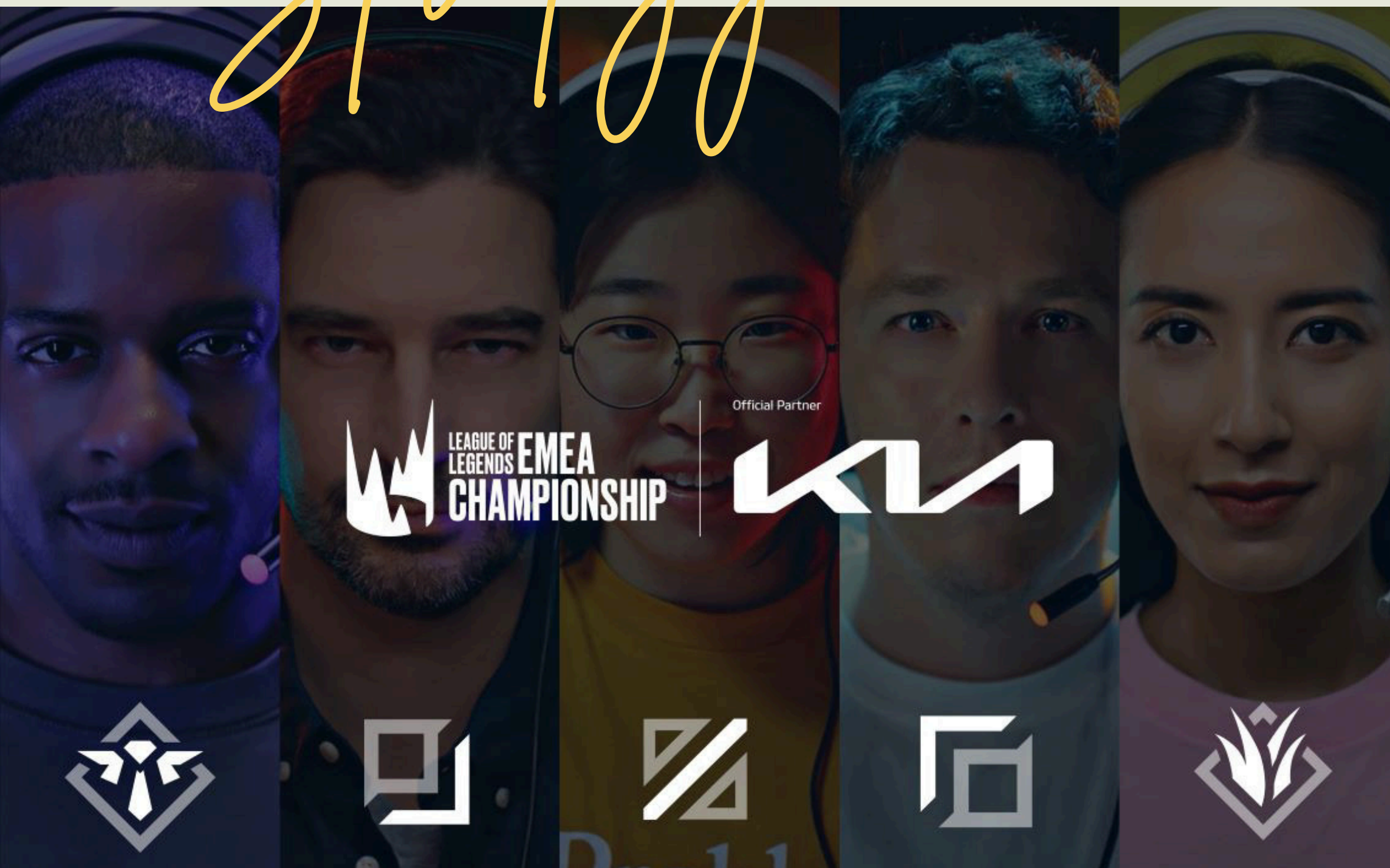
PROJECT FOLIO



STRATEGY



FULL CASE ON BEHANCE



KIA x LEAGUE OF LEGENDS - STAY TRUE TO YOUR LANE

Empowered individuality in gaming culture by building unique Discord channels for each playing style – turning strategy into a community architecture where personalized content feeds empowered players to stay true to their lane.

//CREATIVE STRATEGY

CONCEPT



FULL CASE ON BEHANCE



LEGO - THE HIDDEN SIDE

Bringing AR LEGO sets into the real world as a tangible, playful *phygital* experience. The Ghost-O-Mat let kids engage with a world of digital ghosts without gaming stations, phone screens, or app downloads. Focusing on augmenting children's fantasy, not promoting the tech behind it.

//CREATIVE CONCEPT

EXPERIENCE

Experience

FULL CASE ON BEHANCE



DJI x IFA "You Can"

Moved DJI's brand focus from showcasing product features to celebrating user potential. Built a live exhibition space where storytelling and self-expression took the lead, allowing creators to feel seen, not sold to. Tech became secondary — the experience became the point.

//CREATIVE CONCEPT

FILM

Film & Concept

FULL CASE ON BEHANCE



MEDIA MARKT - WANT IT, GET IT

Created a world where gadget lust goes feral – with edgy storytelling that unleashed Media Markt's brand attitude across film, social, radio, and platform-native content – even as faux tabloid-pieces in major newspapers.

//SCRIPTWRITING //COPYWRITING

SOCIAL

FULL CASE ON BEHANCE



VCÖ - DEATH CORPORATION

Co-created a satirical film universe around a fictional company that profits from traffic deaths – storytelling as strategic weapon in a cause-led campaign for a driving safety PSA.

//SCRIPTWRITING //COPYWRITING

BRAND

Brand



FULL CASE ON BEHANCE

**Das Neue
von Fritz Bilz:**

**Von
Natur
aus frei.**

FREI VON KÜNSTLICHEN AROMEN
FREI VON SÜSSSTOFFEN



BILZ STELLARE – FREE BY NATURE

Launched the first adult drink from a beloved kids' brand, channeling the free spirit of its unconventional founder. The strategy embraced natural freshness and emotional lightness, offering an alcohol-free option that felt playful, honest, and grown-up – without faking seriousness.

//CREATIVE STRATEGY // CONCEPT // CLAIM

BRAND

Brand



FULL CASE ON BEHANCE



GRANINI - MADE FOR PLEASURE

Developed a premium juice line from the ground up – name, tone, story, campaign, and production. Crafted a brand world built on sensual clarity and grown-up pleasure. Now a permanent (and successful) fixture in the Granini portfolio.

//CREATIVE STRATEGY & CONCEPT // CLAIM & FILM

CAMPAIGN



FULL CASE ON BEHANCE



MEDIA MARKT - THE EASTER BUNNY RACE

A massive format-hack sales campaign: The first live TV spot across major channels & DOOH, interactive content series, gamified sales activation – all designed to drive foot traffic between retail dead zones through huge brand-native momentum. 5x Cannes approved.

//CO-CREATIVE CONCEPT // COPY & CONTENT

ART



FULL CASE ON BEHANCE



CAPITANO – THE IDENTITY REBELLION

Created an entirely original brand persona – a band, a concept, a provocation. CAPITANO was a living experiment in identity construction, combining music, performance, imagery, and language into one cohesive narrative. Not a campaign. Just art with purpose.

// CREATIVE DIRECTOR // SONGWRITER // CONTENT & PERFORMANCE



Bye <3



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