

GENERATION BURO.

PREPARED FOR
STUDIO 24/7

Landing Pages & Web Copy

ROLE

Lead copywriter for a branded editorial special spotlighting six breakthrough female talents, seamlessly blending their journeys into a dynamic and immersive digital experience.



HANA

INGRID

ELENA

RINA

DORA

MONIKA

AppPreferences = AppInfo + "version":
instance of class "AppInfo"

```
inMain() {  
  let {String}() args: throw Exception {  
    location: location here  
  }  
  t = false;  
}
```

```
let {String}() args: throw Exception {  
  location: location here  
}
```

```
AppInfo = "SOL Mail";  
AppVersion = "0.0.1";  
AppAuthor = "Jeffrey Chan";  
AppDate = "August 8th, 2020";  
AppPath = System.getProperty("user.dir");  
AppDriver = "com.mysql.jdbc.Driver";  
AppHeader = "jdbc:mysql://";  
AppDBName = AppPath + "database";
```



Objective:

Developed a compelling narrative that celebrates emerging creative talent while positioning BURQ. as the premier digital platform for amplifying new voices and shaping cultural conversations.

Deliverables:

01

FEATURE STORYTELLING

A compelling long-form editorial that not only introduces but contextualizes each talent's creative journey, aligning with BURQ.'s distinct voice and aesthetic.

02

BRANDED EDITORIAL STRATEGY

Developing a cohesive narrative that bridges sharp journalism with brand storytelling, ensuring an authentic yet promotional angle.

03

SEO-OPTIMIZED DIGITAL COPY

Structuring content for maximum reach and engagement, incorporating strategic keywords and digital formatting best practices.

04

MULTI-PLATFORM ADAPTATION

Tailoring the feature's messaging for cross-channel amplification, including social media captions, newsletter highlights, and supporting promotional copy.

This isn't just another editorial or a polished collection debut. Generation BURO. is a statement—an ode to six audacious, talented women stepping into their own. This project has been brewing for a while, waiting for the right moment, the right people, and the perfect way to bring it to life. That moment came in early 2025, bringing together fresh creative voices, the visionary HW Studio, and the city's most sought-after space, Holographik, for a feature that looks ahead while capturing the now.

If you know BURO., you know we don't just follow culture—we help shape it. Our audience isn't here to spectate; they're here to define what's next. These six women aren't just part of their generation; they are their generation—pushing boundaries, rewriting narratives, and making space where there wasn't any before. While the mainstream keeps circling the same familiar names, we've spent the last three years curating our own, giving emerging talent a platform to be seen, heard, and remembered.

Meet Hana, Ingrid, Dora, Elena, Rina, and Monika—the next generation, setting their own rules as they go.

MIRANDA VIDA
Web Copy



Co
py: