

WE ARE BAR-LE-DUC

RA*W PRESENTS...



SHORT FORM CHALLENGE



A CHALLENGE FOR CREATIVE TALENT ON SOCIAL



Create a newsjacking post for Bar-le-Duc





A newsjacking post is a social media post that taps into a current event to quickly capture attention and drive engagement.



WE ARE BAR-LE-DUC



HEMA SAIL SALE

This is an example of taps into a popular event. By reacting at the right time with a light, on-brand tone, HEMA turned this moment into something shareable.



BOL

Bol reacts to a widely felt moment with the rising gas prices and flips it into a simple, visual joke.

Delivering packages by horse is instantly clear, unexpected, and humorous.



HEMA BRAD PITT

Another strong example from Hema tapping in on the recent film shoot when Brad Pitt got spotted and the whole city went looking for him.

This video came online only a few hours after the actor for spotted

**What are we
tapping in to for
this challenge?**



WE ARE BAR-LE-DUC

Let's jack

Kingsday

BAR·LE·DUC

King's Day is a national holiday in the Netherlands and is celebrated every year on April 27, the king's birthday. On this day, there are parties, events, and flea markets all over the country. People take to the streets in large numbers, dressed in orange, the national color. In many cities, there is live music, festivals are organized, and boats sail through the canals.



King's Day
The *biggest* street party
in the Netherlands



Read the caption for the changes this year



The Brief

Create a culturally relevant TikTok video for Bar-le-Duc around King's Day that taps into Gen Z behavior, humor, and platform trends.

The idea should feel **native to Tik Tok** and clearly link back to the brand without feeling forced.

Newsjacking Essentials

- Relevant to what's happening
- Connects to the current mood or conversation
- Has a surprising or smart angle
- Easy to share, people want to pass it on
- Timing is spot on
- Visually or verbally attention-grabbing
- Doesn't feel forced or overly commercial



WE ARE BAR-LE-DUC

Gen Z is our main focus

Gen Z grew up with the internet and big global events like the pandemic. They prefer brands that feel real, not perfect. They like brands that are honest, open and care about sustainability and inclusivity.

What drives them:

- A fun and comfortable life
- Focus on the present
- Work to live, not live to work

What they like:

- New experiences, especially in cities
- Events and festivals over museums
- Sports and staying active

How they behave:

- They care about how they look and present themselves
- Active on social media
- Both online and offline identity matter

Age: 18 to 27, digital natives

GEN-Z



SOCIAL DO'S

- **Relatable and funny**
- **Drinking water is key**
- **Authentic, social feel**
- **Short, fast edits**
- **Tap into relevant trends**
- **Young, fresh people on screen**

SOCIAL DON'TS

- **Too serious**
- **Too complicated or niche**
- **Slow edits**
- **Too much focus hangovers**
- **Too Randstad focused**
- **Situations without a link to thirst or water**



Deliverable

Video in portrait 9:16

Content Style

- Humor is key
- Shot on iPhone
- Vertical video
- Dutch language

Do's

- Show Bar-le-Duc clearly in the video
- Create content that fits Dutch TikTok
- Keep it relatable, and shareable
- Use 0,5 PET bottle or carton

Don'ts

- No drugs in the video
- No alcohol use
- Content that doesn't fit the audience or platform or brand



How to participate?

Ideas

- You can submit as many ideas as you want

Dutch

- the idea / copy needs to be in Dutch



Tech specs

Video in portrait 9:16

Content Style

Aspect ratio:	9:16
Video quality:	1080x1920
Recording device:	iPhone
Frame rate:	24 or 30
Minimum video duration:	6 seconds
Maximum video duration:	30 seconds
Font:	Native (TikTok Sans)
Music/sound:	Royalty-free
File format:	mp4, mov
Channel:	TikTok and/or Instagram
Social native asset shot with phone	



How to submit?

Content Style

HOW TO APPLY?
wesendit/upload your creation +
related information (name + age + creative idea)
to
hi@we-are-raw.com
Call the email: SHORT FORM_[full name]

DEADLINE:
13 April before 12:00



**THANK
YOU!**

