

# WRLD IDEASEVOLVE

PITCH DECK



Can you hear the call of the wild?  
**Go on and explore.**





## Untamed ideas challenge us

Only the strongest stand out in the wilderness. That's why we're always in motion, always on the hunt for the best. We hone our skills, explore every ground, use the best approach, and yield results. Geared with high-tech equipment, we produce disruptive video and visual content. Media production is our territory. We never settle for less, and neither should you.



**Lidl** - Čarobni svet (Wizarding World)

AR Filter



**The brief.** Develop an Instagram & Facebook AR filter with characters from JK Rowling's Harry Potter. Created for Lidl Slovenia's 15th birthday, the AR filter tracked head movements of users trying to discover which wizard they are. By sharing the result on social media, they also entered into a mega giveaway.

Client  
Lidl Slovenija

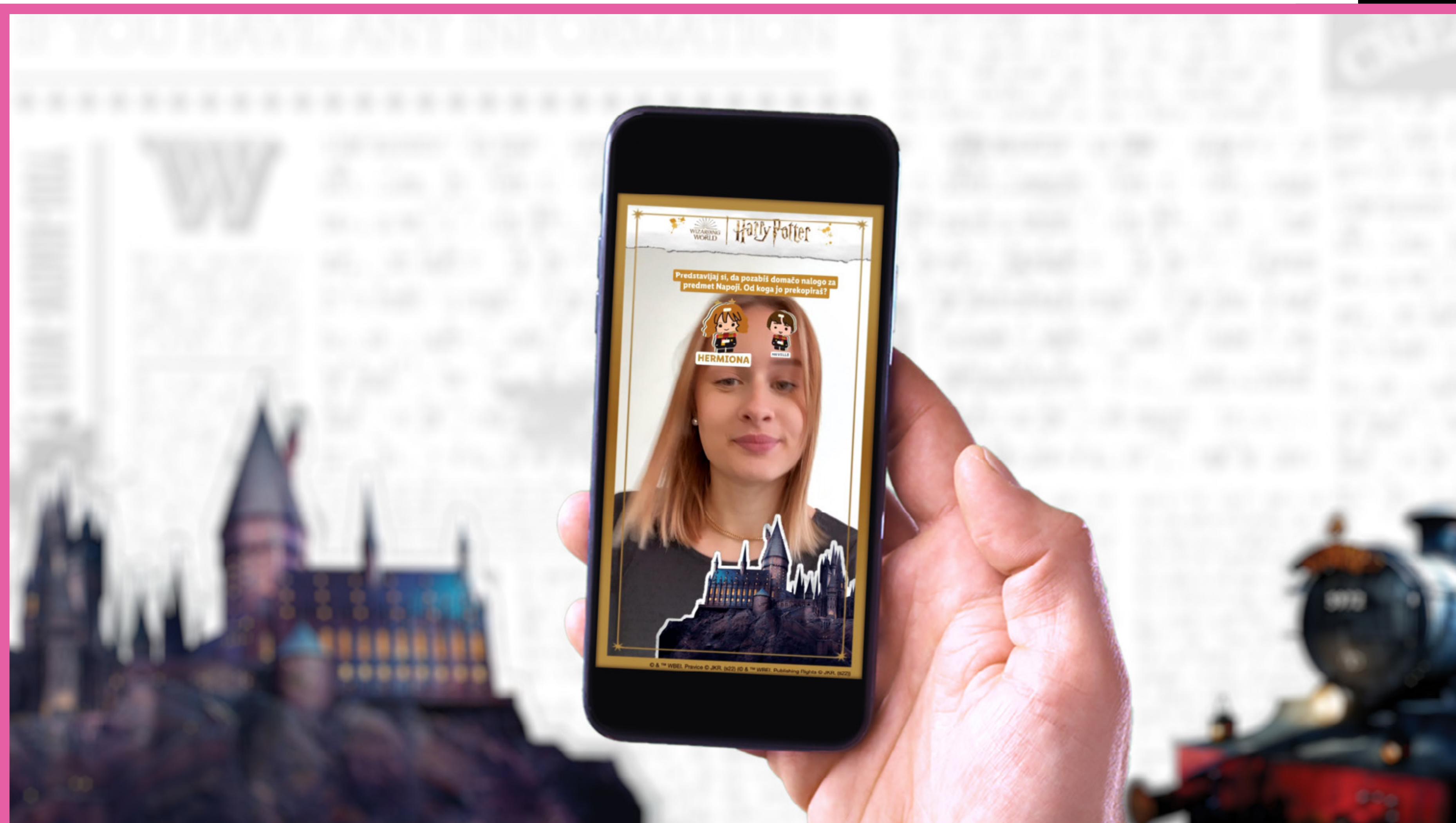
Agency  
DROM agency

Producer  
Miha Drnovšek

Code  
Matija Ocepek







**Jeruzalem Ormož** - Resnica ali izziv (Truth or Dare)

AR Filter



**The brief.** Create an Instagram & Facebook AR filter for the Jeruzalem Ormož winery. The AR filter tracked head movements of users in this imitation of the popular drinking game of Truth or Dare and was as a clever way to promote an alcohol brand without breaking advertising restrictions.

Client  
Jeruzalem Ormož

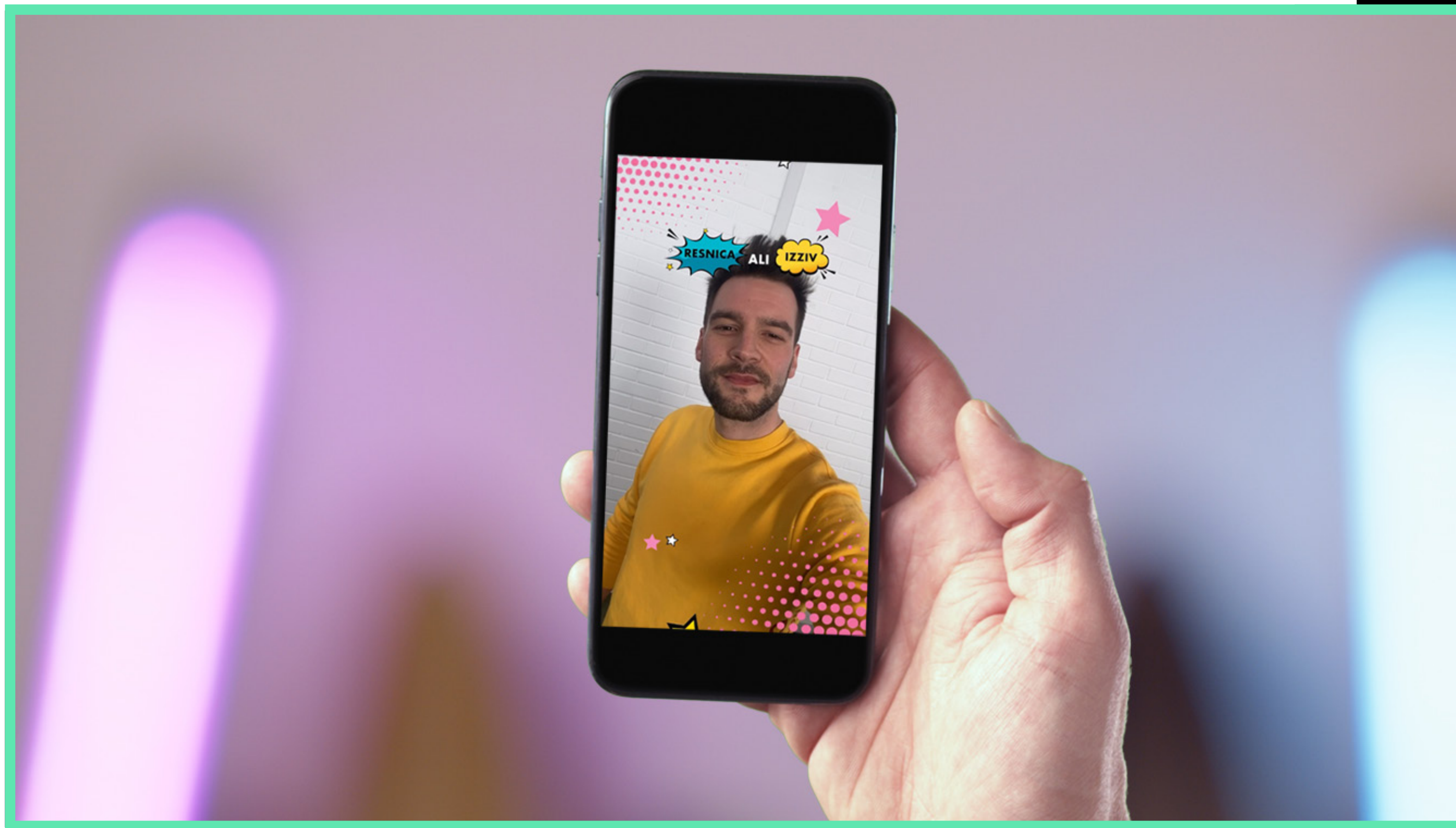
Agency  
DROM agency

Producer  
Miha Drnovšek

Code  
Matija Ocepek









**Jimmy Fantastic** - Joke Arena

AR Filter



**The brief.** Create an Instagram & Facebook AR filter for Jimmy Fantastic, the new brand of chocolate from Atlantic Group. The AR filter featured Slovenia's popular stand-up comedian Pižama, who invited users to finish the joke and enter it into Jimmy Fantastic's Joke Arena for a sweet prize.

Client  
Atlantic Group

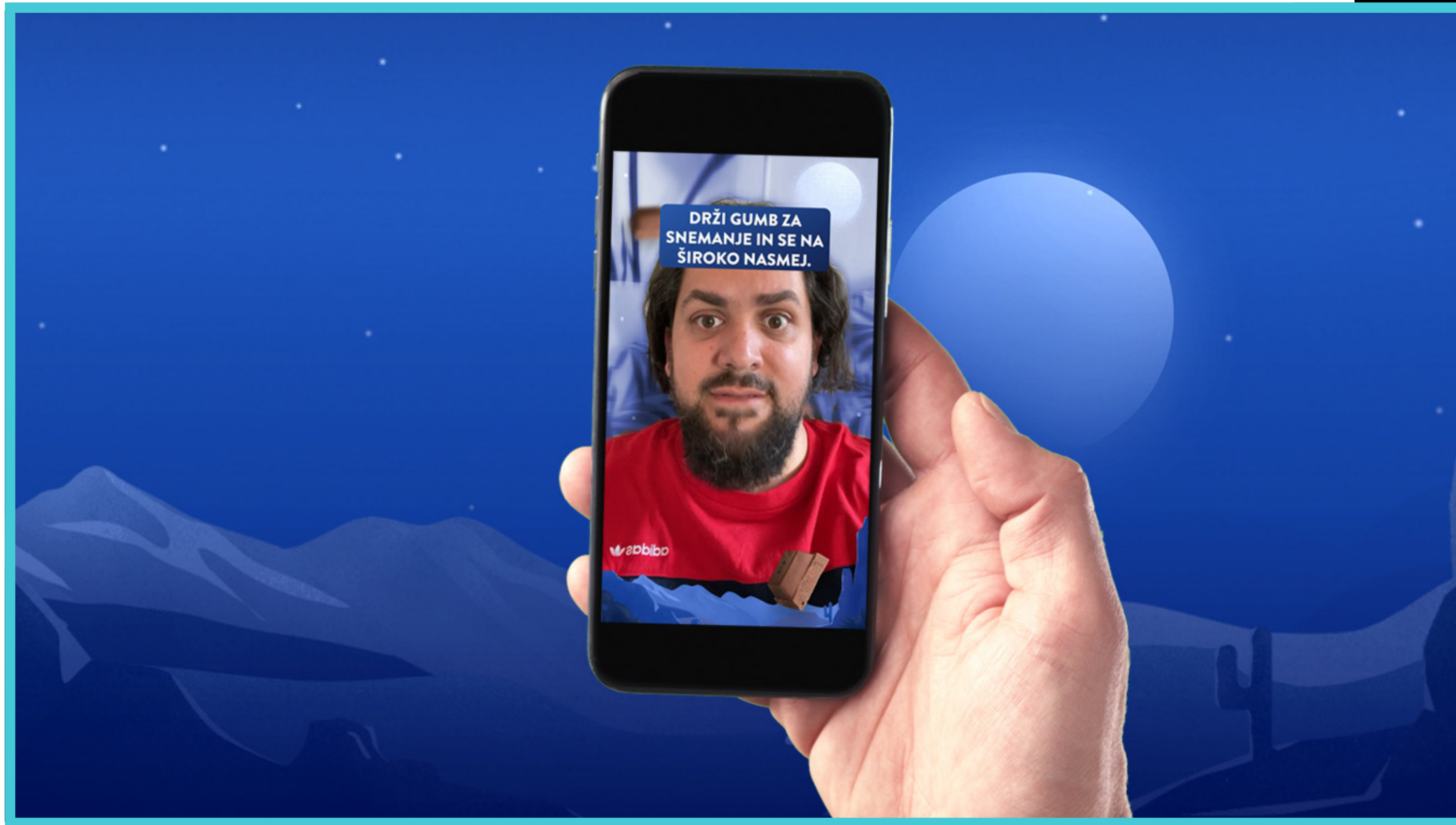
Agency  
DROM agency

Producer  
Miha Drnovšek

Code  
Matija Ocepek









**Samsung Slovenija** - Galaxy S21

AR Filter



**The brief.** Develop an Instagram & Facebook AR filter for the promotion of the new Samsung Galaxy S21. The AR filter engaged users with fun challenges and invited them to compete for tech gadgets in a prize-winning game on social media.

Client  
Samsung Slovenia

Agency  
.raw

Producer  
Miha Drnovšek

Code  
Matija Ocepek







**Jameson** - Ginger Ale & Lime

AR Filter



**The brief.** Create an Instagram & Facebook AR filter for the promotion of Jameson's new drink Ginger Ale & Lime. The AR filter engaged users by giving them randomised suggestion for trips with friends (and tasting occasions of the new drink). By sharing & tagging three friends, the users also entered a fresh prize-winning game on social media.

Client  
Jameson

Agency  
DROM agency

Producer  
Miha Drnovšek

Code  
Matija Ocepek







Jana



Luna \ TBWA The Disruption<sup>®</sup> Company



SAATCHI & SAATCHI



Shift

ADRIA



NIL  
part of conscia



ATLANTIC  
GRUPA



PARTNERS &  
FRIENDS

# THANK YOU.

Drop us a line or swing by our offices, we want to make your ideas run wild.



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