

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.



Jana - Izdrži Ritam (Keep the Rhythm)
Advertising



The brief. Evolve and produce a video with 4 musicians using 4 different instruments: electric guitar, drums, saxophone, and double bass. The result? 4 musicians, 4 Jana Vitamin water flavors, and 4 colors, which resulted in an integrated video and 4 different ads, brought into one visual storyline with our custom-made back-projection on a 20x8 meter screen.

Client
Jamnica

Agency
Saatchi & Saatchi

Producer
Miha Drnovšek

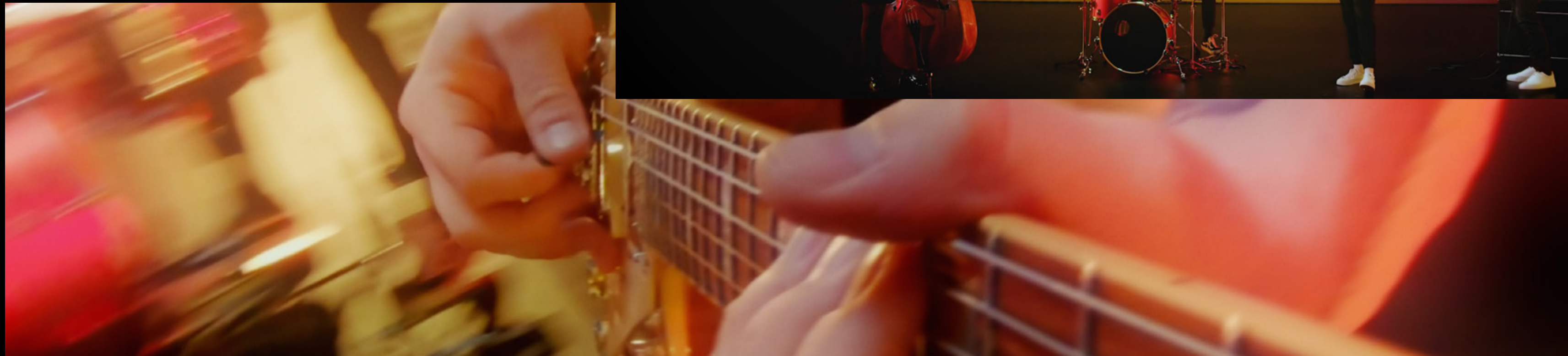
Director
Žiga Radulj

DOP
Nejc Miljak

Edit
Nejc Miljak

VFX
Žiga Radulj

Year
2019





HR/SRB
REGION

8x12s

2x32s

MV
VARIATIONS

TAG ON
SONG
EXTRAS

Vehicle Rent - Control Your Time Advertising



The brief. Evolve and produce a brand ident promo with a worldwide feel. Our creative concept? 4 different storylines with 4 protagonists having diverse automobile needs around the globe. Pre-production, casting, a 3-day shoot in 3 neighboring countries, and post-production (including editing, color grading, and audio recording) were delivered in just 14 days.

Client
Vehicle Rent

Agency
Primate

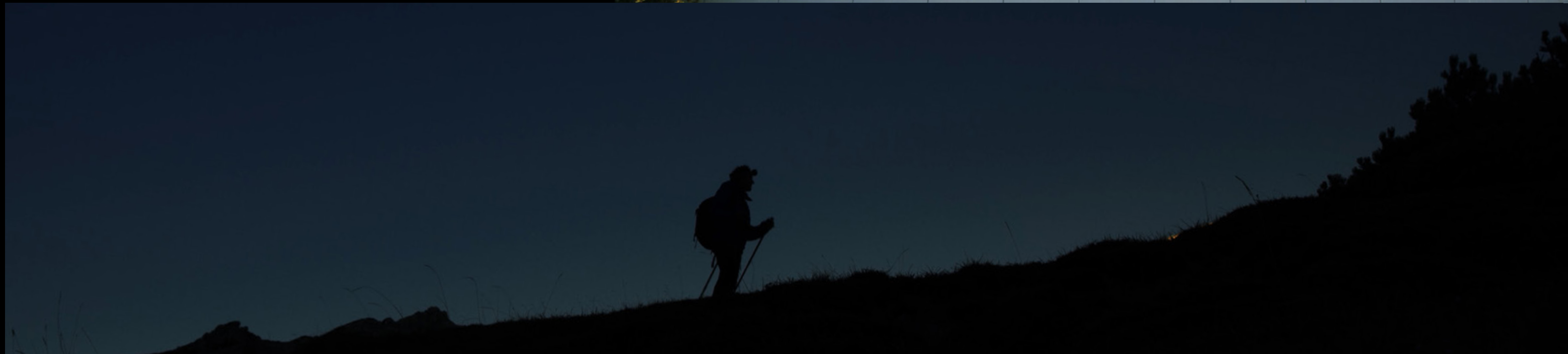
Producer
Miha Drnovšek

Director
Žiga Radulj

Dop
Nejc Miljak

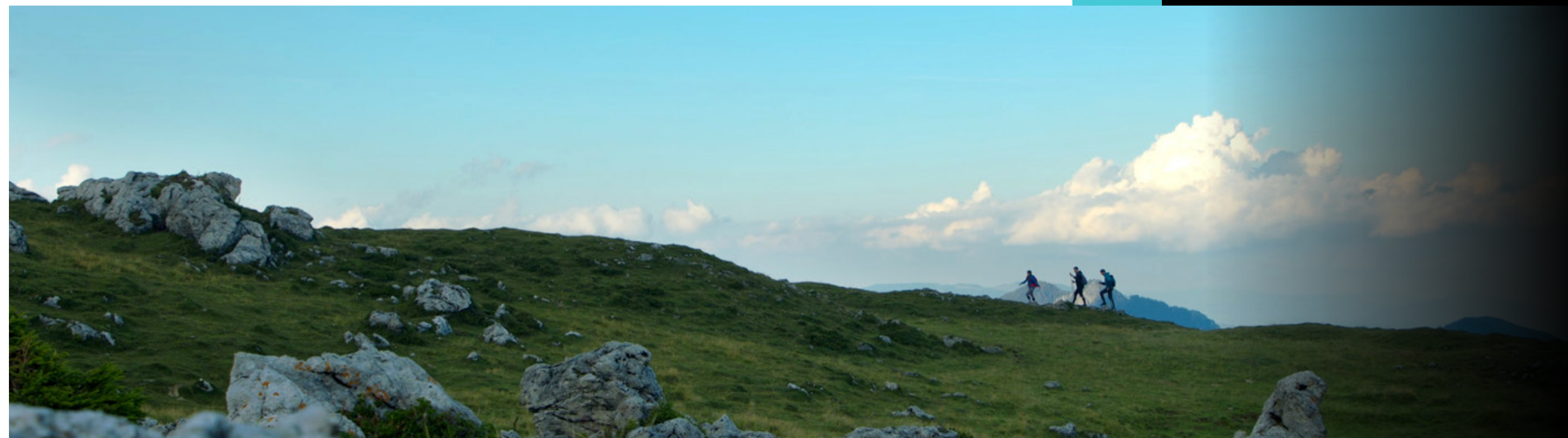
Edit
Nejc Miljak

Year
2018





Lidl - Lidlova Vitalnica Digital & Social



The brief. Produce a series of campaign videos for Lidlova Vitalnica, Lidl's health-oriented content stream, with local influencers as hosts delivering sports, cooking, and exercise advice. The result? Dynamic, fast-paced, professionally shot, and entertaining videos, which played on the strengths of each host and raised the number of social media and YouTube visits and views.

Client
Lidl Slovenija

Agency
Drom Agency

Producer
Miha Drnovšek

Director
Miha Drnovšek

Edit
Matija Ocepek

Year
2019 & on-going

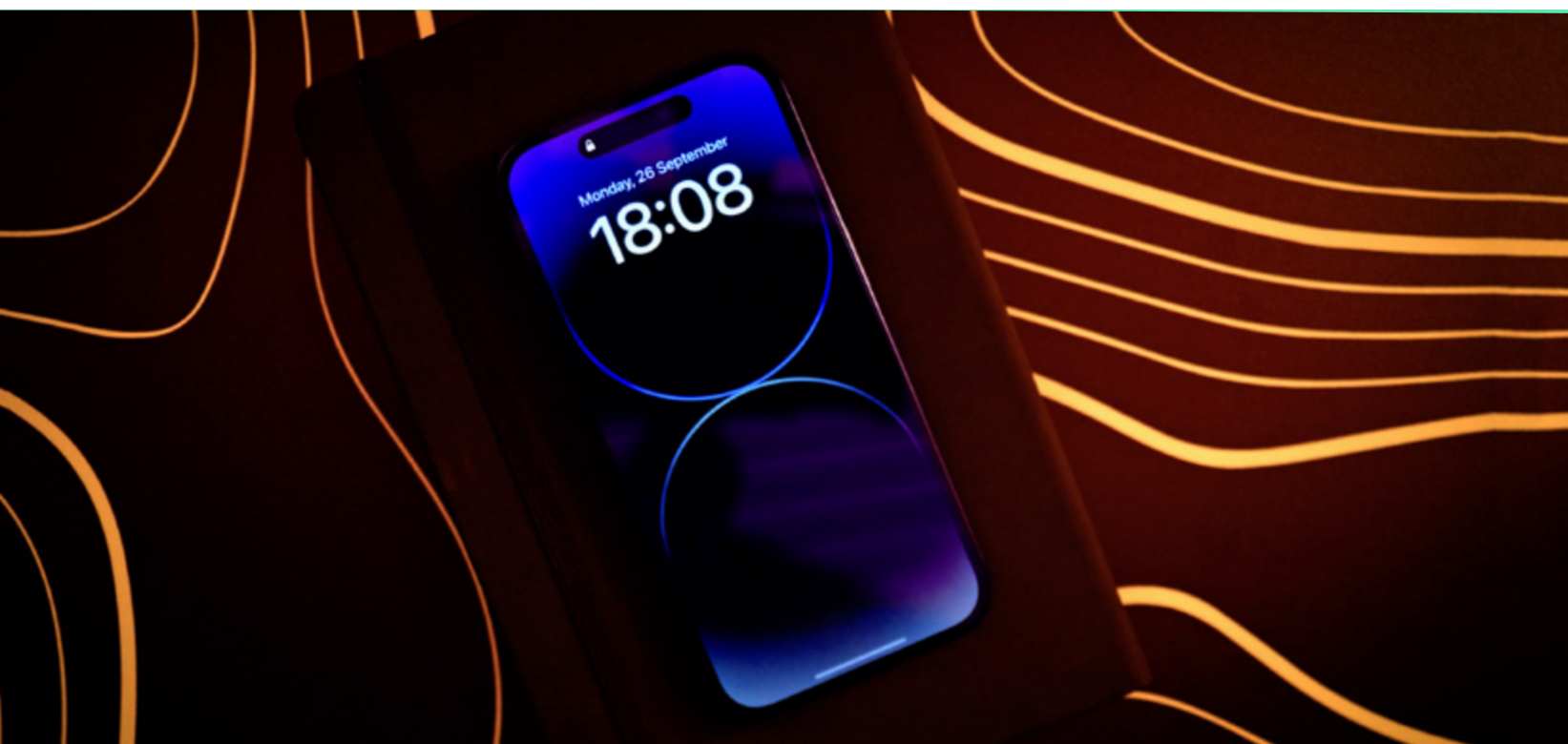




100+
VIDEOS MADE 

3.8MIL
VIEWS 

A¹ - OcenjevA¹nica Digital & Social



The brief. Produce on-going video presentations of A¹'s new arrivals. The result? Visually appealing and content-rich test & review videos of new mobile devices, which present key technical specifications and design, along with functionalities and useful information. Each video includes custom-made color graphics that raise the brand image and product quality.

Client
A¹ Slovenija

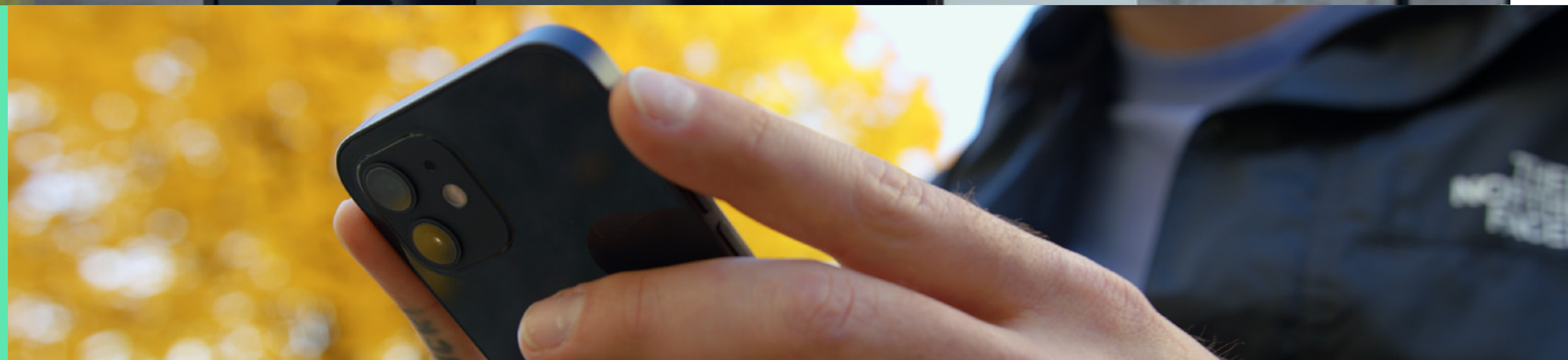
Agency
Drom Agency

Producer
Miha Drnovšek

Director
Miha Drnovšek

Edit
Matija Ocepek

Year
2018 & on-going





130+

VIDEOS MADE

FB/IG

WEB

YT

PLATFORMS

Jamieson - OMg Advertising



The brief. Produce a creative ad for Jamieson Mg product range. The result? A funky video of six moments in which people realize: OMg they need Mg. Narrated by a vibrant grandpa, the video carries a fresh look & feel. Shot in 2 days with 9 protagonists on 8 locations—on the field and in the studio. The delivery? A 30-second video and 6 cutdowns addressing each pain point.

Client
Carso Pharm

Agency
POINT OUT

Producer
Anja Vizjak

Director
Miha Drnovšek, Matija Ocepek

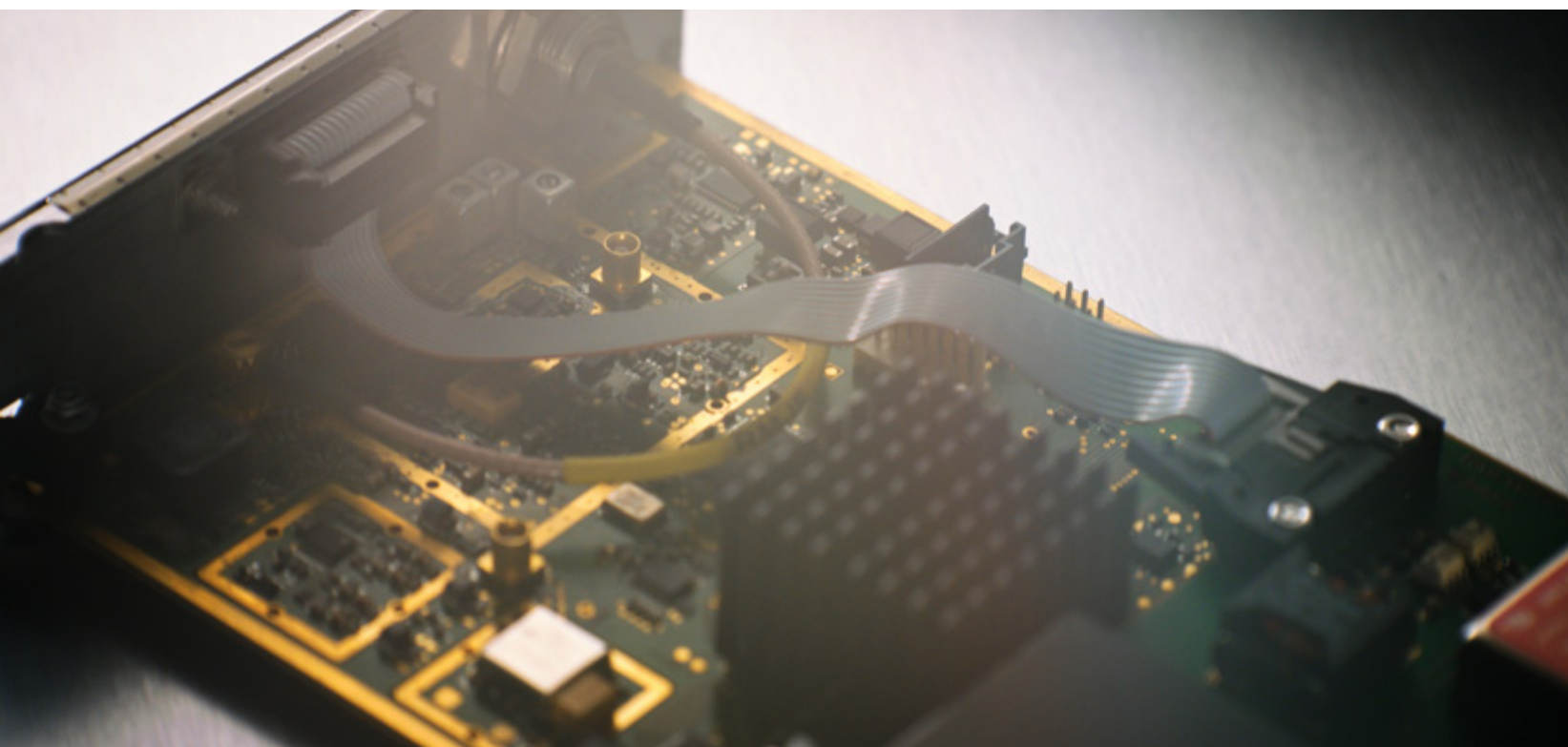
Edit
Matija Ocepek

Year
2022





SPIRIT - Green. Creative. Smart.
TV & Digital



The brief. Co-develop & produce materials for I feel Slovenia. Green. Creative. Smart. national campaign promoting the benefits of Slovenia's economy abroad. The result? 12 umbrella videos and 40 corporate videos of the country's best companies. The videos premiered at EXPO Dubai and were aired as TV & digital ads on CNN International. The 8-month project also won 3rd prize at WEBSI, 2022 Web Champions contest.

Client
SPIRIT Slovenia

Agency
POINT OUT

Producer
Anja Vizjak

Director
Miha Drnovšek, Matija Ocepek

Edit
Matija Ocepek

Year
2021, 2022





YMS - Zareži v rutino (Cut Into Your Routine)

Advertising



The brief. Co-develop & produce a creative campaign ad for a new hair salon targeting young people. The result? A fast-pace edgy video that speaks against old stereotypes, inviting the young generation to forget their “musts” and rather follow their “wants”, even when it comes to their hair. The project won the silver prize at the Slovenian Advertising Festival (SOF).

Client
Mič Styling

Agency
Yin + Young

Production
PRIMATE

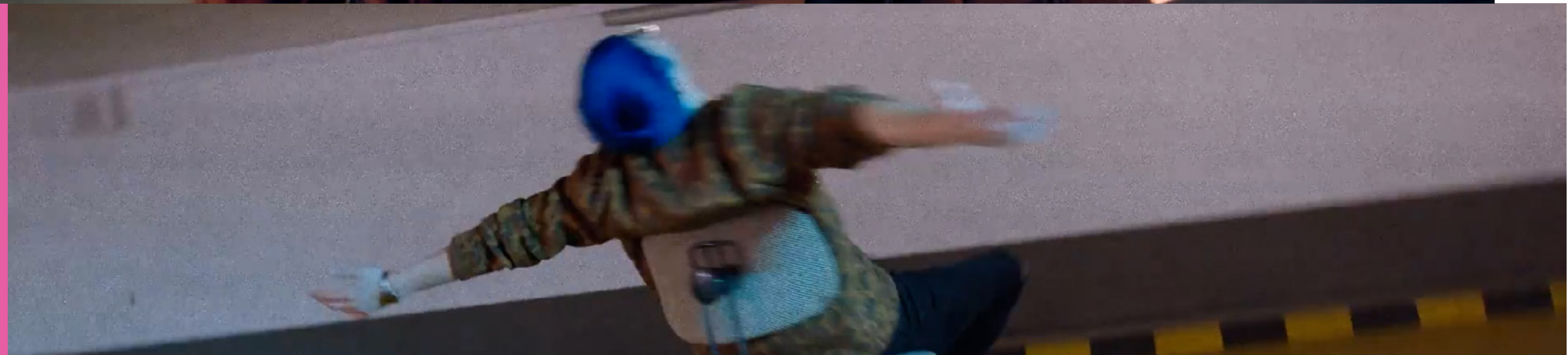
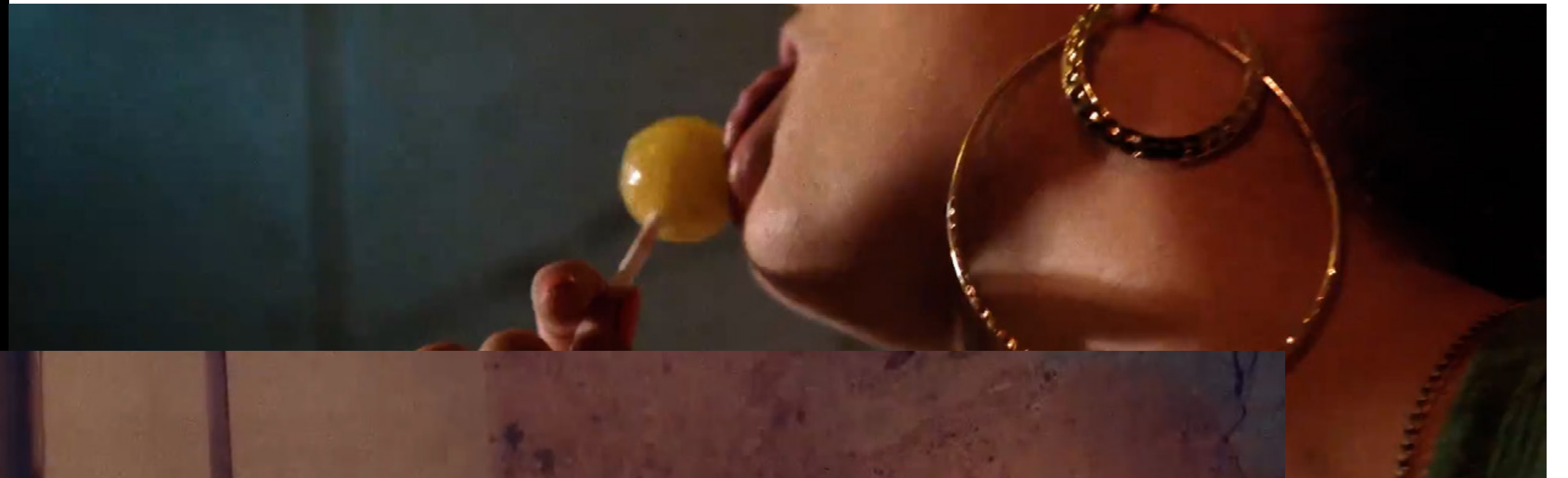
DOP
Miha Drnovšek

Camera
Miha Drnovšek

Post-production
Erik Margan

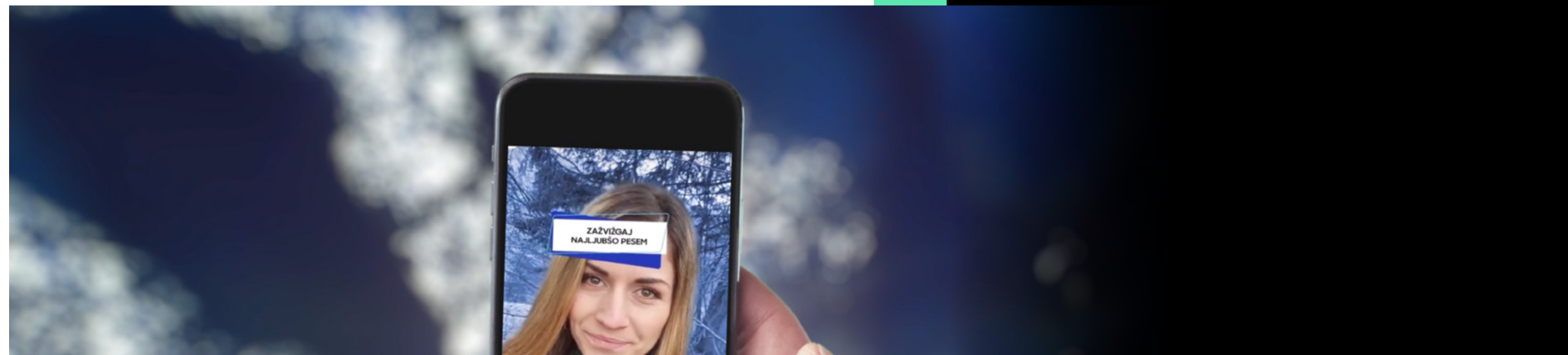
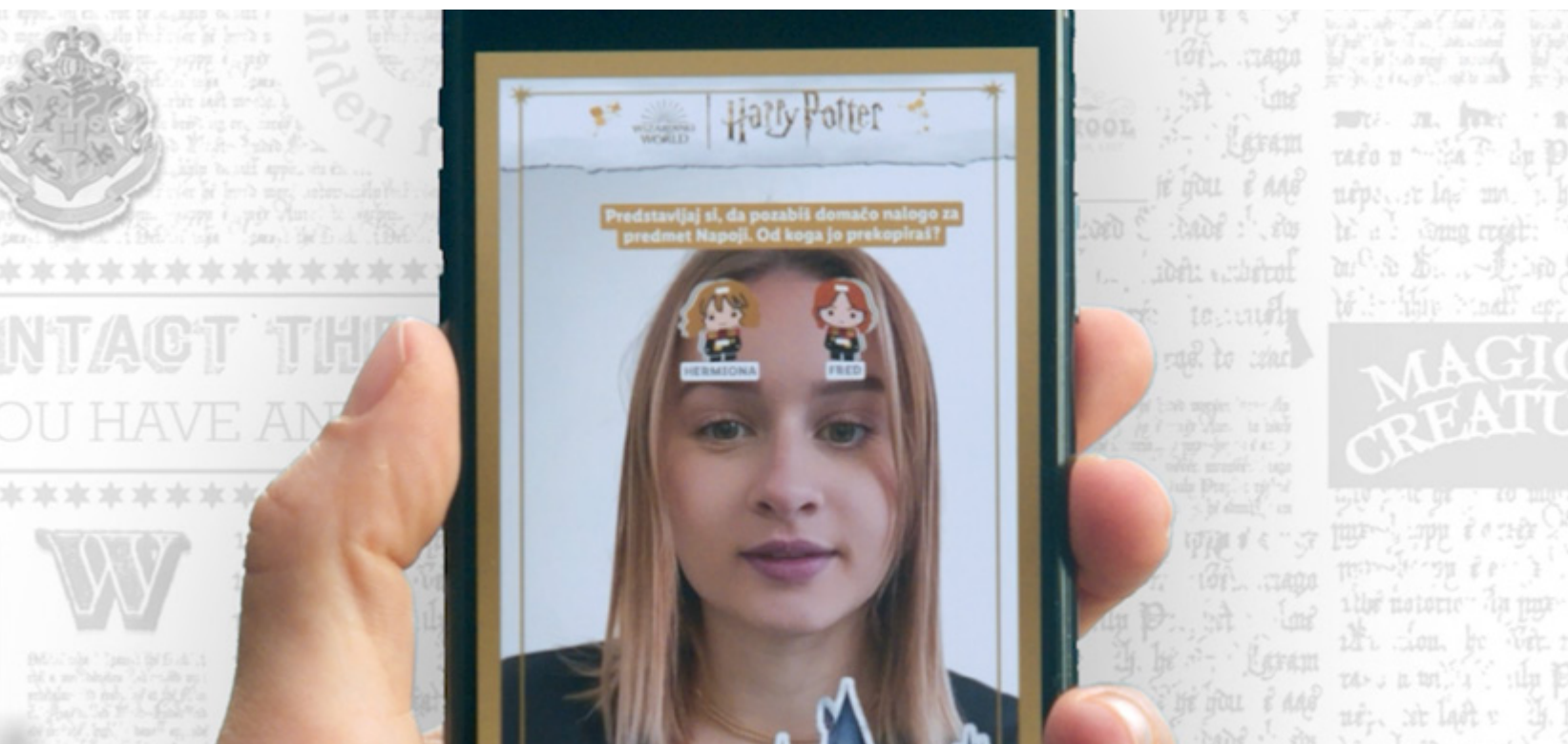
Graphic Design
Luka Ritonja, Jure Ljubeljšek

Year
2019



MORAŠ
BITI
KULTUREN.
BLOND

AR Filters



The brief. A hyper-immersive and powerful tool for expanding your brand's presence and influence on social media platforms. Even more engaging than videos, AR filters allow us to put digital objects into a real-world environment and offer an interactive user experience with a lasting impression.

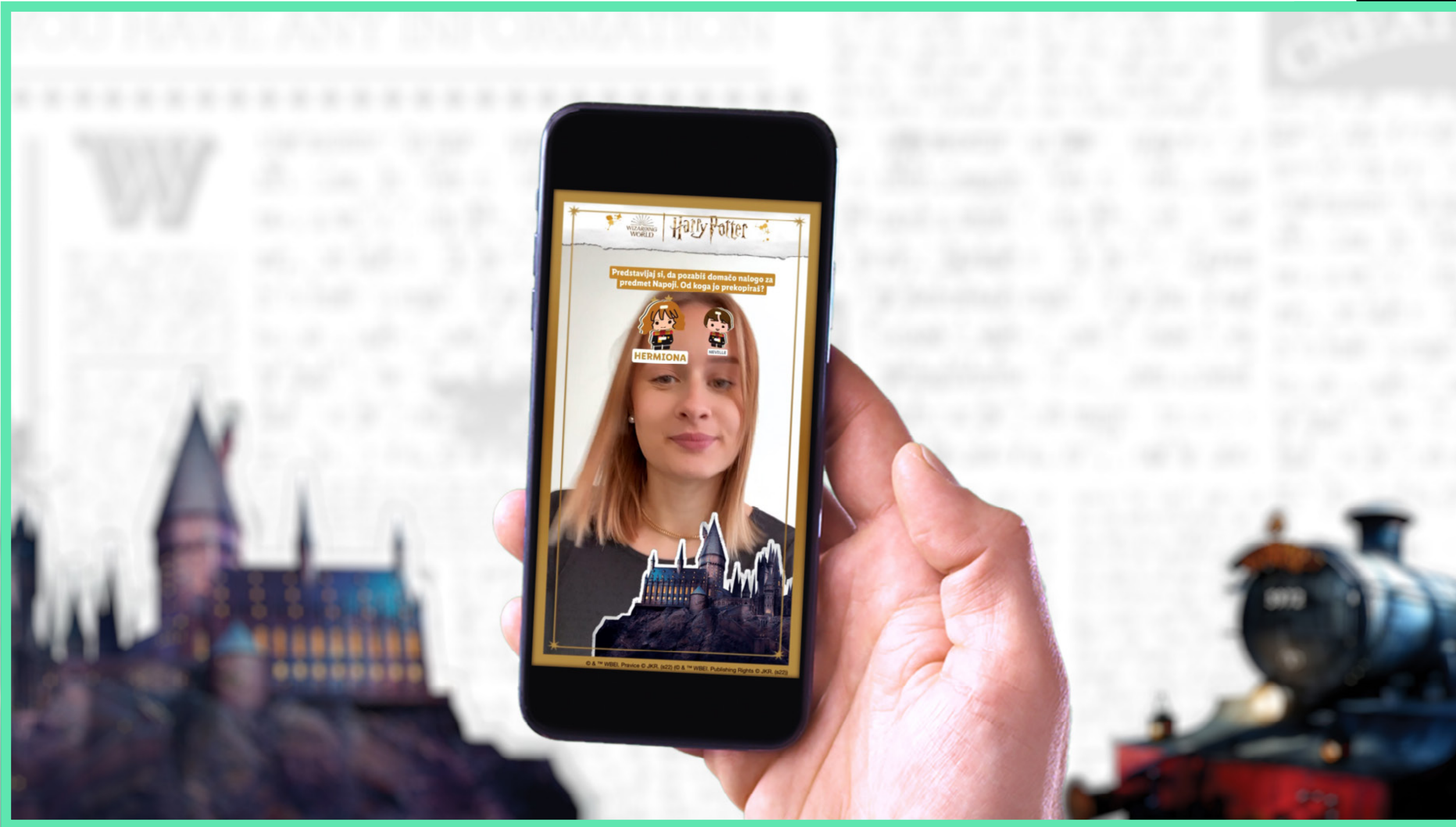
Clients
Samsung Slovenia
Lidl Slovenija
Jeruzalem Ormož
Atlantic Group
Jameson

Agency
DROM Agency
.raw

Producer
Miha Drnovšek

Code
Matija Ocepek





Jana



Luna \ TBWA The Disruption[®] 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.



PRIMATE
+386 41 283 902
hello@primate.si

LJUBLJANA
Einspielerjeva ulica 6
1000 Ljubljana

