

WILD IDEAS EVOLVE

PITCH DECK

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

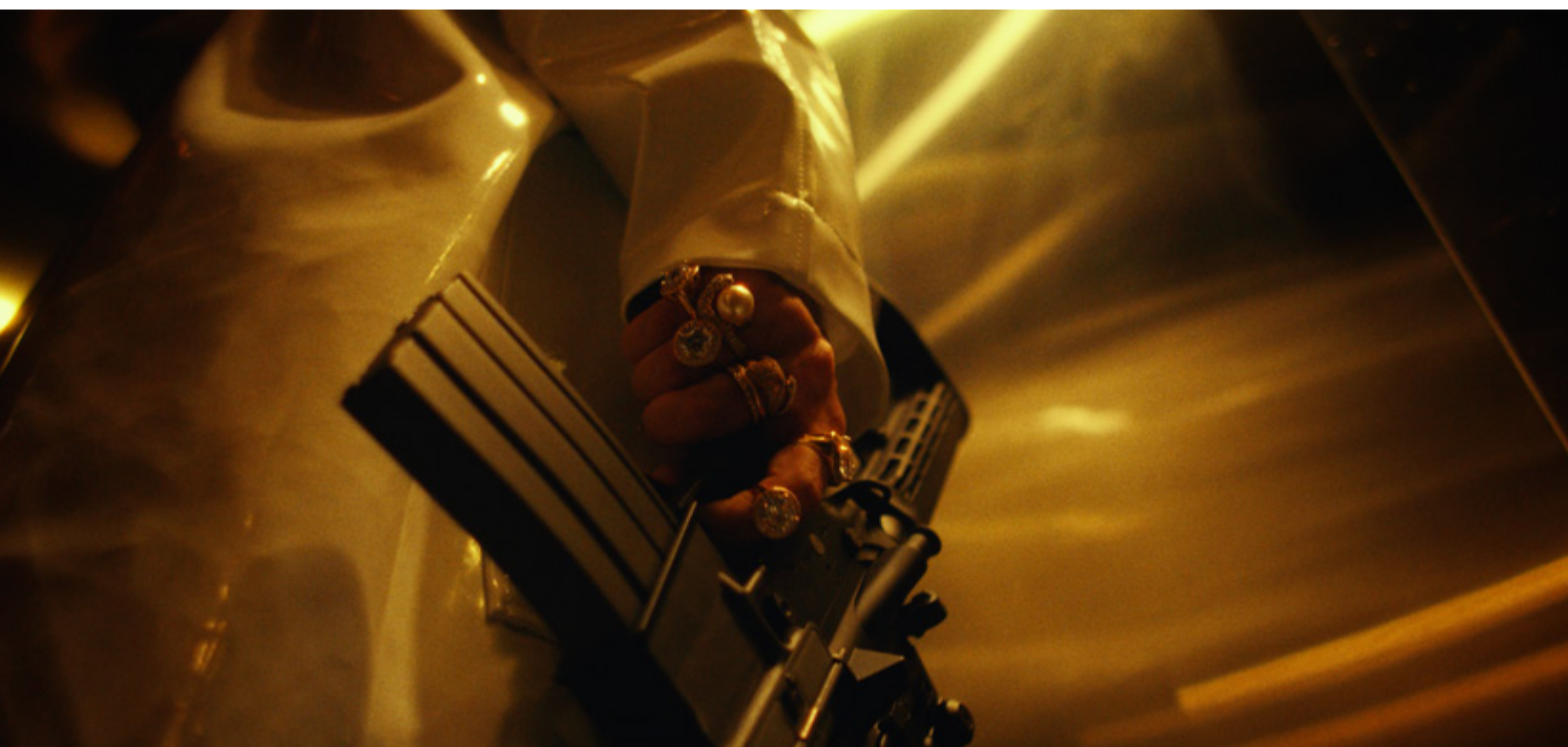


Untamed ideas challenge us

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.



Senidah - Balkanka
Music Video



The brief. Develop the creative concept & produce a music video for Balkanka, Senidah's new masterpiece. The result? A visual heist fit for a regional trap queen that stole the Balkan's music scene. A 2-day shoot with 5 locations, crazy visual effects, an iconic look & feel, and one gang that took music video production to new heights.

Client
Senidah

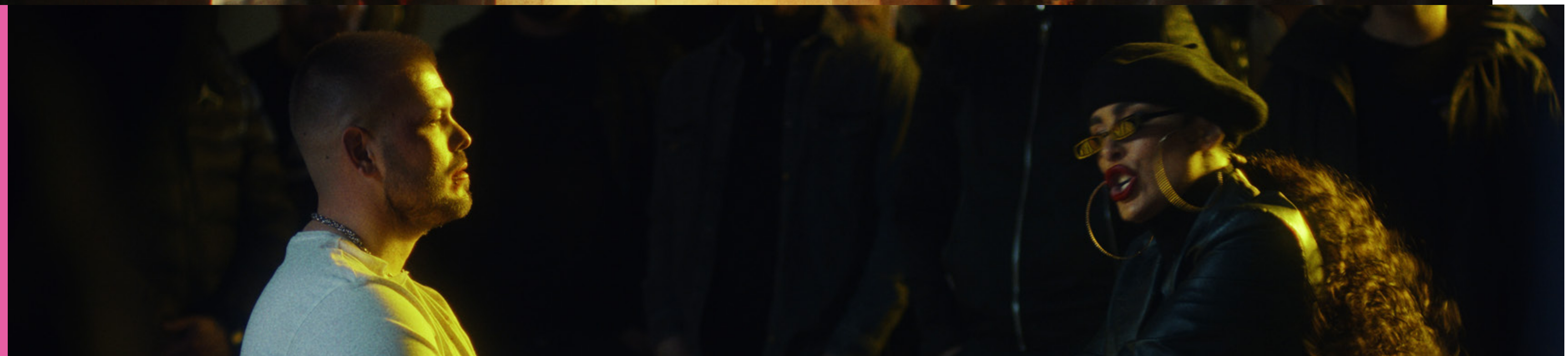
Producer
Miha Drnovšek, Anja Vizjak

Director
Nejc Miljak, Žiga Radulj

DOP
Kristjan Stramič

Edit
Nejc Miljak, Žiga Radulj

Year
2020





Nina Pušlar - Prste stran (Hands Off)

Music Video



The brief. Produce a music video for Nina Pušlar, one of Slovenia's most successful musicians, in collaboration with dance choreographer & director Anže Škrube. The result? A visual romance with a Hispanic summer look & feel. Shot over the course of 2 days, at 7 different locations in Ljubljana with a 50+ cast who danced the night away.

Client
Nina Pušlar

Production
PRIMATE

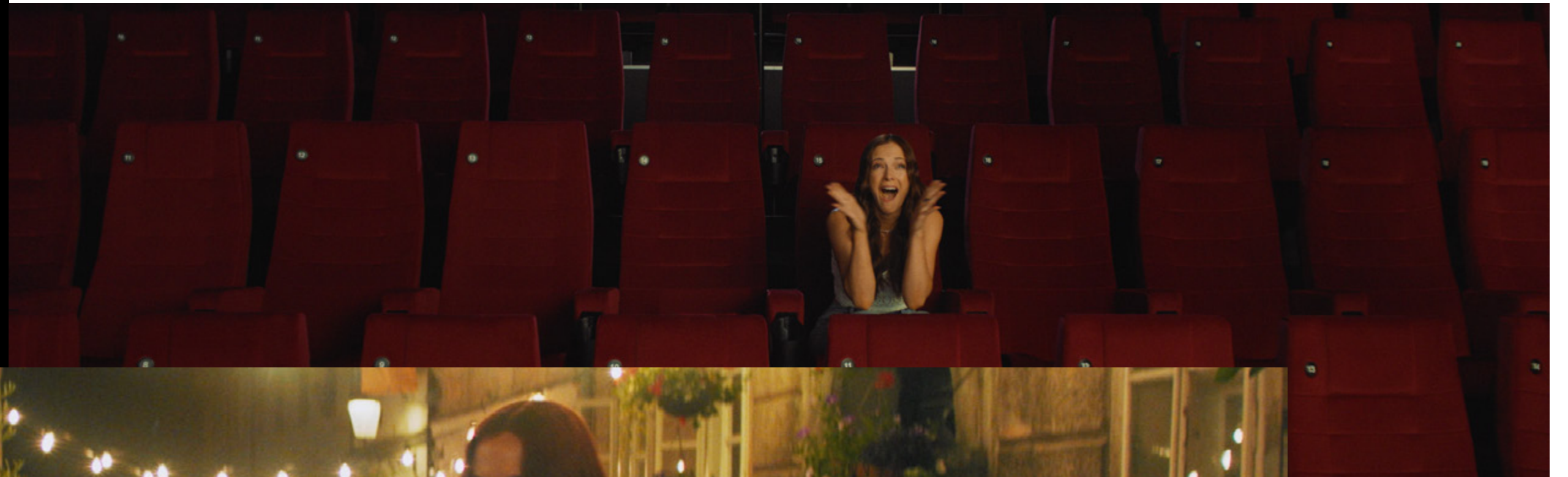
Producer
Miha Drnovšek, Anja Vizjak

Director
Anže Škrube

DOP
Igor Zečevič

Edit
Matija Ocepek, Matija Lepoša

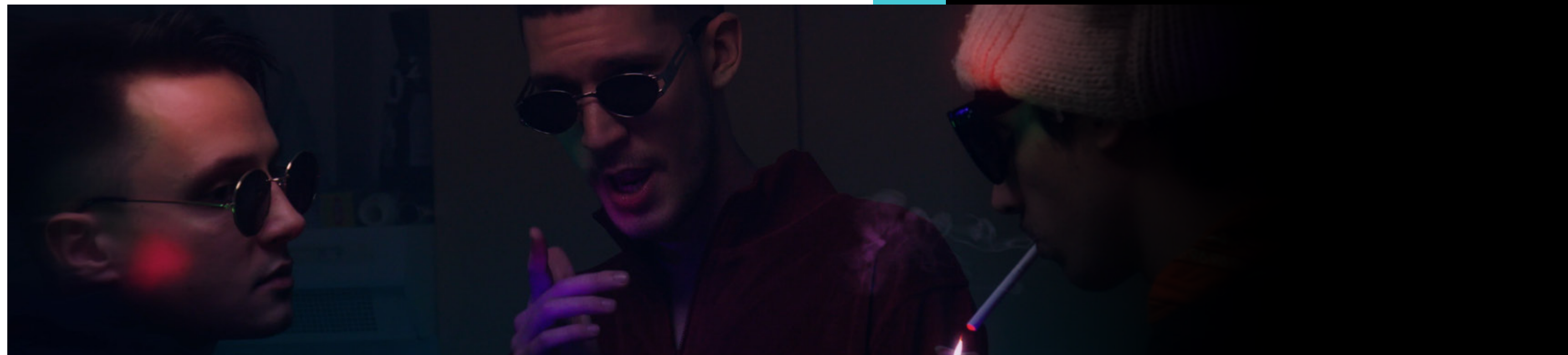
Year
2022





PRIMATE Nina Pušlar - Prste stran (Hands Off)

Nestor - Oči (Eyes)
Music Video



The brief. Evolve the creative concept & produce a music video for Nestor's new debut Eyes that'll transcend the song's message into a captivating visual story. The result? A riveting music video presenting love moments literally frozen in time. Made with advanced filming techniques, visual effects, transitions and our signature look & feel.

Producer
Miha Drnovšek

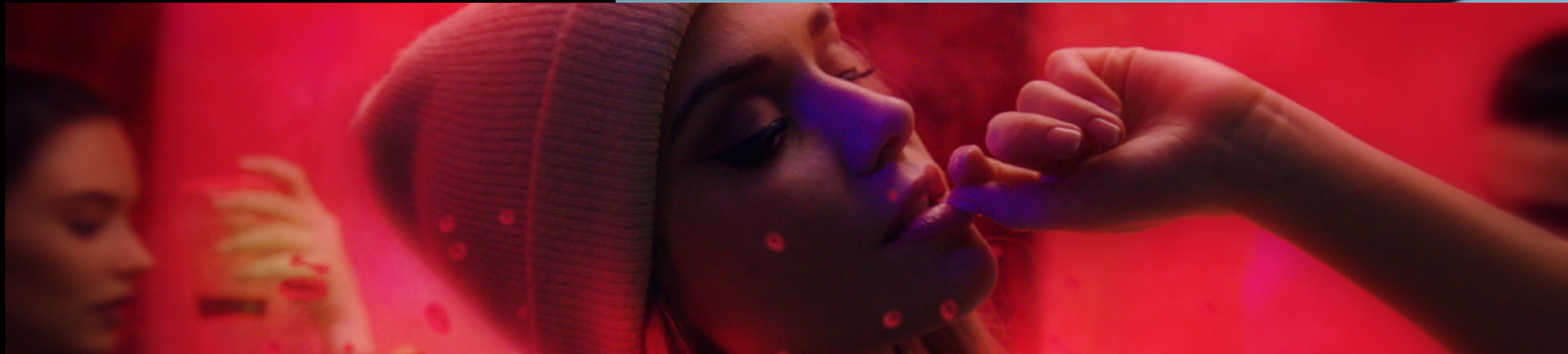
Director
Žiga Radulj

DOP
Nejc Miljak, Žiga Radulj

Edit
Žiga Radulj, Nejc Miljak

VFX
Žiga Radulj

Year
2019





VFX
EXTRAS

390K+
VIEWS

Senidah - Slađana
Music Video



The brief. Evolve & produce a visually appealing music video for Senidah, the biggest regional trap artist, and her new debut *Slađana*. The result? A fast-paced visual story with VFX, swift transitions, custom-made scenography and wardrobe. Full of our signature look & feel and unique visuals made with innovative filming techniques.

Producer
Miha Drnovšek

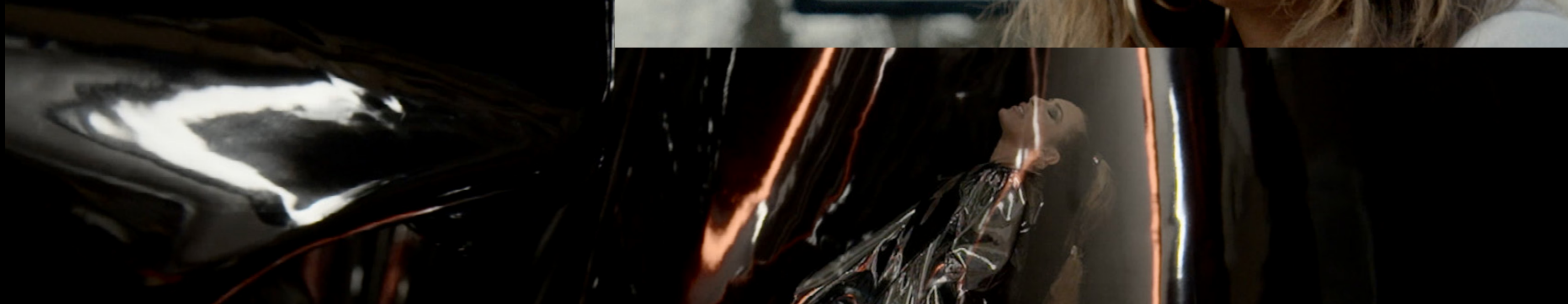
Director
Žiga Radulj

DOP
Tilen Bačar

Edit
Žiga Radulj, Nejc Miljak

VFX
Žiga Radulj

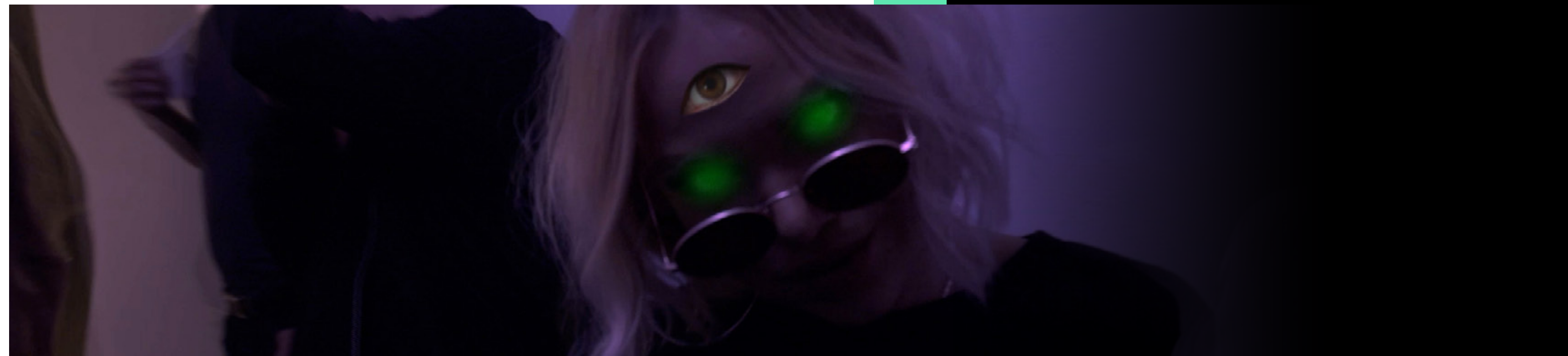
Year
2018





53MIL+
VIEWS 

AMN - Afterica
Music Video



The brief. Develop the creative concept & produce a music video for AMN's new song Afterica. The result? An immersive experience of the after-party scene, a visual story told through the your viewpoint. Filmed in one take and enriched with animated subtitles. The music video was awarded for Best Direction at Indirekt Music & Art Festival.

Production
PRIMATE

Producer
Miha Drnovšek

Director
Žiga Radulj

DOP
Tilen Bačar

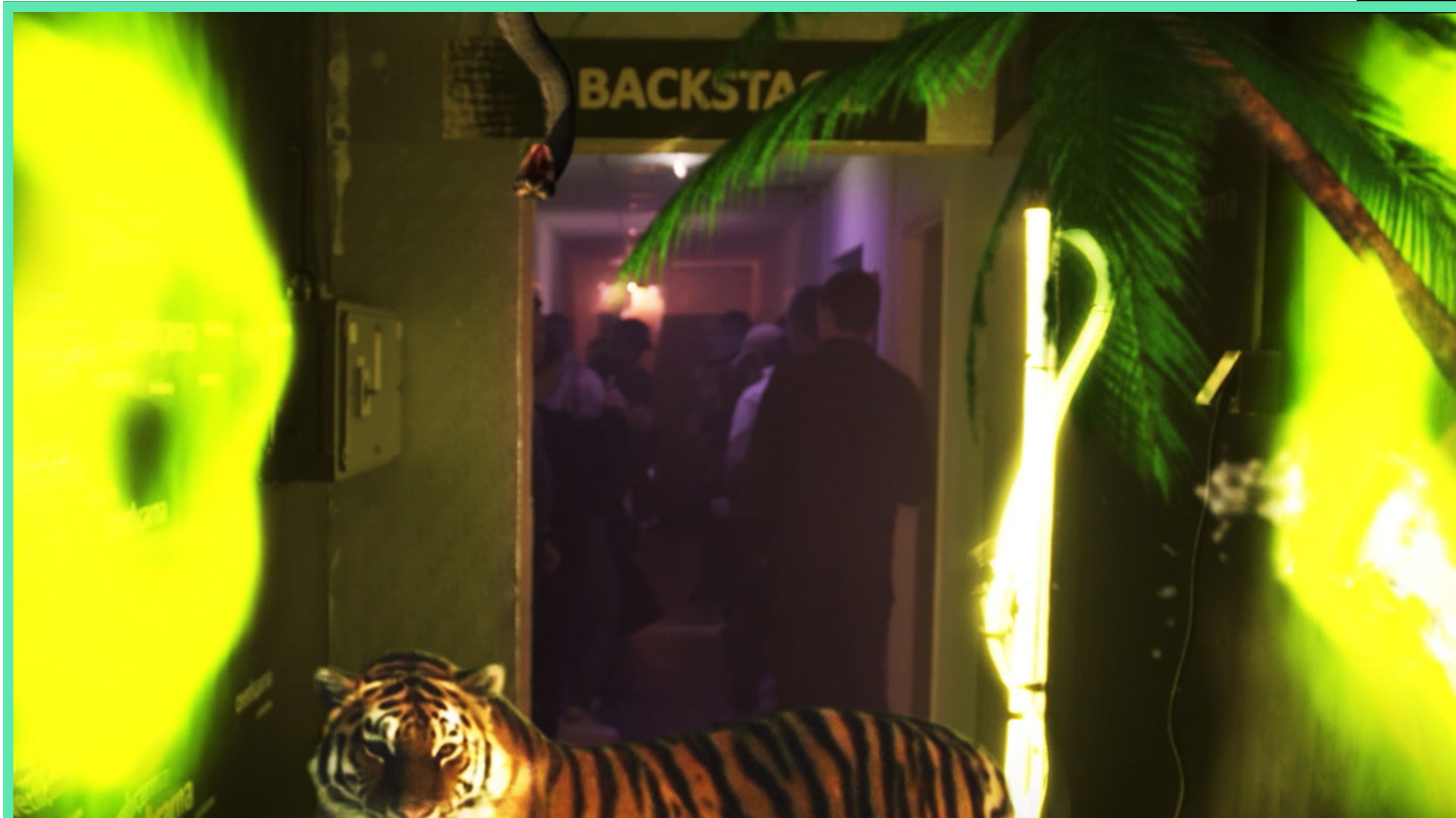
Camera
Miha Drnovšek

PA
Filip Đurić, Nejc Miljak

VFX
Žiga Radulj

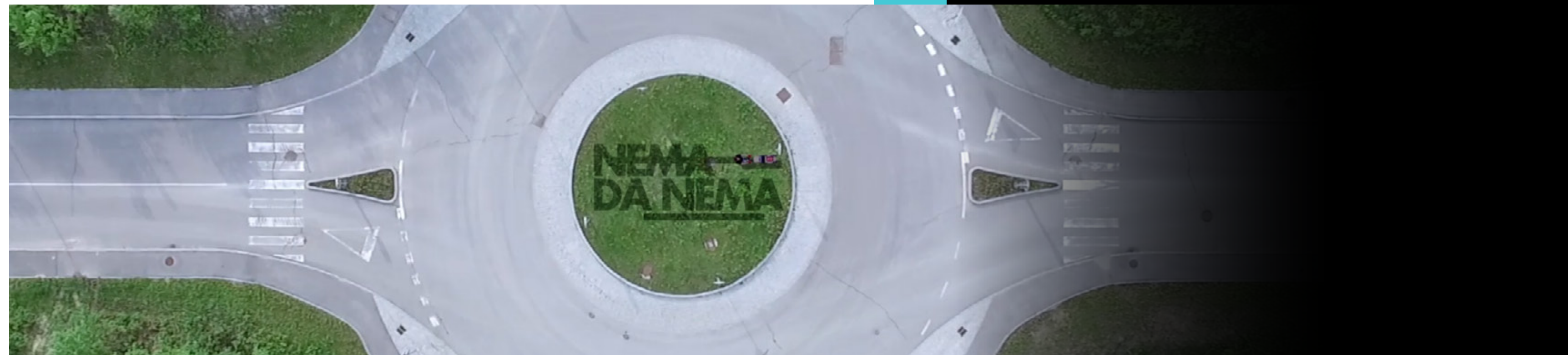
Year
2018





High5 - Nema Da Nema

Music Video



The brief. Develop the creative concept & produce a music video for VIP Mobile Croatia's new ad campaign featuring the song Nema Da Nema by High5. The result? A video for the young internet generation. Every frame is a custom-made meme, produced with different techniques, from stop-motion, time-lapse, VFX, photo animation to film. The content was used in TV, OOH & digital advertising.

Client
VipMobile

Agency
Bruketa&Žinić&Grey

Producer
Miha Drnovšek

Director
Žiga Radulj

DOP
Tilen Bačar

Edit
Nejc Miljak

VFX
Žiga Radulj

Year
2018

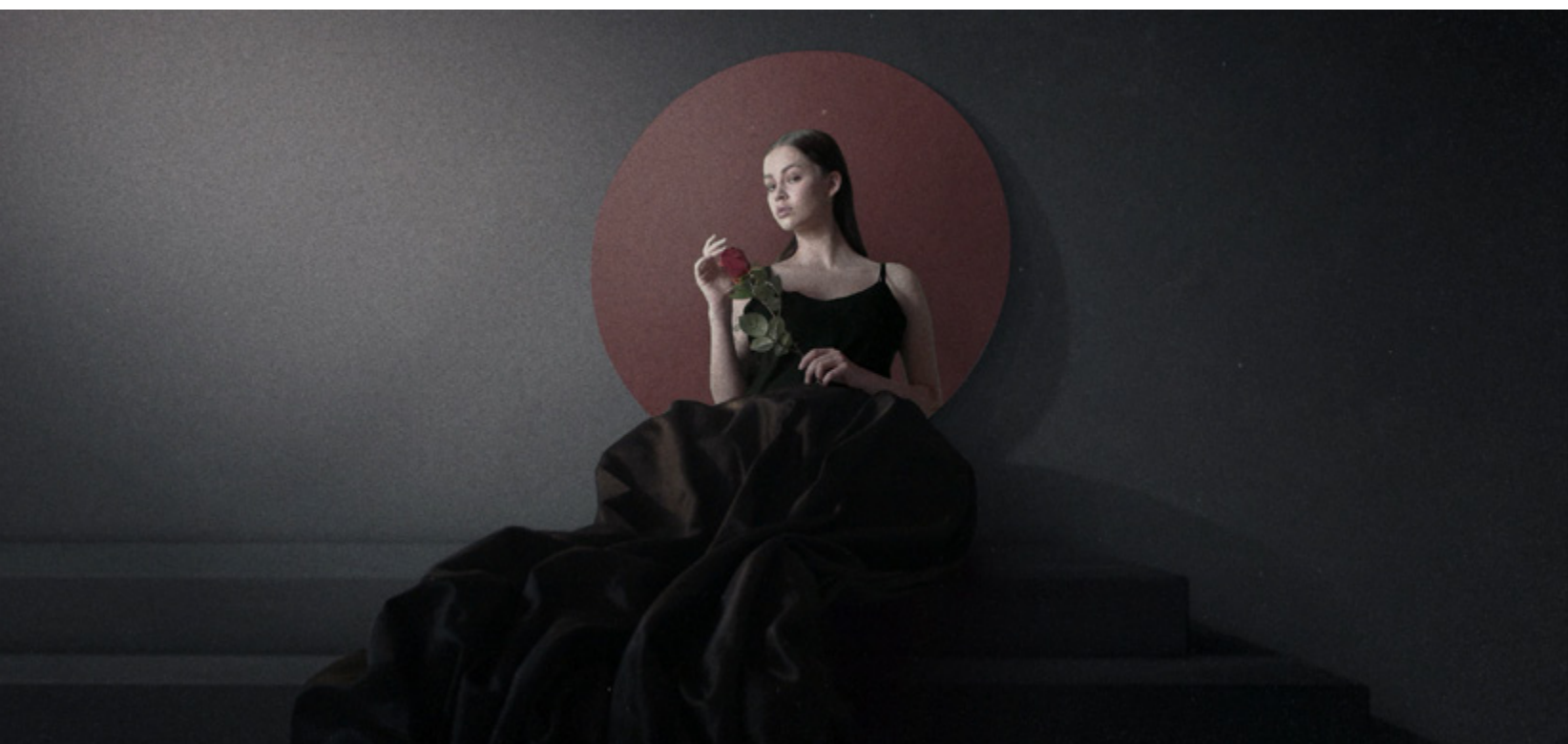


#NEMADANEMA





Gaja Prestor - Verjamem vase (Believe In Yourself)
Music Video



The brief. Develop a creative concept & produce a music video for Gaja Prestor's new debut, competing in both the EMA 2020 and Song of the year 2020 contest. The result? A mesmerising visual narrative of individuals in their fight to grow and succeed by believing in themselves. The visuals were both in complete contrast to the lyrics and complete support of the message.

Producer
Miha Drnovšek

Director
Žiga Radulj

DOP
Tilen Bačar

Edit
Žiga Radulj, Nejc Miljak

VFX
Žiga Radulj

Year
2020





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

