



*portfolio 2024.*

**INFESPECTIV**

anamorphic + animated + interactive

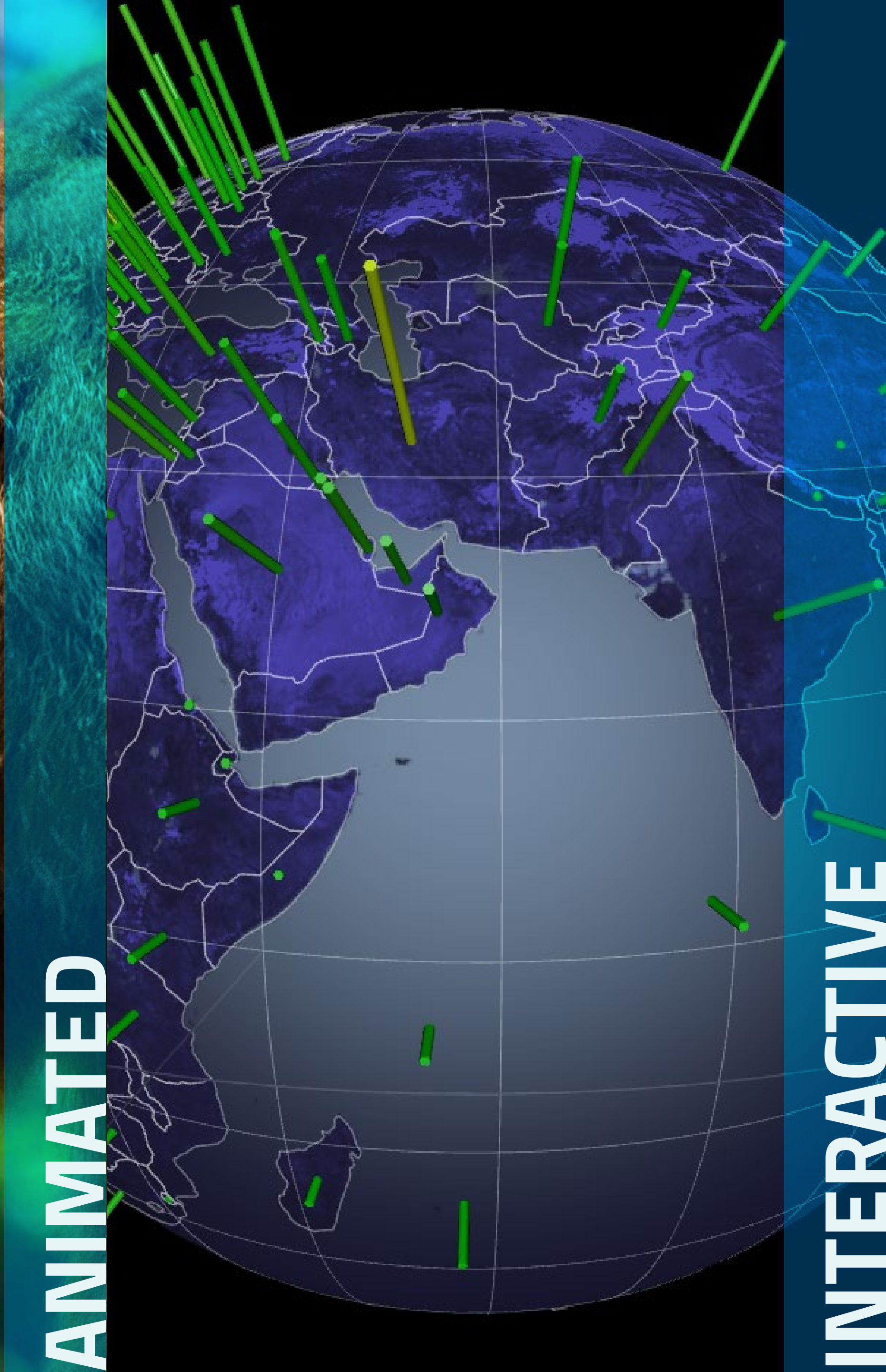




ANAMORPHIC



ANIMATED



INTERACTIVE



# anamorphic

*: anamorphic optical effects are created by distorting images that depict 3D content, so that the content viewed from a certain angle appears undistorted, while the 3D objects appear as if they are in actual space in front of the screen.*



*the dinosaur on this angled screen appears distorted when viewed from any other angle, but when viewed from the front it looks accurate and as if the dinosaur is in the real space in front of the screen.*





## KARLOVAČKO: AMONG YOUR FRIENDS

This anamorphic animation created as part of the 'Among Your Friends' campaign added a new dimension to advertising on digital display screens. The recognizable red and green bottle 'popped' out of the screen during the Christmas holidays, reminding people to spend time with their loved ones and enjoy their favorite beer.

- 🔗 *Karlovacko Illusion Screen | Go2Digital*
- 🔗 *The Biggest Bottle Ever: favorite and „Among Your Friends“*







## REHYDRATE WITH JANA

Water contributes to normal cognitive functions. Insufficient hydration causes poor concentration, fatigue, and headaches. The best way to stay properly hydrated is to have a bottle of Jana always within your reach. That's why we scanned this recognizable and unique bottle using a state-of-the-art industrial scanner, animated it, and gave it the power to raise awareness about the refreshing and healthy strength of the Jana bottled water.

 [Jana Illusion Screen | Go2Digital](#)





## ICE-COLD DELIGHT!

The solution for summer heat comes in a refreshingly cold liquid form! This animation was created in two variations that alternated based on the daily temperatures. During the hot days, we trapped those bottles behind the ice barrier to help you cool down even faster.

[Ice-Cold Karlovačko Beer | Go2Digital](#)





## JUBILEE COFFEE

Franck coffee's recognizable package jumped out of advertising screens during the Easter holidays. Every true coffee lover can confirm that a cup of this hot beverage enlivens all your senses.

With this animation we reminded coffee enthusiasts about the uniqueness of this beloved Croatian coffee brand using an equally unique three-dimensional anamorphic illusion.

 [Franck | Go2Digital](#)







## TIN CAN: EVERYONE'S FAVORITE

An animation created as part of the campaign promoting canned food from the Podravka's extensive product range. In addition to preserving our food without the use of preservatives, tin can is an unique product that can be endlessly recycled or repurposed into something useful and beautiful.

 **Podravka Tin Can 3D | Go2Digital**





# CHRISTMAS TOYS CATALOG

Digital animations of selected toys from Lidl's Christmas catalog. Six diverse toys were fully replicated piece by piece through digital magic, after which they delighted the youngest during the Christmas holidays of 2022 and 2023.

 *Lidl 3D | Go2Digital*







## McDONALD'S LOYALTY

Anamorphic animation created for the promotion of the McDonald's MyM app.

We transformed the digital advertising screen into a vault where McDonald's points are stored, represented as colorful tokens. App users can redeem these loyalty points for selected McDonald's treats.





## DO YOU WANT CHRISTMAS?

The animation for Kaufland's Christmas campaign invites you to fulfill all your holiday wishes at Kaufland stores, whether it's buying Christmas decorations, gifts for your loved ones, food for your Christmas feast, or the sweetest treats you deserve.







## DO YOU WANT CHRISTMAS?

The animation for Kaufland's Christmas campaign invites you to fulfill all your holiday wishes at Kaufland stores, whether it's buying Christmas decorations, gifts for your loved ones, food for your Christmas feast, or the sweetest treats you deserve.







## DO YOU WANT CHRISTMAS?

The animation for Kaufland's Christmas campaign invites you to fulfill all your holiday wishes at Kaufland stores, whether it's buying Christmas decorations, gifts for your loved ones, food for your Christmas feast, or the sweetest treats you deserve.







**Bogata proteinima  
i vitaminima A, D i E**

## FRESH FROM THE ADRIATIC

To promote Cromaris seafood, we transformed the angled screen at the City Center One mall into a real aquarium filled with sea bass, dorade, seabream, and other fish from Cromaris' product line. Fresh seafood makes your diet healthier, simpler, delicious, and more convenient.

 **Cromaris | Go2Digital**







## THE EXPERIENCE THAT BREAKS OUT

The unique and innovative CUPRA Formentor needed an equally unique and innovative promotion. Helped by our digital illusion, this sophisticated and really performative sports car presented itself to visitors at City Center One in a worthy manner.

- [!\[\]\(38441ceaa711016e0bf2ad46ad394ff4\_img.jpg\) CUPRA Formentor 3D | Go2Digital](#)
- [!\[\]\(6e027340d4263908f264926b1ad81c5e\_img.jpg\) CUPRA Formentor on the Illusion Screen](#)



TAMAMEN ELEKTRİKLİ,  
TAMAMEN MERCEDES.



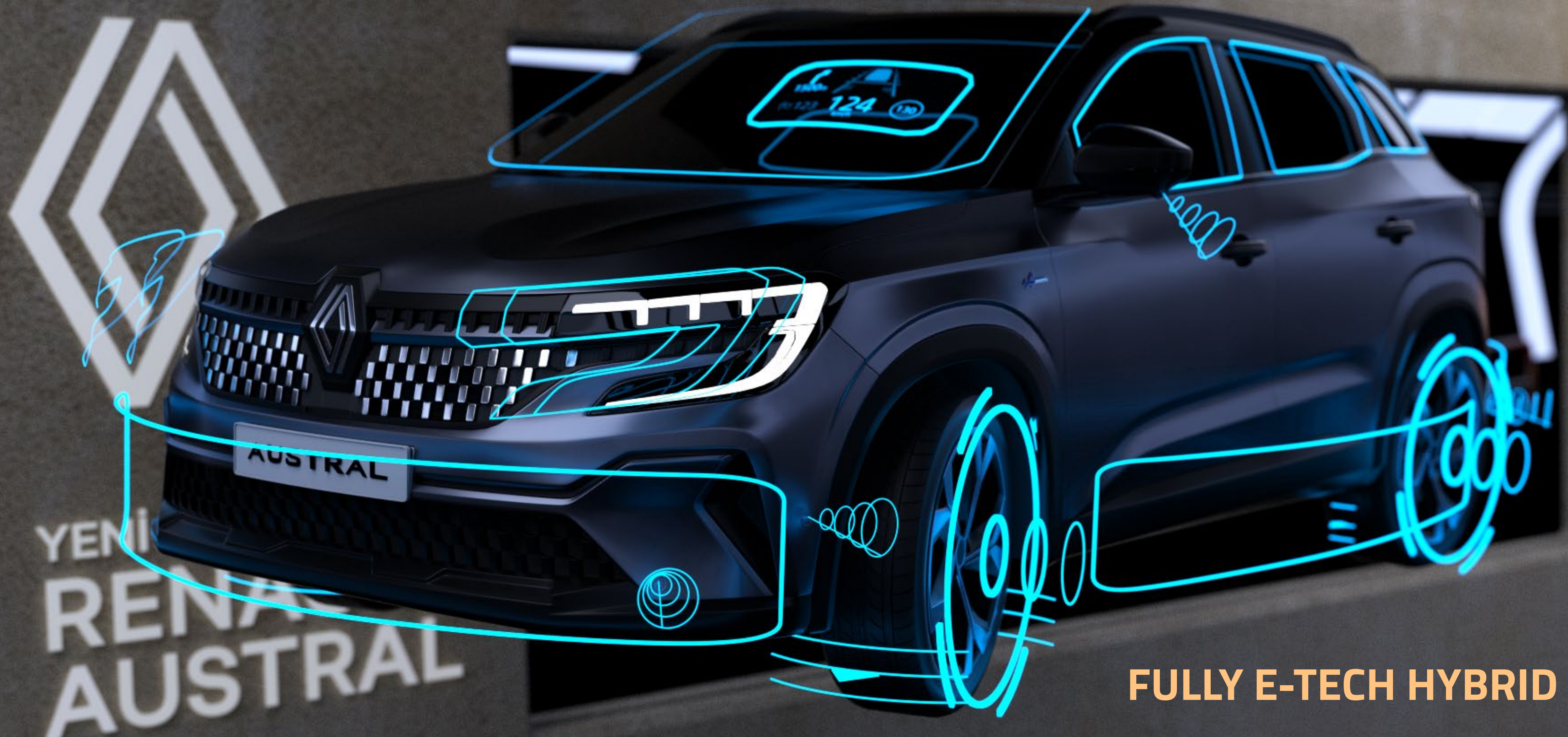
## TOTALLY ELECTRIC, TOTALLY MERCEDES

Mercedes doesn't need an introduction, but the latest -fully electric- EQS sedan required a unique 'electric' promotion to emphasize the luxury, innovation, and elegance that only Mercedes can provide.

This 3D OOH animation captivated passersby at two busy locations in Istanbul and captivated them with Mercedes' excellence.

 *Driving Luxury: Mercedes EQS - Awarion*





## FULLY E-TECH HYBRID

This vertical anamorphic animation of Renault's latest hybrid marvel surprised passengers of the Istanbul metro with its science fiction approach, showcasing all the advanced technologies that make this car a delight for its drivers.



Renault Austral on Metro Screens - Awarion

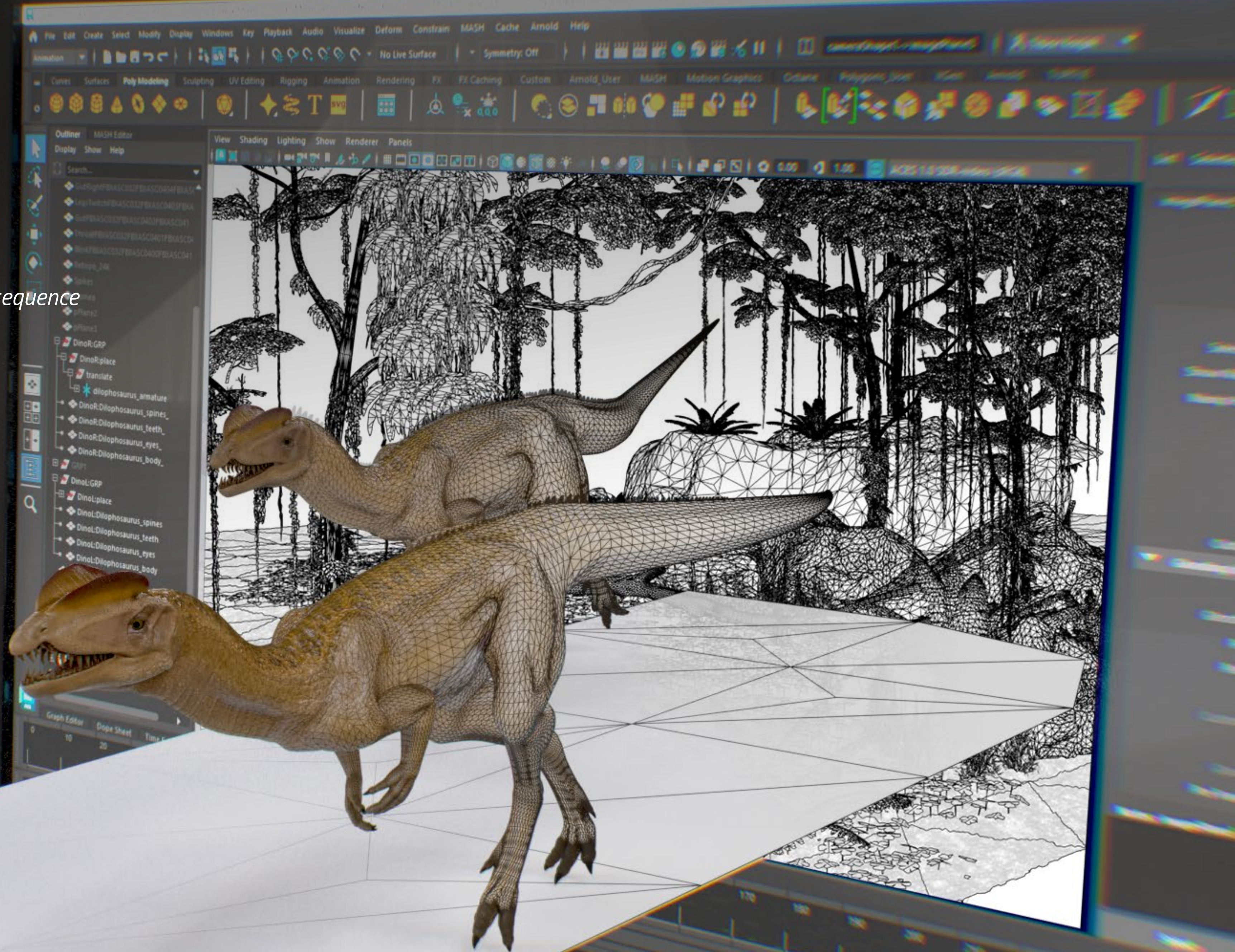
「INFESPECTIV」

ANAMORPHIC



# animated

*: created using animation techniques - by rapidly changing drawn or computer-generated images in a sequence to create an illusion of movement.*





# A MAMMOTH AT TUŠKANAC

The new exhibition at the Croatian Museum of Natural History in Zagreb has new attractions. To promote these attractions effectively, we helped our colleagues from LM Communications bring a real\*, woolly mammoth to Tuškanac park to impress passersby.

**\*CGI mammoth, actually**





# FRIENDLY DINOSAURS

In addition to the mammoth, Tuškanac also welcomed other unusual visitors from prehistoric times. With digital magic, we transformed this Zagreb park into a Jurassic one. Fortunately, our dinosaurs are friendly and just want to encourage you to check out the latest exhibition at the Croatian Museum of Natural History in Zagreb.





## GAVRILOVIĆ ... AND THAT IS IT!

After Gavrilović won seven gold medals for excellence and quality from the prestigious German organization DLG, we created this ad that showcases all the award-winning products.



ANIMATED

「INFESPECTIV」





## THE COOLEST BRAND

AA n animation featuring eight classic Gavrilović products (both long-lasting and semi-durable sausages) that were voted as “the coolest” by the surveyed members of the Gen Z. Gavrilović knows how to serve tradition and quality for the modern age and the times ahead.







## THE COOLEST BRAND

Several animations featuring eight classic Gavrilović products -both long-lasting and semi-durable sausages-that were declared "the coolest brand" by the survey among the Gen Z.







## No1 PÂTÉ

Several animations for Gavrilović's OOH campaign 'Number One Pâté in Croatia' showcasing classic products as well as the new "Art" line of gourmet products.







## THE MIJAUS FAMILY

The Mijaus Family is a series of short educational videos for Studenac Market aimed to improve emotional literacy and appropriate emotional development of children. The project is focused on blending elements of education and child play into a value-based educational programme.

[Meet the Mijaus Family!](#)



# THE NEW IMPORTANTNE DIGITAL ESCALATOR

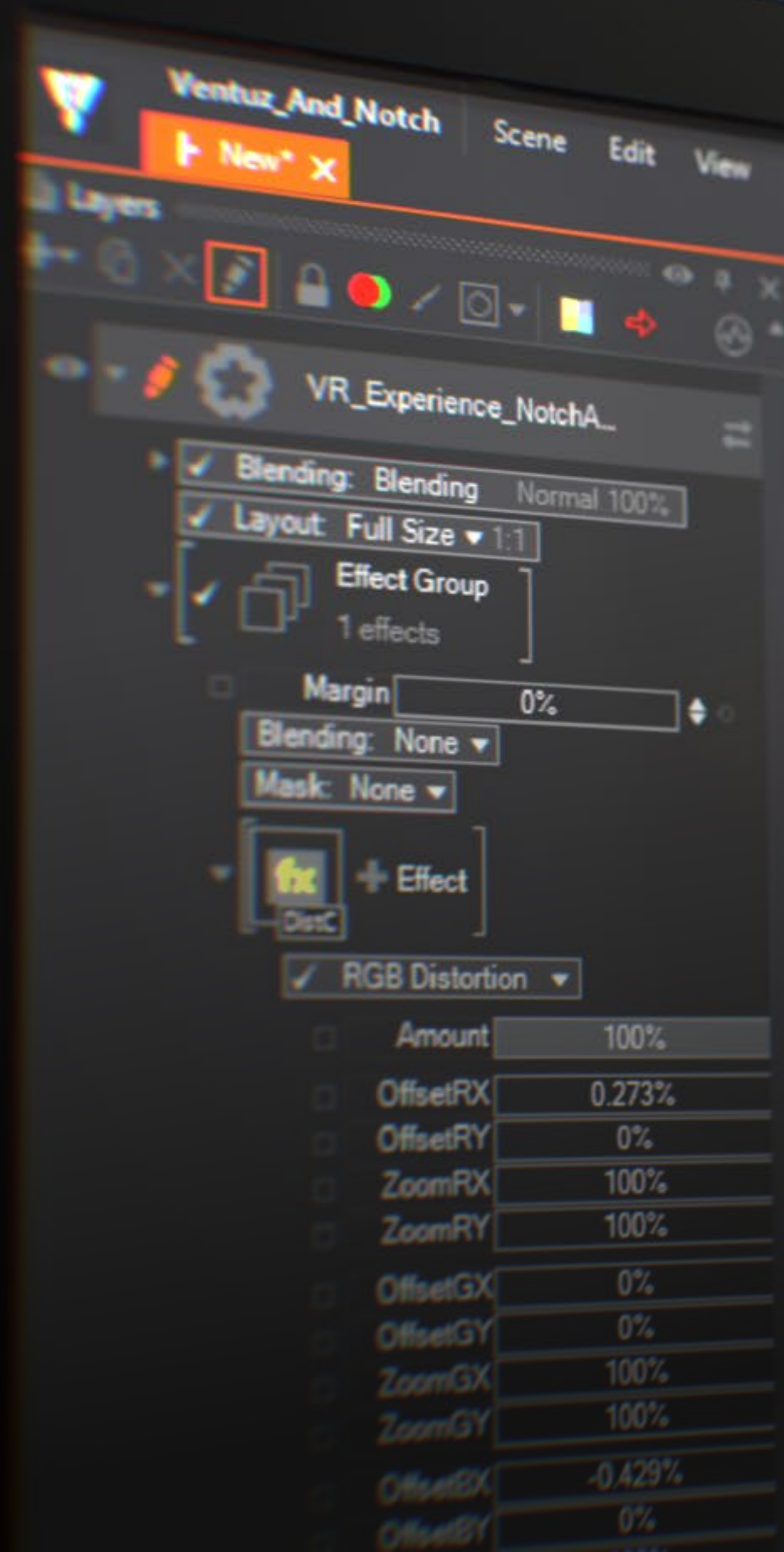
A demo animation that spans eight separate screens transforming them into one unique digital canvas placed along the stairs of the busiest underpass in Zagreb.



ANIMATED

「INFESPECTIV」

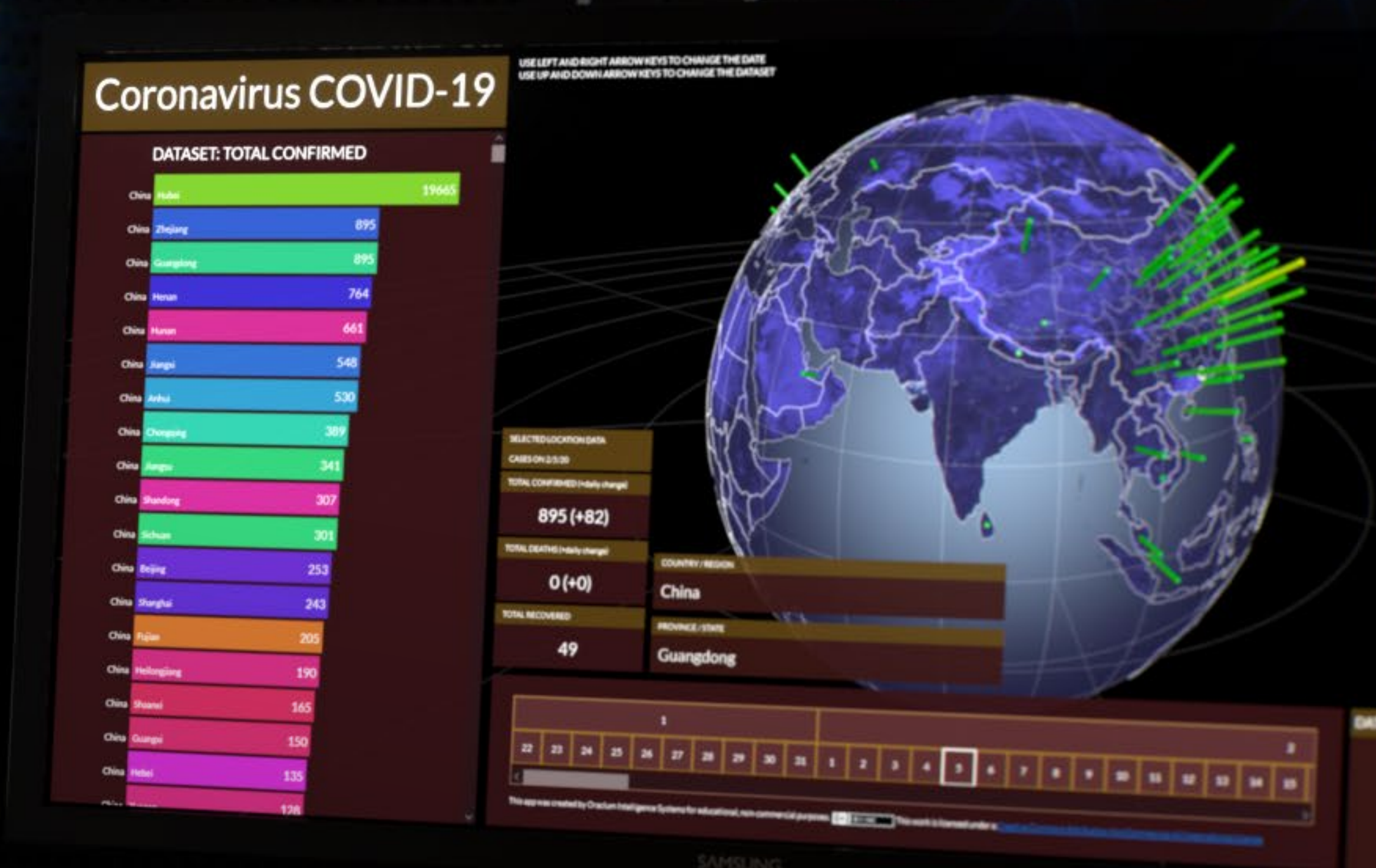
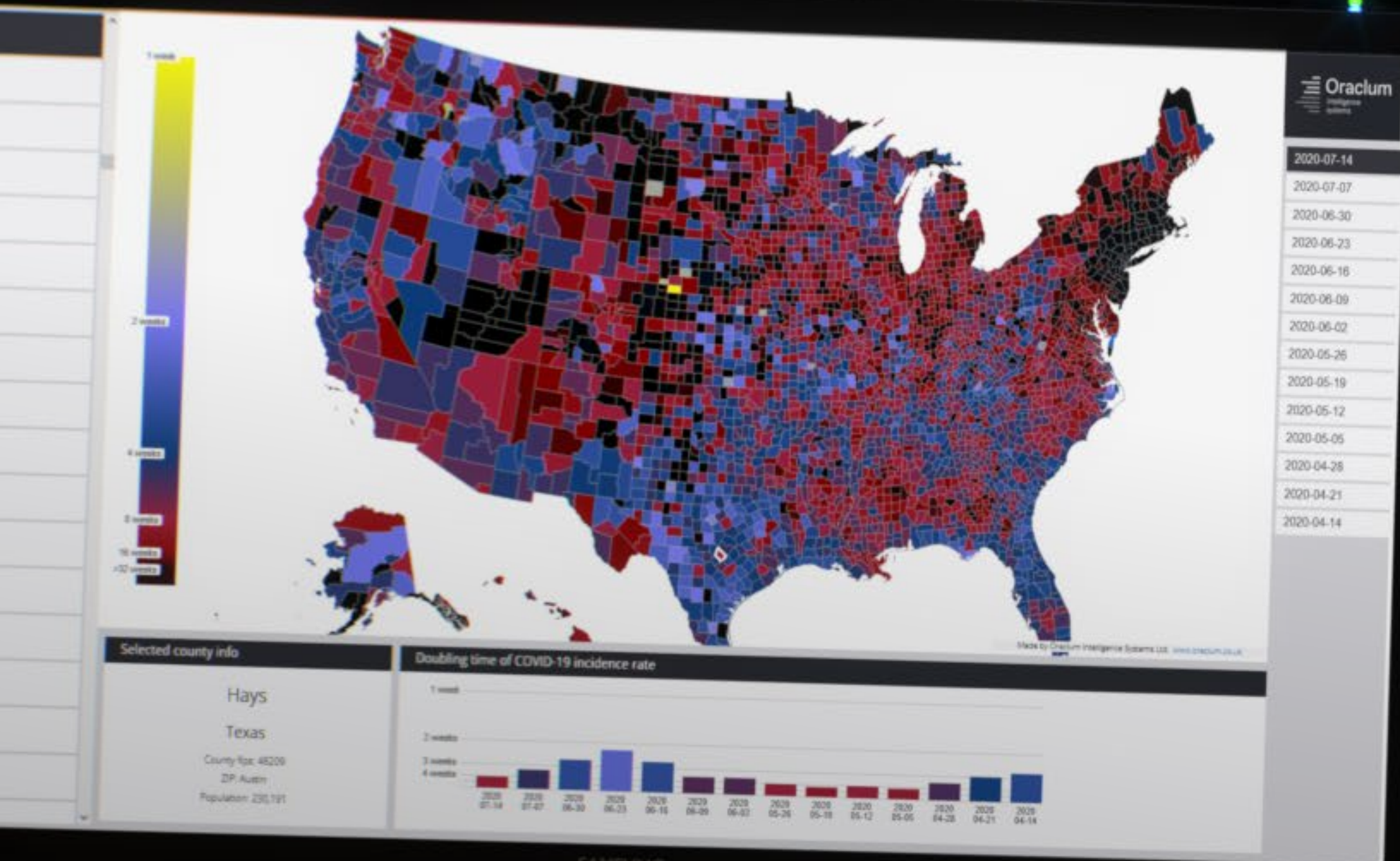




# interactive


*: which is characterized by two-way communication between the computer and the user, and operates in seemingly instantaneous manner*





## COVID-19: YEAR ONE

Two interactive web applications created for Oraculum Intelligence System to help visualize the spread of the Covid'19 pandemic during the first few months of 2020 around the world and across the U.S. counties.

 COVID-19: The First Six Months

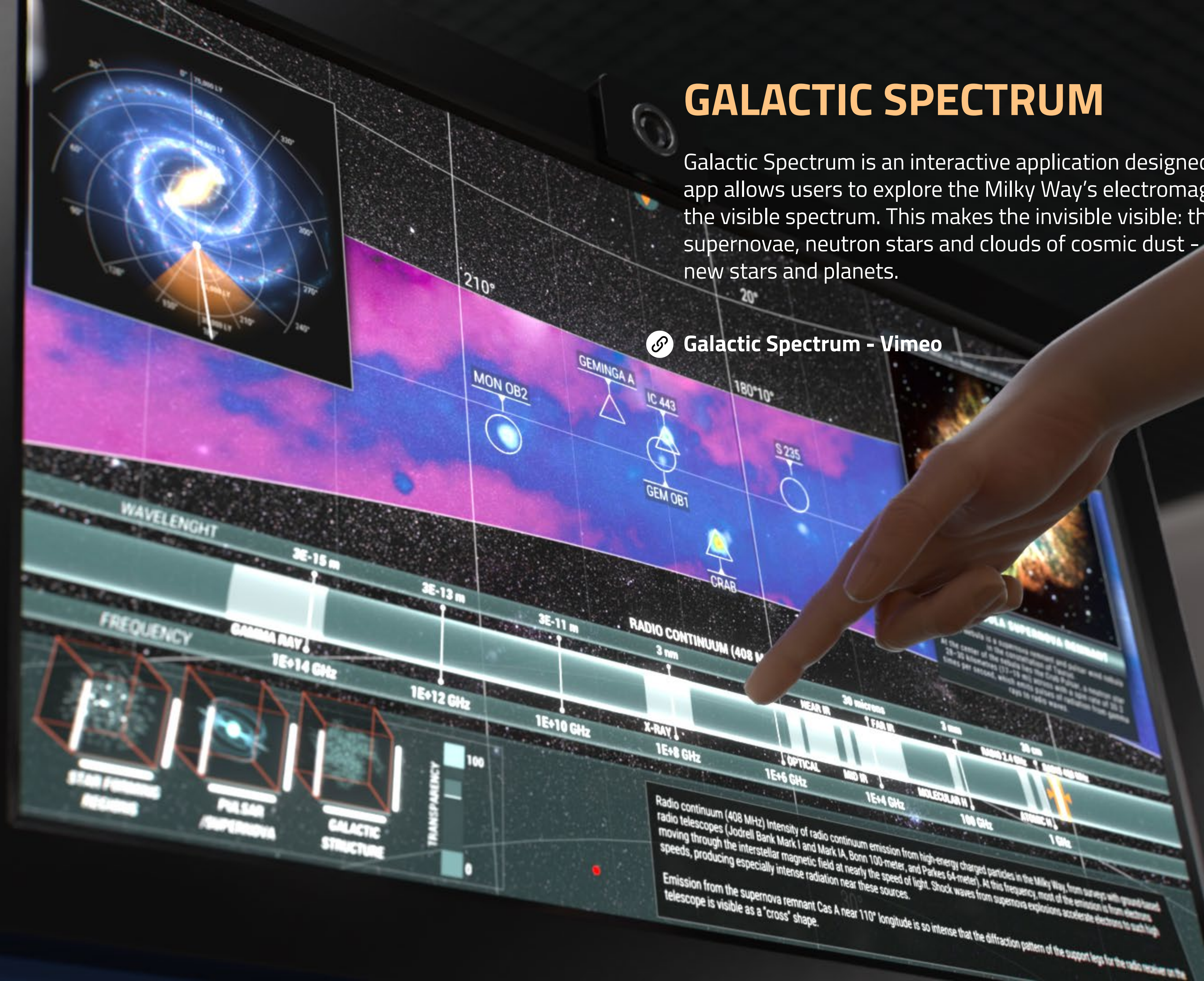
 COVID-19: Summer 2020, US Counties



# GALACTIC SPECTRUM

Galactic Spectrum is an interactive application designed for digital kiosks. The app allows users to explore the Milky Way's electromagnetic bands outside of the visible spectrum. This makes the invisible visible: things like remnants of supernovae, neutron stars and clouds of cosmic dust - clouds that are cradles of new stars and planets.

 [Galactic Spectrum - Vimeo](#)





# PHISCULTURE

An application for the interactive kiosk at the Međimurje County Museum in Čakovec. The app was created for an exhibition about the life in Čakovec, Croatia, and the world at the end of the 19th and the beginning of the 20th century.

The application includes several galleries of images, postcards and newspaper articles, 3D models, and a knowledge quiz. It also has an interactive game that can let visitors digitally insert themselves into vintage photographs using the built-in camera.





## ATTRACTOUR

An interactive app created for the Međimurje County Tourist Board as a part of the international project Attractour. The application consists of a knowledge quiz and a timeline of the history of the Čakovec barracks - which is now a large complex that includes a technology park, business incubators, county development agency, and a tourist center.



GO 2 DIGITAL



Podravka GRUPA



Jana



cromaris

Franch

Croatian Natural History Museum Hrvatski prirodoslovni muzej

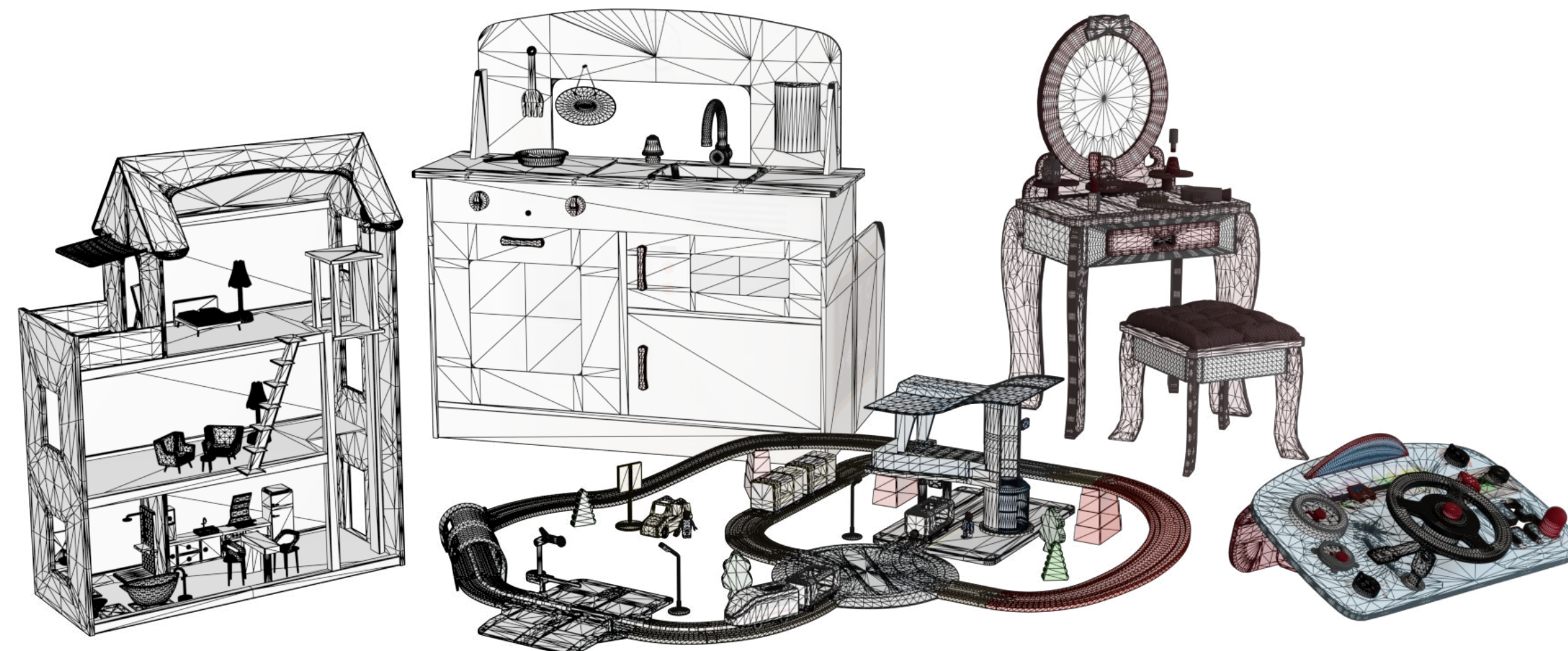


LIVISION OPTIKA



Oraclum Intelligence Systems

M U Z E J MEĐIMURJA ČAKOVEC







*web:*

[www.infespectiv.com](http://www.infespectiv.com)

*mail:*

[info@infespectiv.com](mailto:info@infespectiv.com)

Infenso d.o.o.,  
Otona Župančiča 19,  
40000 Čakovec, Hrvatska