

PETRUS OLSSON

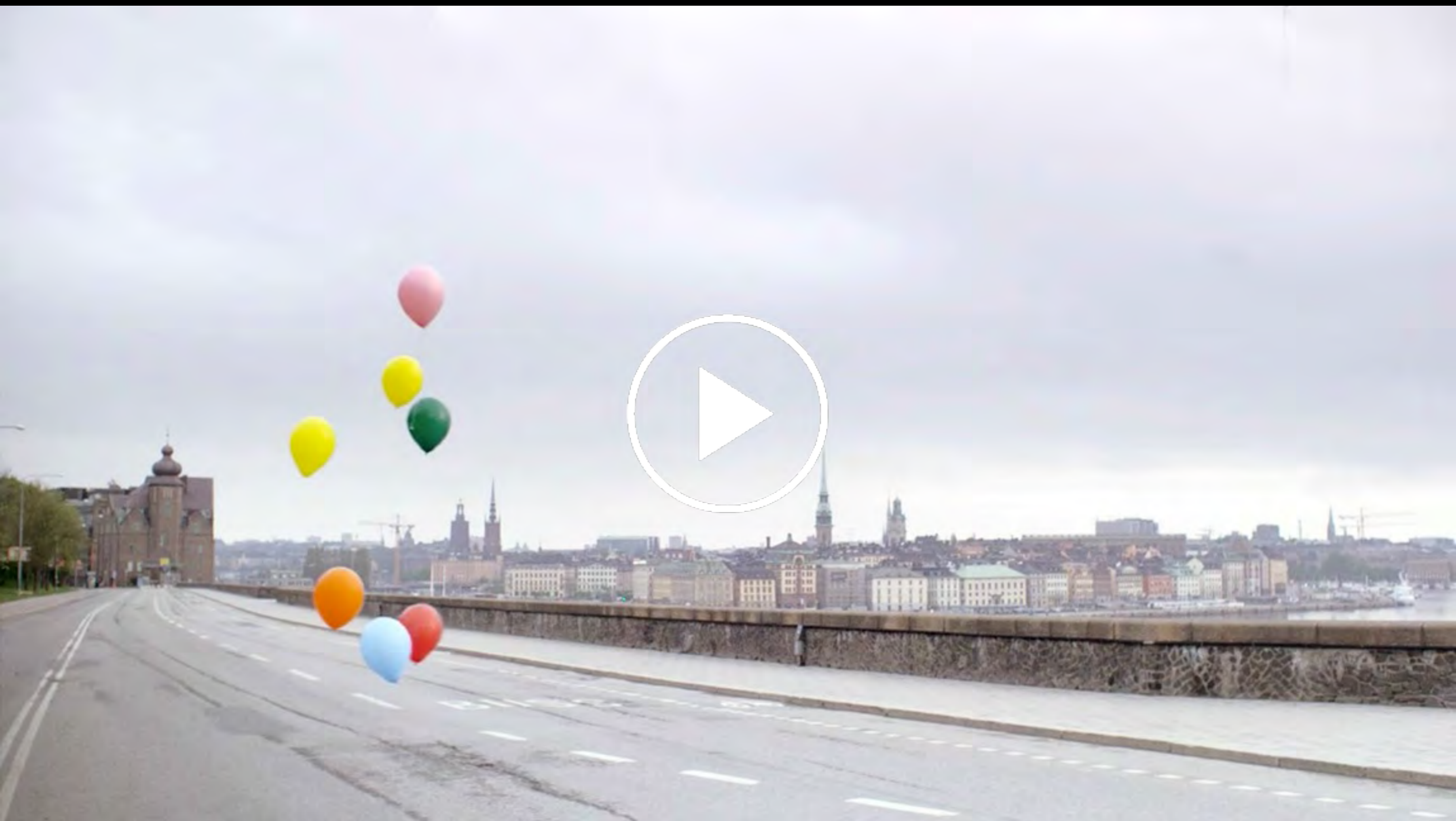


PARTY POKER

Online poker service. Campaigning their new website with more connected players than ever before.
Copy: "The game is changing."



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FRIENDS

Swedish anti bullying association Balloons coming together to “play” in an empty Stockholm.

Using balloons instead of kids, illustrating one lonely balloon finding a friend, and then joining more and more until they form a “Hello” - the first phrase that helps to break bullying patterns.

Copy: “Take part in Sweden’s biggest manifestation against bullying.”



SEB

European bank. Savings plans for the future. Things you take for granted today might be completely different tomorrow.
Copy: "There and then, he felt that he could survive on love and water for the rest of his life."



ÄLGYTTERFILE
FJÄLLRÖDINGFILE
RÖBETSÖPPA

SEB

European bank. Savings plans for the future. Things you take for granted today might be completely different tomorrow.
Copy: "But please dear, I will neeeeeeever stop working."



SJ

Swedish railways. Campaign for their low prices in between the major cities in Sweden. The print and video illustrates Stockholm being connected to Gothenburg, Malmoe and Sundsvall. It would be like showing New York and San Francisco being connected with only a bridge. Lots of planning and CGI involved in this production. Copy: "Distances are shrinking with our new low prices."



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O2

European telecom company. Illustrating how a medium size business can find a calmness in the chaos of communication with the help of O2.
Copy: "Time for a revolution."



Gevalia

Swedish coffee roaster. Campaign for their new instant coffee, a combination of fresh coffee and instant. Featuring swedish celebrities that meet (but usually wouldn't) and talk over a cup of coffee. Print and video.
Copy: "An interesting meeting."



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SJ

Swedish railways. Illustrating things that you can do instead of having to focus on the road while driving.
Copy: "For a smarter way of traveling."



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LO

Norwegian trade union insurances. Illustrating kids ability to find dangerous places to play at.
Copy: "Luckily nothing happened this time."



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SJ

Swedish railways. Campaign showing the progress of traveling by train through the years.





SEB

European bank. Campaign for their economic counselling services for couples. Illustrating couples in the moment of awkward silence after an argument.

Copy: "The mortgage was the topic that always started an argument."



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Copy: "He could never quite understand why she had to bring up the interest rate."



EVERYTHING EVERYTHING

Pop artists. Album art and PR images for Everything Everything.



LO

Norwegian trade union insurances. Illustrating the benefits of being many and working together towards a mutual goal.
Copy: "The benefits of being many is many."



TELENOR Scandinavian telecom company. Campaign for their new subscription plans. Illustrating what you can do with the money you save using their new plans.



RIKSGÄLDEN

Economic management authority. Campaign for their savings plan with money back guarantee but still with a possibility to gain much more in interest. Illustrating how one could gain without the risk of losing.
Copy: "Do you like to win but hate to loose?"



RENAULT

Car manufacturer. Campaign for their very fuel efficient cars, so efficient that you'll forget how to fill up your car in between the gas stops.
Copy: "You don't fill up a Renault very often."



AUDI

Car manufacturer. Swedish campaign for their new A4 Quattro. Landscape shot in Åre, a Swedish ski resort, home to the Swedish alpine team that Audi sponsors. The car was shot in a studio outside of Stockholm.
Copy: "Audi loves snow."



SEB

European bank. Retirement plan campaign. Illustrating what it looked like to grow up in the 1960's
Copy: "If you recognise this, it's really time to come in and discuss your retirement plan."



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OKQ8

Kuwait Petroleum Corporation. Campaign for their extensive car care program with car wash on each gas station etc.
Copy: "What if you treated yourself as bad as you treat your car?"



TALLINK SILJA LINE

Cruise ships. Campaign for their party cruises, illustrating the party people as "disco heads" getting their looks good before the cruise.
Copy: "Partysapiens only, Galaxy - the 23 hour party cruise"



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Norwegian trade union insurances. Campaign for their home insurance for members of the union. Illustrating a very unlikely situation but still plausible where having an insurance truly would be beneficial.



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LYSMESTEREN

Danish lamp retail chain. For this unique assignment, it was all about free interpretation. Petrus decided to create these dreamlike scenarios with lamps as the main character or just as a unimportant side character.



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KVIBILLE

Swedish cheese brand. Illustrating a breakfast with a lot of different people with one thing in common.
Copy: "Everyone likes Kvibille."



VATTENFALL

Swedish multinational energy producer. Campaign for their sponsorship programs, illustrating how their sponsor programs follow you from before beginners level to full blown olympic candidate.



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TV3

TV-channel with focus on entertainment. Campaign for their fall 2013 shows. Every character shown is a host for a TV-show on this channel. Fashion, soccer, economy etc. etc.



L-BANK

European bank. Campaign for strategic savings plans.
Copy: "Believe in your ideas."



STADIUM

Sporting goods retail chain. For their fall campaign. Illustrating strong and playful kids performing various “tests” on the clothing. Copy: “For kids, tested by kids.”



PUMA

Sporting goods manufacturer. Illustrating how you can achieve your goals unrealistically fast with the right equipment.
Copy: "Get's you there faster."



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ELECTROLUX

Swedish multinational household and professional appliances. Campaign for their exclusive pop-up restaurant and art project at Palais de Tokyo in Paris. Illustrating various views over Paris with the “glowing” restaurant in sight.



BETTSON

Online poker and betting services. Campaign for their new online services. Illustrating the dangers of playing poker in person with strangers.



TELIA

Swedish multinational telecom company. Campaign for their high speed roaming hotspots. Illustrating elevated parts of cities in Sweden.
Copy: "Where the fastest connection is located."



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VATTENFALL

Swedish multinational energy producer. Campaign for their environmental program where your signature helps their work for a sane environmental progress.



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