

Portfolio by Nick Marinkovic.

creative

social

content

corgi enthusiast





Hello



My name is **Nick Marinkovic.**

I'm a pop culture connoisseur and **social-first creative** with 8+ years of experience in conceptualising digital content ideas.

Currently, I'm a **Digital Associate Creative Director** at **The Game**, where I'm responsible for delivering social-first creative and content for BMW.

Career highlights include overseeing the creative output for Netflix's social media channels; working with Arnold Schwarzenegger to create ASMR content for BMW; and producing a photography masterclass for O2.

So if you're on the hunt for a digital-first creative who can bring wit and humour through content, let's chat.

BMW Social Hack.

Creating buzz for BMW's vision for the future.

The Background.

A talking car from the future is cool, but a talking car from the future that can understand you is even cooler. The BMW i Vision Dee is an emotionally intelligent car that redefines the relationship between man and machine. Affectionately named Dee, we were tasked with creating a buzz on social media about BMW's newest concept car in the lead up to #CES2023.

The Idea.

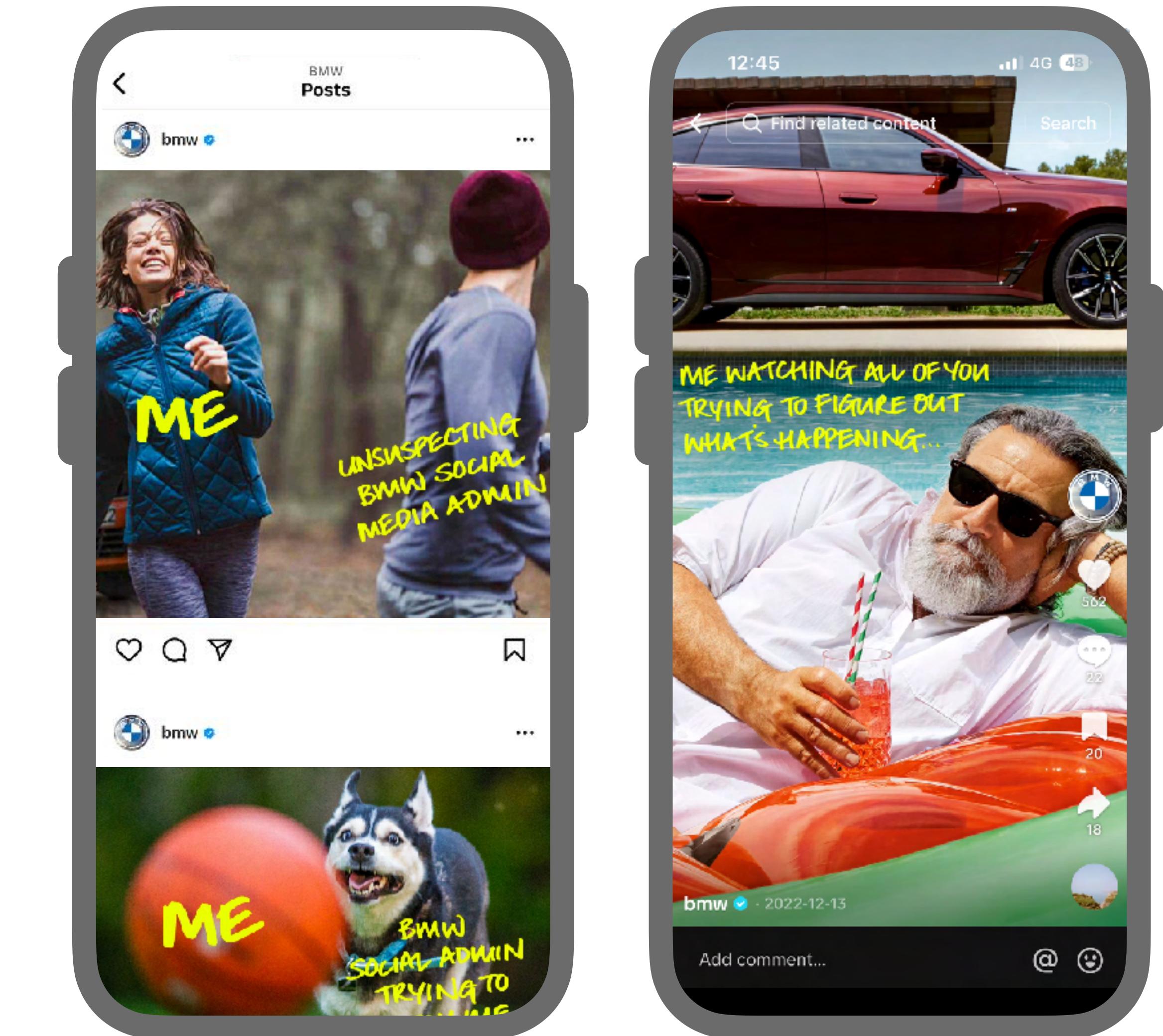
To cut through a crowded social landscape, I decided to let Dee herself take the wheel of our social channels and have her 'hack' BMW's socials by posting memes and interacting with people in a TOV vastly different from BMW's.

The results were instant. In a matter of minutes, #BMWHack started trending, and both major news outlets alongside the wider car community started to wonder who had gotten access to BMW's socials.

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BMW Social Hack.

Pretty impressive results, if I do say so myself.

BMW Twitter and Instagram account hacked

Today it has come to light that BMW's social media handles like Twitter and Instagram have been hacked. Hackers seems to have gained access of the accounts and are constantly posting from the official accounts. BMW's Twitter and Instagram handles are verified and it does raise security and privacy concerns of social media platforms.



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BMW's Global Twitter and Instagram Accounts Hacked, Know Details

9 mins ago

BMW Social Hack

Netflix Quick Fire Qs

BMW Arnie-SMR

Netflix Eurovision

BMW TikTok

O2 Sessions

BMW Threads

Netflix Memes

BMW Reactive

94.7M
Impressions

4.9M
Engagement

77.8M
Video views

Netflix Quick 🔥 Qs.

Creating a first-of-its-kind interview format for Netflix.

The Background.

As we all know, COVID had a lot of obvious impacts on businesses, but one that wasn't as noticed, except for Netflix, was the cancellation of talent press interviews. The streaming service tasked us to come up with a new interview format that'd allow us to capture content with talent without them having to be in the room.

The Idea.

I created a first-of-its-kind interview format where talent had to answer a series of quick-fire questions via the AR filter, Netflix Nordic's Quick-Fire Questions.

Since its launch, the AR filter has amassed over 3M impressions and has been used by some of the biggest names in the Nordics and Hollywood – e.g. Lilly Collins, Omar Rudberg, Edvin Ryding etc.

If you've got a spare minute, try out the AR filter [here](#).



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Creative Direction

BMW Arnie-SMR.

Arnold Schwarzenegger tries ASMR for BMW.

The Background.

Last year, BMW turned Arnold Schwarzenegger into the Greek god of thunder for their Super Bowl 56 spot, Zeus & Hero. Come the holiday season, BMW wanted to bring back The Terminator to promote the BMW Pegasus toy, which starred alongside Arnie in the Super Bowl ad.

The Idea.

So, what does one do when you've got 20 min with Arnold and an overly cute plushy? You dress Arnie in a Christmas sweater and pair him with Conan the Adventurer (Ralf Moeller) to create an ASMR unboxing video.

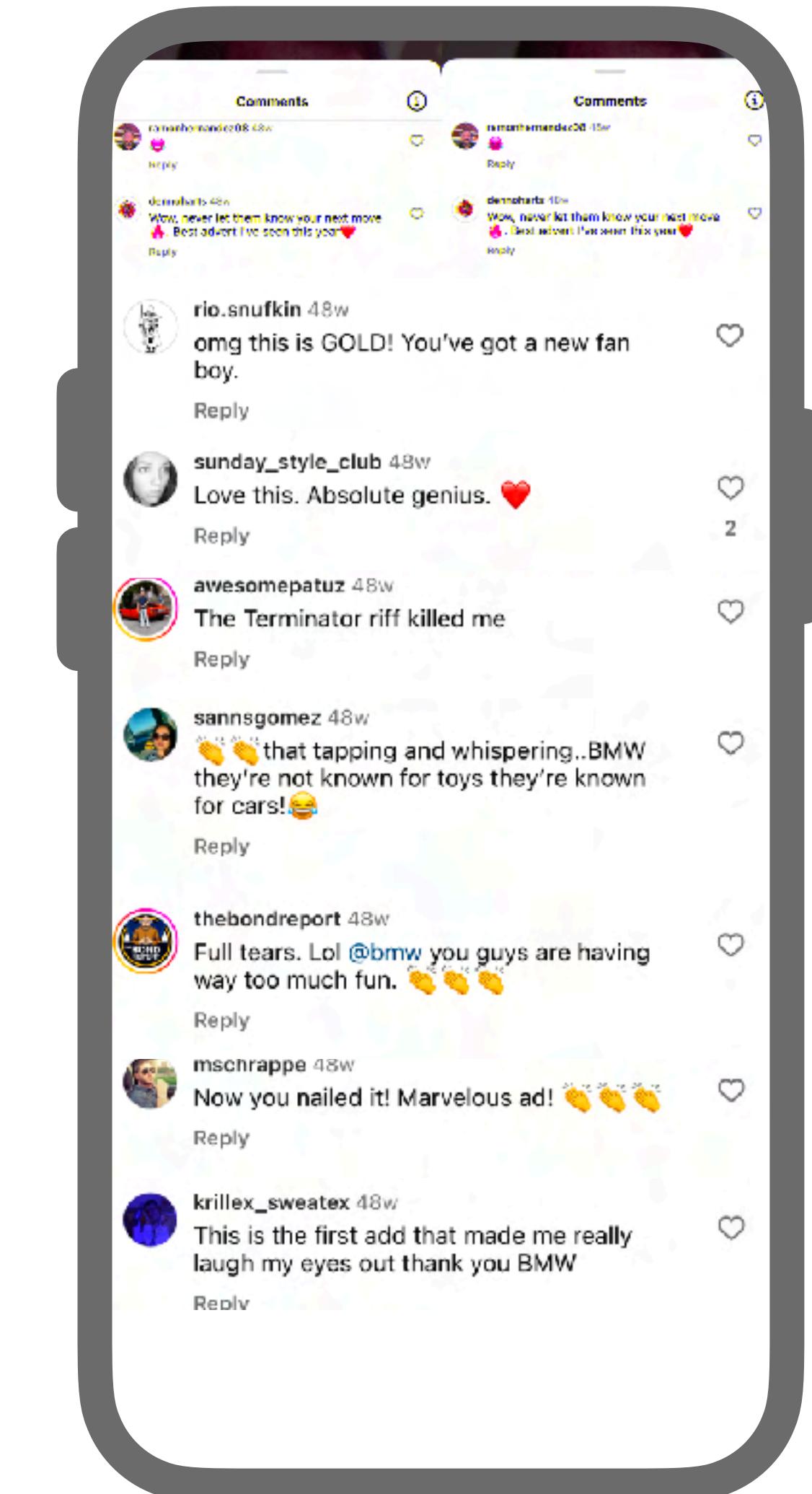
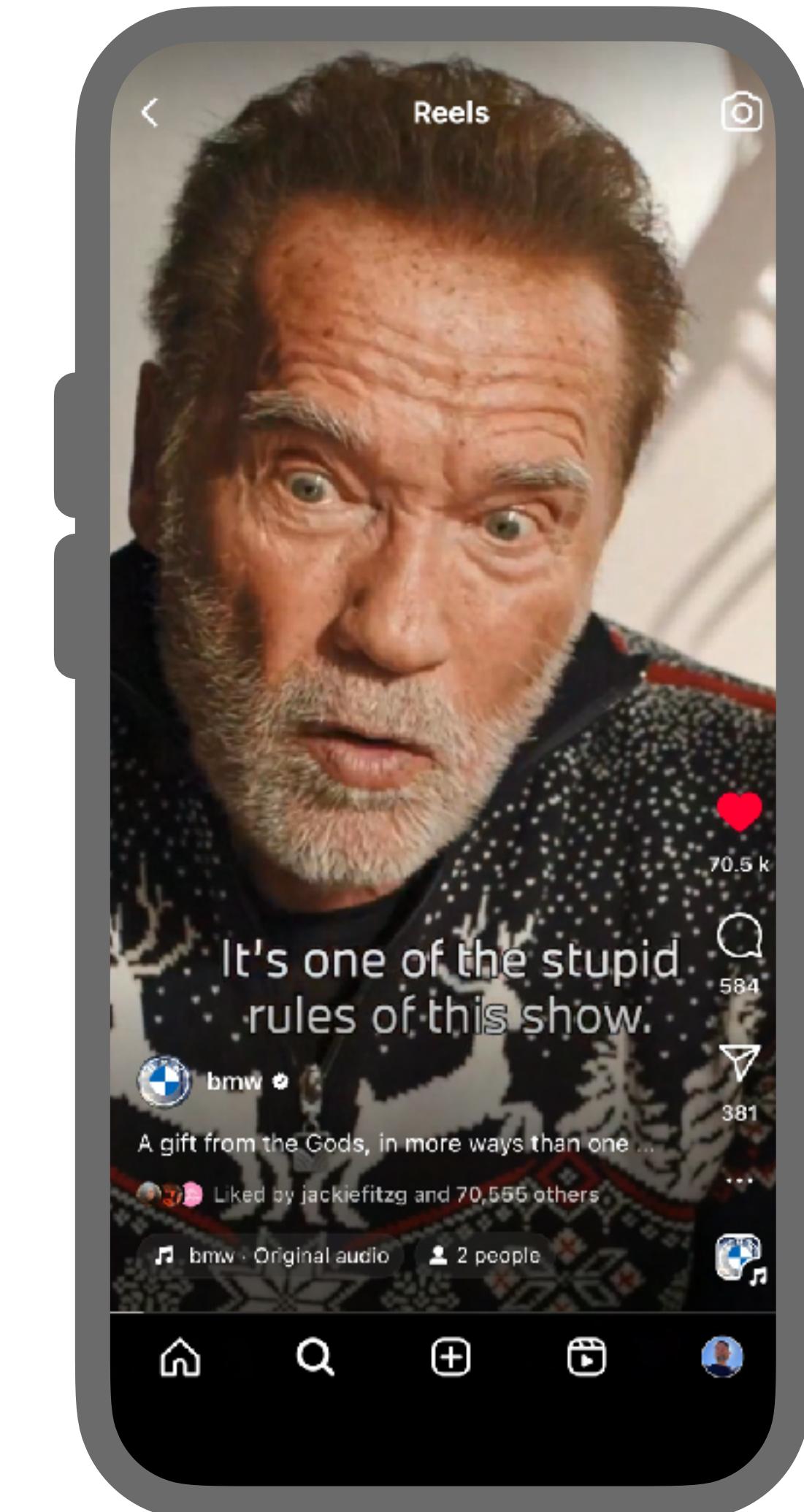
The dulcet tones of Arnold and Ralf went down like a treat with the community, with many naming it the best BMW advert in years.

Relax and enjoy the soothing sounds of Arnie and Ralf right [here](#).

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Creative Direction

Social Video Production



Netflix Eurovision.

Turning Netflix into the winners of ESC 2020.

The Background.

In 2020, Netflix dropped Eurovision Song Contest: The Story of Fire Saga. The Will Ferrell film became an instant classic, widely celebrated by fans, critics and celebrities alike. So, with COVID cancelling Eurovision 2020, Netflix wanted to capitalise on the success of the flick.

The Idea.

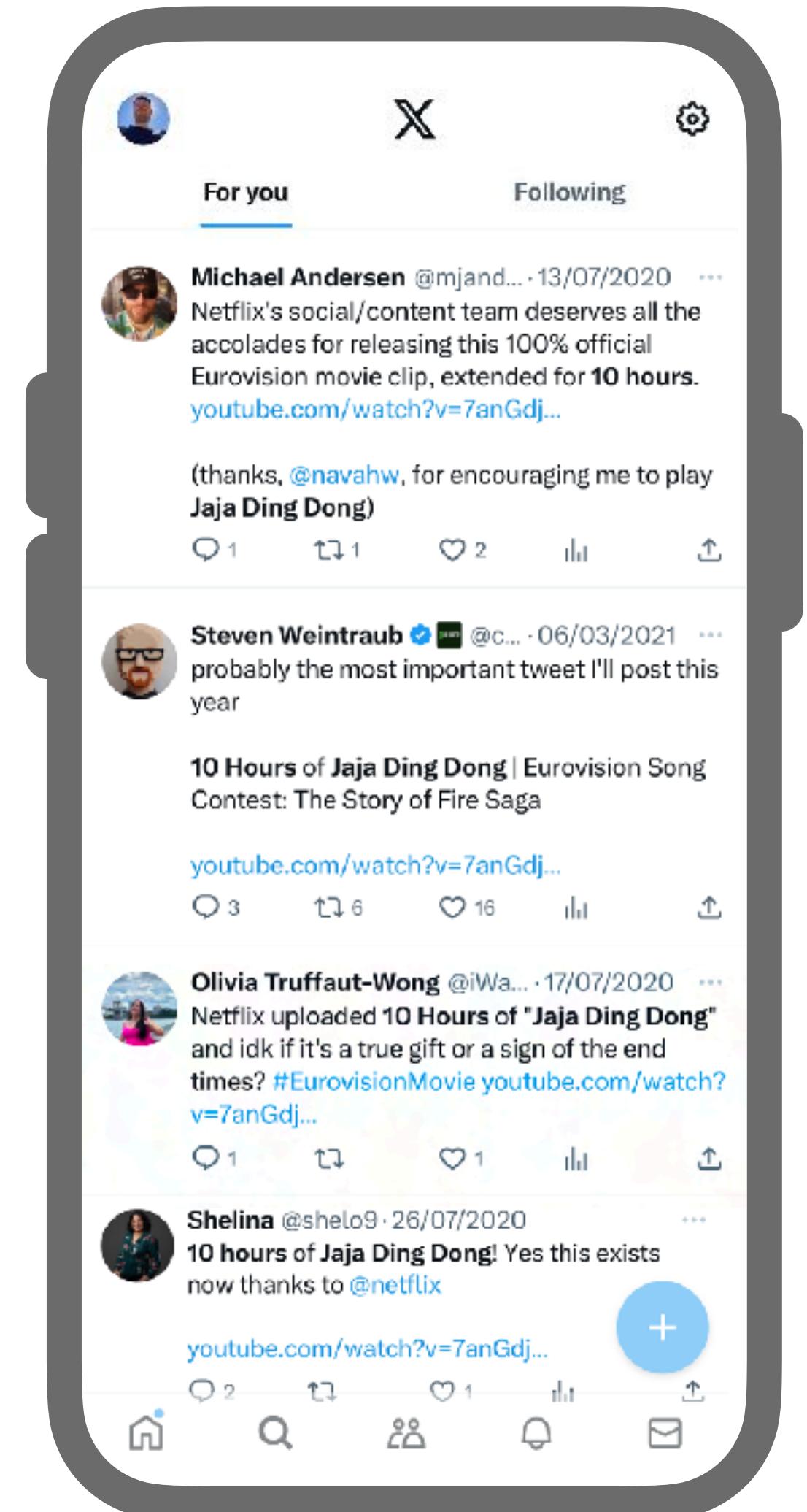
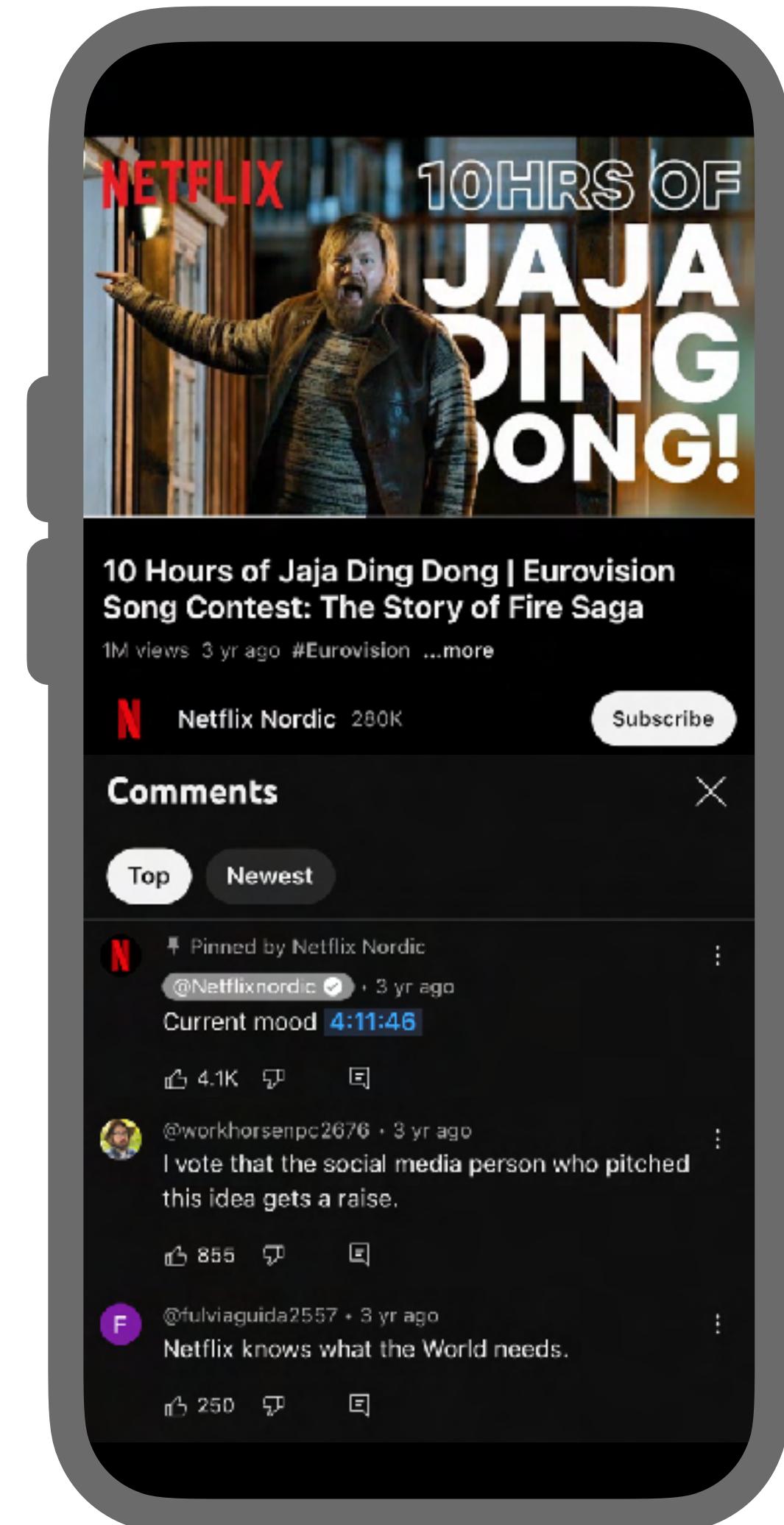
The song 'JaJa Ding Dong' blew up on social media. Tapping into the social conversation, I gave fans something they didn't know they wanted: a 10-hour version of the schlager masterpiece. Eurovision enthusiasts loved it, and so did the press too, with journalists from Collider, Vanity Fair and The Guardian writing about it.

Listen to your new favourite song right [here](#).

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BMW TikTok.

Connecting BMW to a Gen-Z audience.

The Background.

BMW had a challenge with the younger generations who saw them as being old fashioned and boring. BMW wanted to change this stat.

The Idea.

We were given free reins (ish) to the BMW TikTok account and got tasked to come up with a creative direction that'd make millennials and Gen-Z fall in love with them.

To do this, I decided to ditch the glossy look and feel for something a bit more off the cuff; and started to create TikToks rather than ads.

The results? By focusing on trends and collaborating with creators, we not only started to produce content that spoke with millennials and Gen-Z, but my creative strategy and direction helped grow the channel from 100,000 followers to almost 2M.

TikTok themselves were impressed that they named BMW as the leading automotive brand on the platform. Now, that deserves a pat on the bonnet if you ask me.

Creative Strategy

Art Direction

Social Strategy

Social Video Production

BMW Social Hack

Netflix Quick Fire Qs

BMW Arnie-SMR

Netflix Eurovision

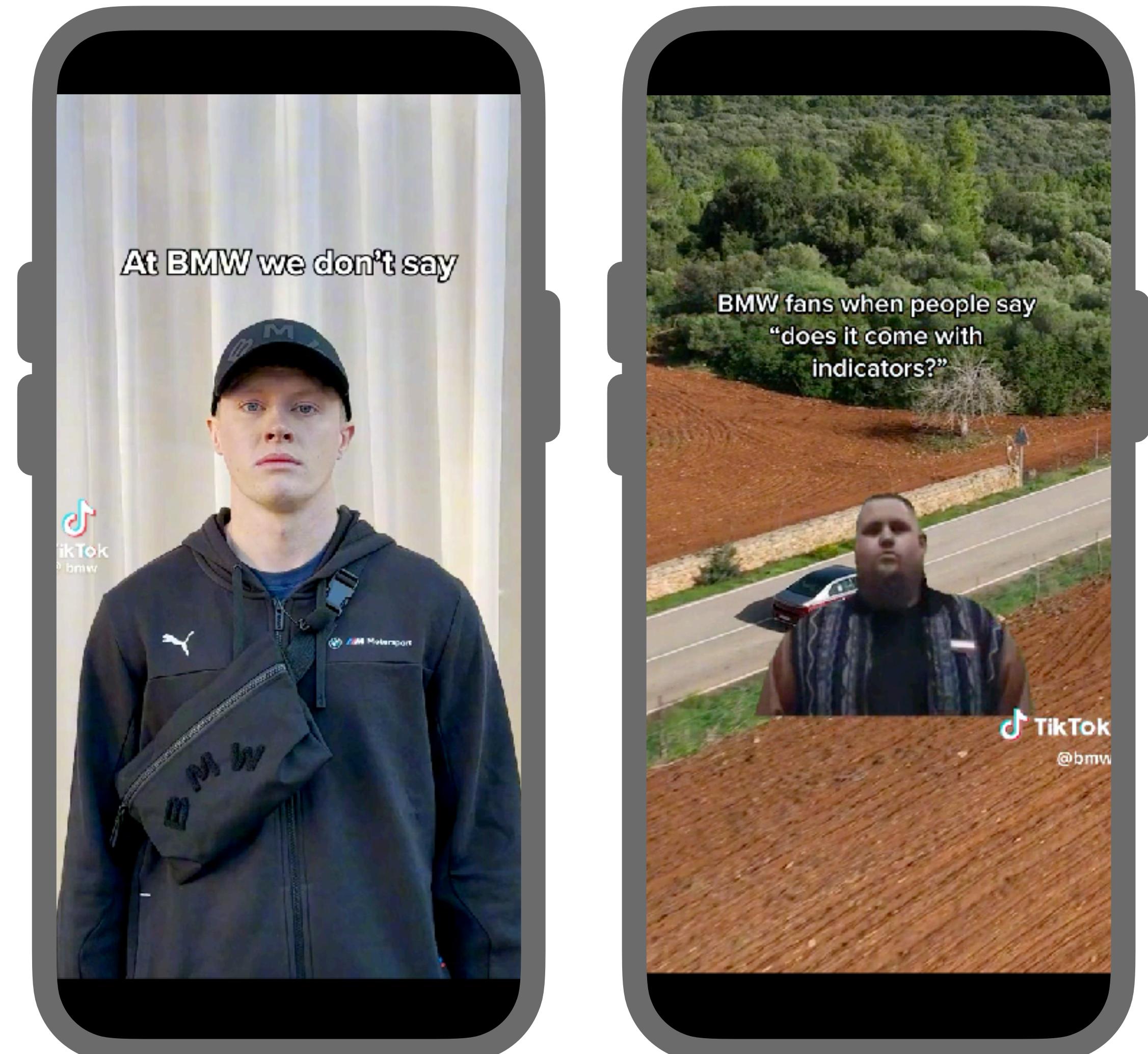
BMW TikTok

O2 Sessions

BMW Threads

Netflix Memes

BMW Reactive



Liam Carpenter x BMW

Trending content

O2 Sessions.

Become a better photographer with O2.

The Background.

As one of the UK's leading telecoms companies, O2 tasked me to conceptualise content creative that would help them increase brand awareness while also promoting their premium flagship devices.

The Idea.

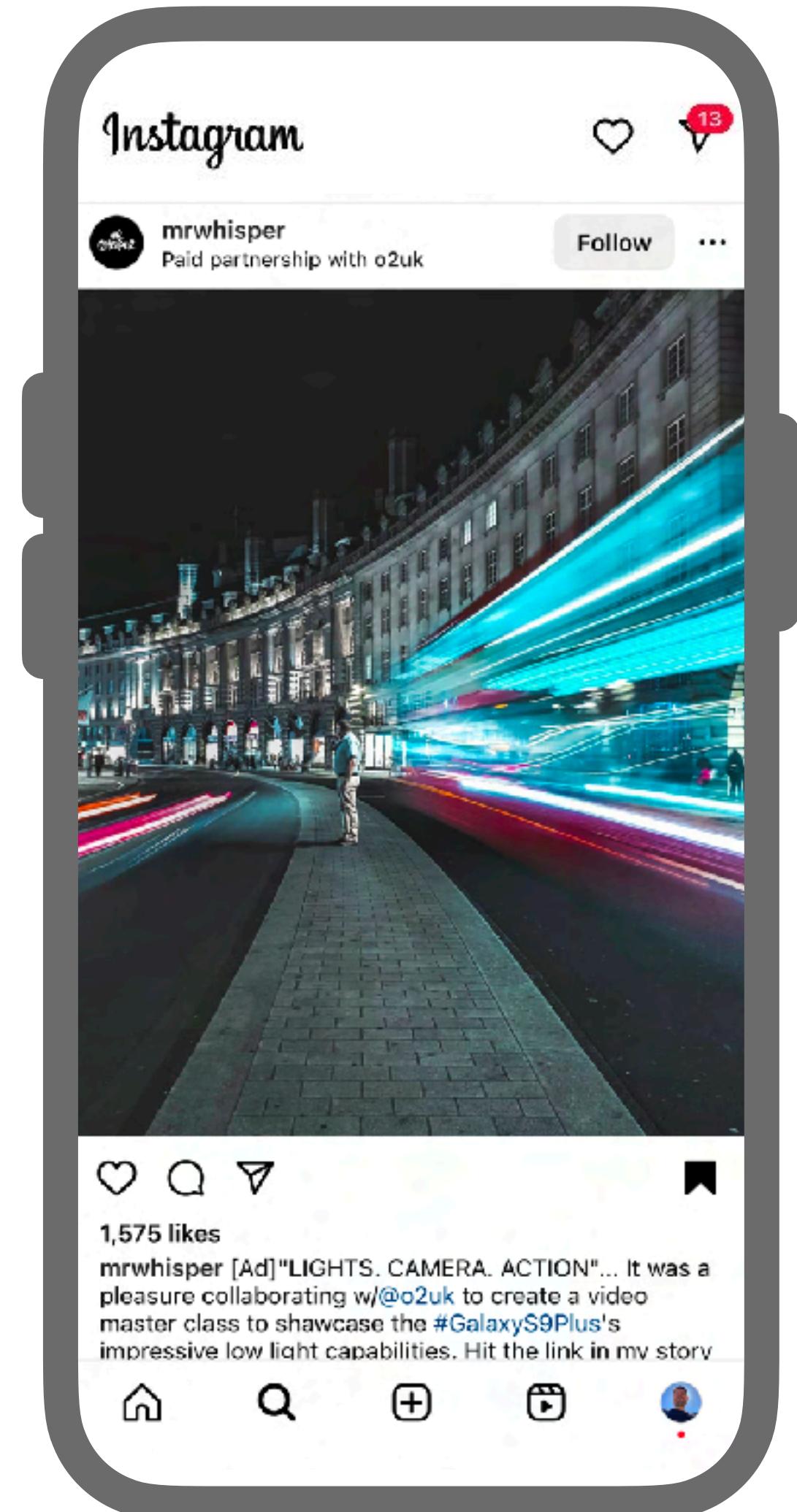
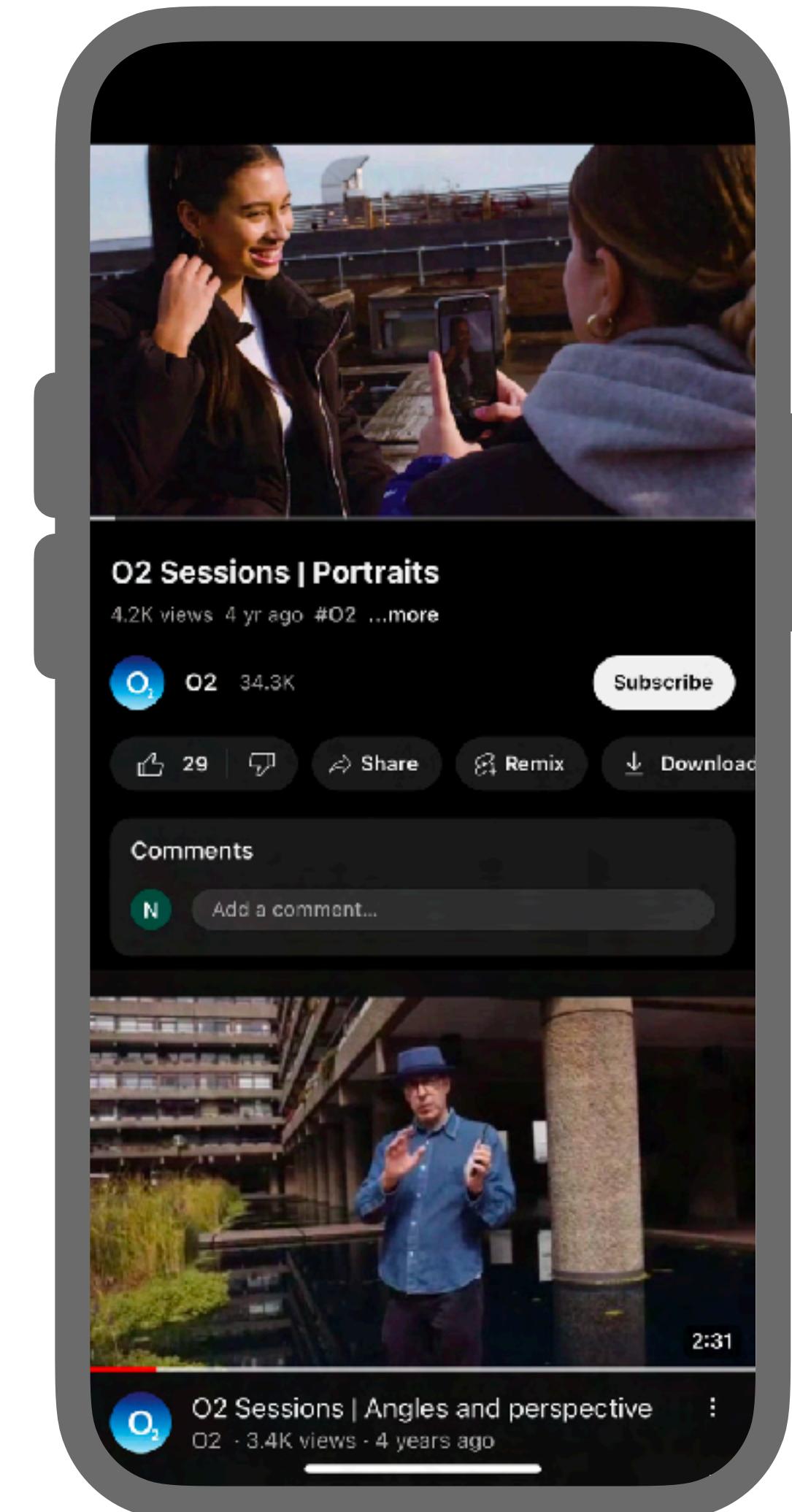
Inspired by the fact that more and more people use their phones as cameras, I created O2 Sessions – a monthly photography masterclass that taught phone owners how to unlock the power of their smartphones. Working with photography creators on Instagram, we produced three classes centred on Light, Angles and Portraits.

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Creative Direction

Social Video Production

SEO



BMW Threads.

Making a first good impression on Threads.

The Background.

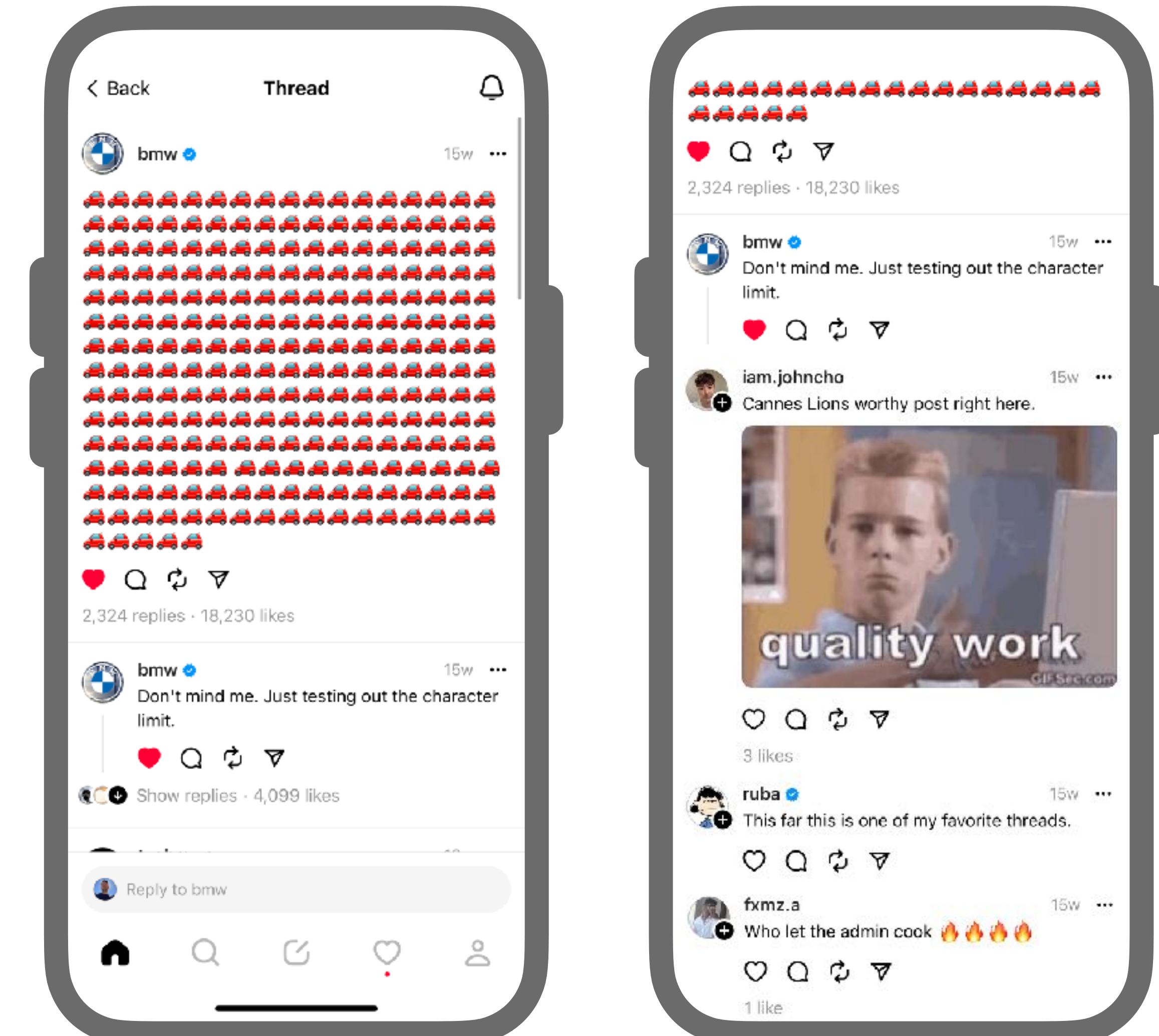
With the social media world buzzing about the launch of Threads earlier this year, brands rushed to create a presence on the hot new platform. BMW was one of them, and tasked us to create an impressive launch but with one catch – don't mention Elon Musk or Twitter/X.

The Idea.

Twitter has a character limit of 280 but with Threads being so new, no one knew what the limit was on Instagram's text app. So, I decided to find out by copy and pasting a red car emoji over, and over and over again.

The 'Character Limit' post outperformed all the recent Threads and was beloved by BMW's followers. Heck, some even called it a Cannes Lion worthy post, and you know what? I agree.

Oh, in case you didn't know, Threads has a 500-character limit on posts.



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Copywriting

Netflix Memes.

Some of my favourite memes I've made for Netflix.

"i can't go out tonight, i'm busy"
me being busy:



friend: look but don't make it obvious
me:



"Your delivery is on its way"
Me:



me a week after payday:



me: i watch Outlander for the nature scenes
the nature scenes:



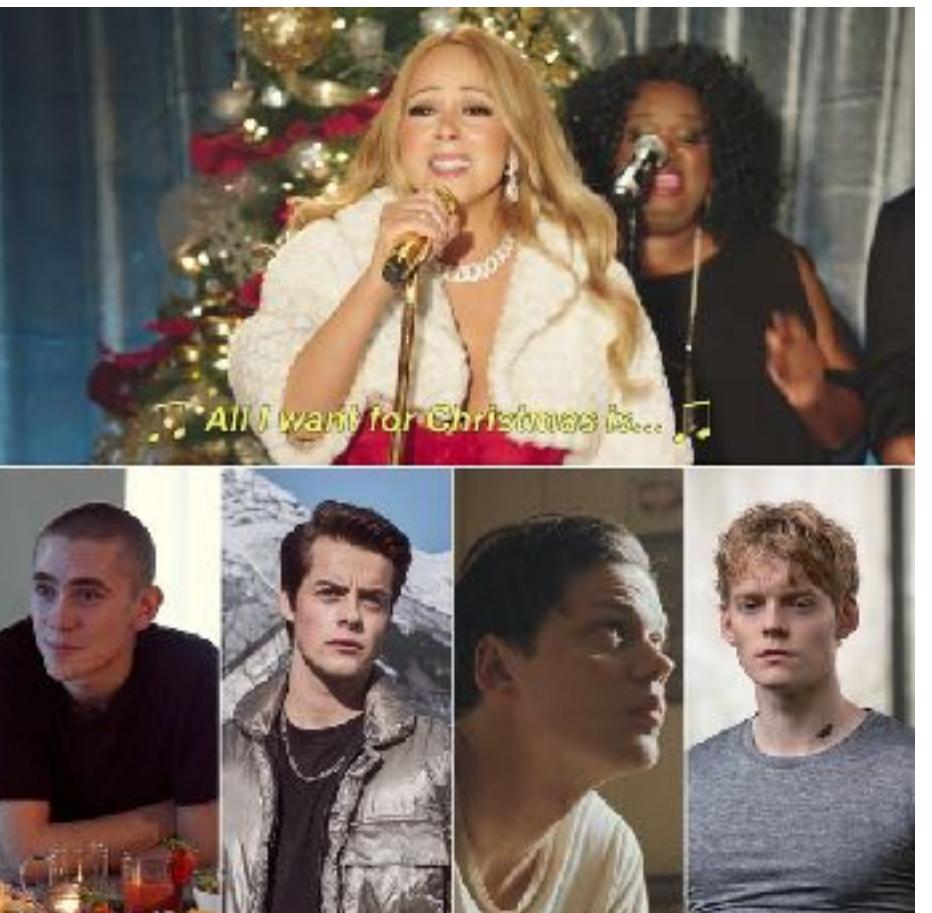
* i hope this email finds you – *
me:



me: i'm gonna start eating healthy
also me:



me after watching Cobra Kai:



BMW Reactive.

Reactive content to boost engagement.

Since I joined The Game, I have been challenging BMW on their approach to reactive content. I believe there are lots on conversations BMW could engage in and have been pushing the social media team to be braver.

On the right are a few pieces of reactive content I have created for BMW.

Creative Social Copywriting

