



COMPANY PROFILE

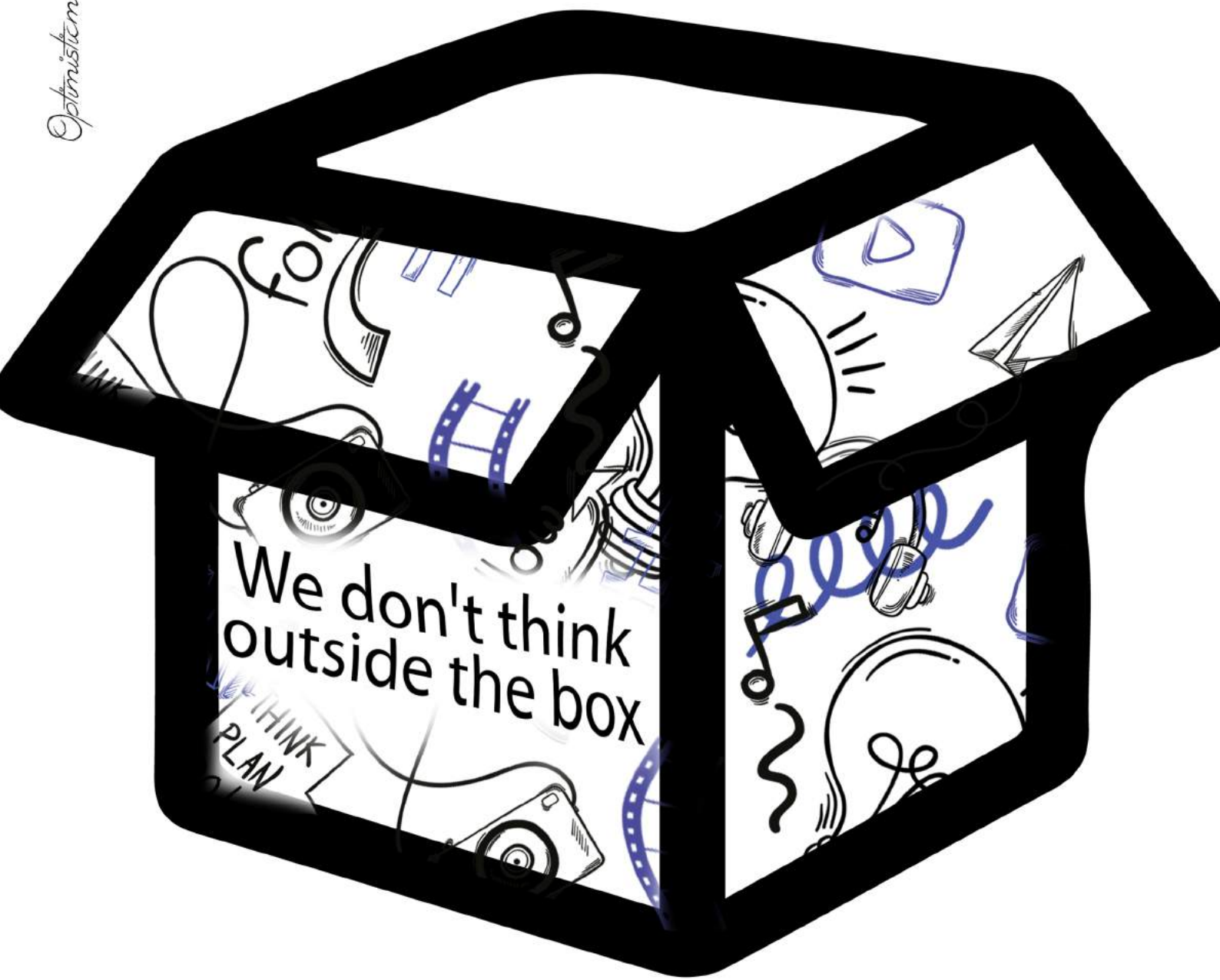
OPTIMISTIC
M E D I A  G R O U P
THINK AHEAD, BE CREATIVE

2021

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E-mail: info@optimisticmediagroup.com





**WE THINK OF WAYS TO TURN
THE BOX INTO GREATNESS**



BASIC INFORMATION

- Does full Audio-visual productions from pre to post production
- In possession of production equipment and full recording studio
- Does sound and stage productions
- Full service Advertising creative agency

History

- Established in 2005 by Mr L.Tshikeso and B.Paulus
- 2014 Changed name from Optimistic entertainment to Optimistic Media Group
- 2015 Officially registered with Ministry of Trade and Industry in the Republic of Namibia
- Current permanent stuff: 12
- Current contract and casual: 5
- Operating in the Republic of Namibia
- Address: Unit 3 Bokamoso Entrepreneurial Center, Hans Genscher Dietrich Street, Windhoek, Namibia
- CC registration Number: 201507856
- Bank account: First National Bank of Namibia
- Account Number: 62255028500

BASIC INFORMATION



OUR MERITS

Optimistic Media Group sets out to be the number one preferred media group in the country offering a wide variety of services to the Namibian consumer. In line with economic development, media and entertainment play important roles in achieving developmental goals for the country. Optimistic media is positioned to make a direct positive impact to the ever evolving and developing industries of media, film, entertainment, advertising and branding. Optimistic Media Group through its highly innovative team thrive to give its clients products and services that are tailor made to organizational needs and requirements. Whilst keeping the highest standards of quality, creativity, originality, execution of projects and turn over times to satisfy all of our client's needs.

OUR MERITS

- Provision of modern high quality Audio-visual productions for our clients
- Giving clients packages that expand several different needs into a simple, affordable and easy to manage product.
- Implementation of integrated advertising solutions.
- Create new content to showcase Namibian film, Television and entertainment through programs and projects of local content with an international standard.
- A committed team that strives for progressive implementation of projects and programmes.
- Superior turnover times in project implementation
- Knowledge of the Namibian Media and Advertising scene which in end helps easy liaising with different Media Houses and Officials.
- Strong Technical background
- Availability to commence work anytime

SERVICES

SERVICES

Optimistic media group was established to improve and deliver quality media, film, entertainment, advertising and branding services to the Namibian people. The services offered are aimed in helping organizations with their image, helping them create creative concepts that cater to their needs and respective clients. Optimistic media group offers video recording for adverts, personal and any commercial use, using latest trends and equipment. Company and personal images can be developed and improved with design and printing of business cards, logos, brochures, menus, invitations, posters, T-shirts and booklets. Advertising strategies can be developed to create brand awareness via multiple channels.

- Audio-visual productions
- Graphic Design/ Printing
- Sound and Stage productions
- Film Production/Management
- Campaign and Event Management
- Communication Development

optimism
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noun

hopefulness and confidence
about the future or the
success of something.



AUDIO-VISUAL PRODUCTIONS

The 21st century has seen the world evolve in the way that we communicate with different platforms available in the way human beings interact. With the increase of digital communication, audio-visual content has become increasingly popular in communication from television adverts, films, infomercials, television programs, social media, radio and digital billboards. More organizations are using these new communications tools in reaching wider audiences and clients with messages of their products and services. However, to capture audience attention, organizations must have content that is appealing to viewers and of good quality. Optimistic Media Group prides itself in assisting organizations produce audio-visual content that surely is both appealing to audiences and is of an industry standard quality. With a fully equipped and experienced production team, Optimistic Media Group has the ability to take on any audio-visual production ranging from

Advertisements

Radio Jingles

Infomercials

Promotion Videos

Motion Graphics

Company Profile Videos

Event Videos and Photography

Television Programmes

Films

Music Videos

AUDIO-VISUAL



GRAPHIC DESIGN/PRINTING

Organisational image is an important aspect of any organization as it helps clients and potential clients distinguish and identify organizations from each other. This is simply the branding of an organization. The brand name and look is an important aspect for any organization and in most cases will be what clients use to identify an organization with. The means to achieve this is to have a good graphics design and brand design that helps the companies brand stand out and be unique in its own right. Optimistic Media Group with its creative and enthusiastic graphics and printing team have the ability to create various visual graphic designs and looks to help organization branding and print communication material.

Logo design
Brand Manuals
Pamphlets
Posters
Booklets

Magazines
Print Advertisements
Layout and Design
T-Shirts
Banners

GRAPHIC DESIGN





SOUND AND STAGE PRODUCTIONS

The use of P.A sound systems and stage rigs is essential to the success of hosting successful events for any organization or individual. Professional sound and stage setups not only help amplify an event but add to the general atmosphere of any occasion by giving it a more professional feel. Optimistic Media Group boosts a P.A sound system and has the capability to produce great stage and sound rigs for both indoor and outdoor events.

Music Performances
Product launches
Roadshows
Corporate parties

Activations
Conferences
Parties/Fun days

SOUND AND STAGE

FILM PRODUCTION/MANAGEMENT

The Namibian film industry has been growing from strength to strength with several local productions successfully completed over the years and many others to come. Optimistic Media Group with its production team have the capacity to carry out productions from planning and administration to shooting and editing, giving individuals and organizations a full production from one organization.

Production planning
Shooting/Filming
Script Production
Editing

Production administration
Television concept development
Feature/Short films
Television series

GRAPHIC DESIGN



A dense collage of various digital marketing and technology icons in shades of purple and blue, including Wi-Fi symbols, lightbulbs, speech bubbles, and social media-related terms like 'online' and 'login'.

CAMPAIGN AND EVENT MANAGEMENT

Campaigns and events success mostly depends on the execution thereof and thus require a team of enthusiastic individuals with the ability of finding new and innovative ways to bring forth a message to a target audience. Events and campaigns play a major role in organizations execution of goals and mandates as they strive to bring an organization's message to its target audience. Optimistic Media Group through its diverse product portfolio makes it able to take on campaign and event management easily as it is mostly offered with other services offered by the organization. With a team of individuals that have been part of the Namibian events scene, the organization has the capability of carrying out successful campaigns and events.

Concert Management
Product/Service Activations
Campaign planning and administration
Media Buying and management

Campaign Branding
Event Promotions
Promotional materials
Social Media management

CAMPAIGN AND

COMMUNICATION DEVELOPMENT

Organizations strive to excel by understanding markets and gaining more market share. This is done through the means of getting more insight and understanding of consumer behaviours and the ability to change perceptions or influence consumer behaviour. Communicating messages to clients must be done with research and understanding of general consumer behaviour so that organisations can come up with messaging that will stimulate positive consumer attitudes and behaviours towards a certain product or service. The development of these messages can go through extensive processes from research to development. Optimistic Media Group offers communication development with its young and dynamic team ready to take on any project.

Script development

Communication research

Development of key messages

Communication Concept development

COMMUNICATION



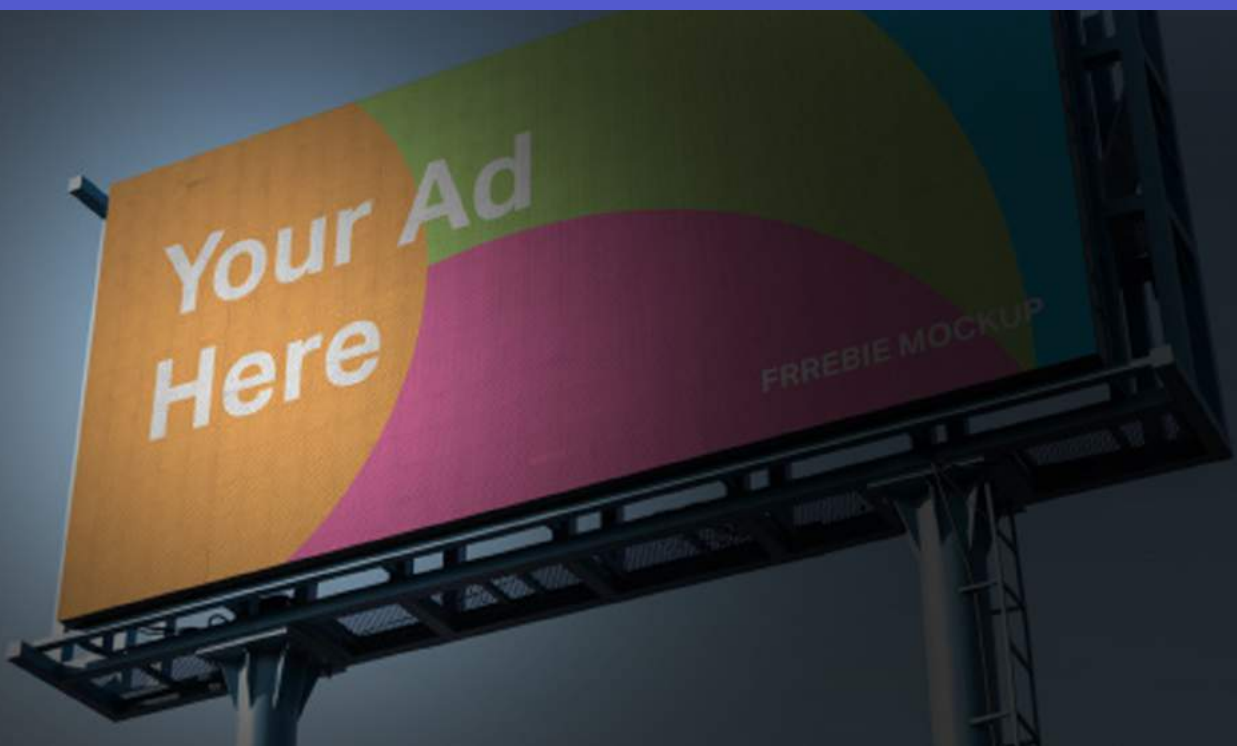


BILLBOARDS

Billboard advertising falls directly into the scope of work of Optimistic Media Group and thus the creation of creative concepts, negotiate lease agreements with local authorities, production of billboard artwork, upkeep and maintenance of billboards, monitor and evaluate billboard condition and after sales services form part of the essential components to insure a quality product. We also offer various digital billboard products that can enhance your message and reach thousands of targeted audiences

Digital Billboard advertising
Traditional Billboard Advertising
Trailer Billboard Advertising
Shopping Mall Advertising
Public Spaces advertising

BILLBOARDS



LIVE STREAMING

Live streaming is the broadcasting of live video to an audience over the internet. It can also be a one-on-one live video chat. Unlike pre-recorded videos that can be cut and edited, live streaming is just that – live and uncensored. It offers organisations the ability to instantly reach its audience with up to the minute information. This is very useful when institutions make important announcements or try and amplify brand loyalty by engaging audiences with live content and information. The live stream is broadcasted in 4k high-definition and can be streamed over almost over any internet platform be it blogs, websites and social media sites. Our live stream service produces professional television standard broadcast that is professional and will help bring any events broadcast to life.

Event streaming

Stream to website

Stream to social media platforms

LIVE STREAMING



OPTIMISTIC KEY CLIENTS (2015-PRESENT)



namibia
FILM COMMISSION

PRODUCTION OF SHORT FILM
HOSTING OF WINDHOEK PUBLIC CINEMA FESTIVAL
2015 - 2017



FULL SERVICE ADVERTISING CAMPAIGN
2018 - TO DATE



NAMCOL

PRODUCTION OF 20X EDUCATIONAL VIDEOS
2016 - 2017



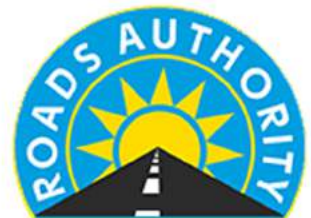
**Electoral Commission
of Namibia**

PRODUCTION OF CORPORATE VIDEO
2019



Namibia Annual Sports Expo

BRAND IDENTITY
ADVERTISING CAMPAIGN
BRANDING AND PROMO MATERIALS
2019



SAFE ROADS TO PROSPERITY

PRODUCTION OF CORPORATE VIDEO
2019



NAMCOR

PROVISION OF P.A SOUND SYSTEM
2016 - 2017



VIDEO PRODUCTION
2018



Ministry of Environment and Tourism

PRODUCTION OF DOCUMENTARY
2017



ADVERTISING CAMPAIGN
2020



PRINTING
2020



BRANDING
2020 - TO DATE

OUR TEAM



Bonifasius Paulus
Creative Director



Gustav Nuuyoma
Producer



Leonard Tshikesho
Director of Photography



Frans Tshikesho
Finance Manager



James Paulus
Printer/ Installations



Manasse Manasse
Transport officer



Achilles Tshikesho
Printer/ Installations



Robert Amutse
Printer/ Installations



Tove Kangotue
Content Creator



Jeannillee Kapukare
Admin



Emma Vilho
Accounts Executive



Ruusa Petrus
Media Officer

"None of us is as smart as all of us."
--Ken Blanchard

REFERENCES

Namibia film commission
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LIVE

Think

DREAM

Create

AWAKEN ORIGINALITY

