



The Selected Work of Optimistic Media Group

Address :

Unit B03 Bakomoso
Center, Hans Genscher
street, Windhoek
Windhoek, Namibia

Contact :

P : +264 81 705 5241
P : +264 85 293 8168
E : info@optimisticmediagroup.com



PROGRAM SKILLS



PROFESSIONAL SKILLS



Professional
Teamwork



Passionate
Hardworking



Quality
Oriented



Time
Management



AWARDS

- Namibia Annual Sports Expo Logo Design Winner 2019
- Ushimba Short film selected best short film Afrikakas Awards 2016

Think
Ahead,
Be Creative

Portfolio

1

National Road Safety Council

BE A HERO Advertising Campaign



Client's name :
National Road Safety Council



Category :
Government Agency



Date Published :
24 August 2019



Online :
National Road Safety Council
Instagram/Facebook

Description

The campaign appealed to the Namibian nation to be HEROES by saving lives on the road. The Agency used Social Behavioral Change Theory in an attempt to plead and engage with the emotions of road users in order to get the message of safer road networks as well as fewer accidents and loss of lives.

The AD campaign was also a nod to those that fought for our freedom and hence implied that road users should be heroes like their forefathers who fought for independence and saved the nation.



THEY FOUGHT SO WE CAN LIVE, DRIVE SAFELY!

Let's be **HEROES** and save lives

find us on
f t
v i
www.nrsc.org.za

DotheRightThing&SaveLives

**NATIONAL ROAD SAFETY COUNCIL
SOUTH AFRICA**

SCAN ME

**LESS
SPEEDING,
MORE LIVES SAVED**

Let's be **HEROES** and save lives
by being safe road users.

DotheRightThing&SaveLives

**NATIONAL ROAD SAFETY COUNCIL
SOUTH AFRICA**

**CHECK YOUR TYRE
PRESSURE,
HAVE A SPARE TYRE,
HAVE A SAFE JOURNEY.**

Let's be **HEROES** and save lives
by being safe road users.

DotheRightThing&SaveLives

**NATIONAL ROAD SAFETY COUNCIL
SOUTH AFRICA**

**YOUR
SEATBELT
IS YOUR
SUPERPOWER!**

Let's be **HEROES** and save lives
by being safe road users.

DotheRightThing&SaveLives

**NATIONAL ROAD SAFETY COUNCIL
SOUTH AFRICA**

**SAY YES TO
LIFE, AND NO
TO DRINKING
AND DRIVING**

Let's be **HEROES** and save lives
by being safe road users.

DotheRightThing&SaveLives

**NATIONAL ROAD SAFETY COUNCIL
SOUTH AFRICA**

SCAN ME

The AD campaign aimed at encouraging Namibians to be safe road users during the August Long Holidays. What better way to spread this message but to use prominent Namibian personalities. The Ad campaign had a 30-second message that was said out by the featured personalities. Each personality was responsible for a particular topic on road accident triggers namely:

- Tires
- Speed
- DUI
- Seat belts
- Pedestrians

The AD campaign also included other forms of advertising such as print, radio, and social media networking.

A total of 17 adverts were placed in print media

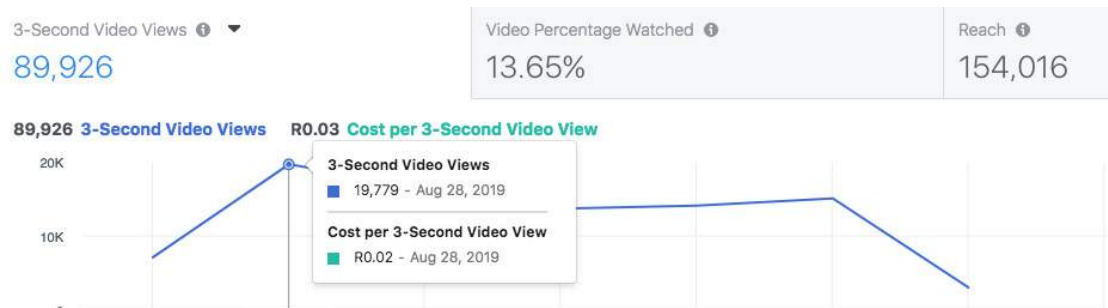
1 live radio interview took place

A total of 81 radio adverts were placed in three different radio stations

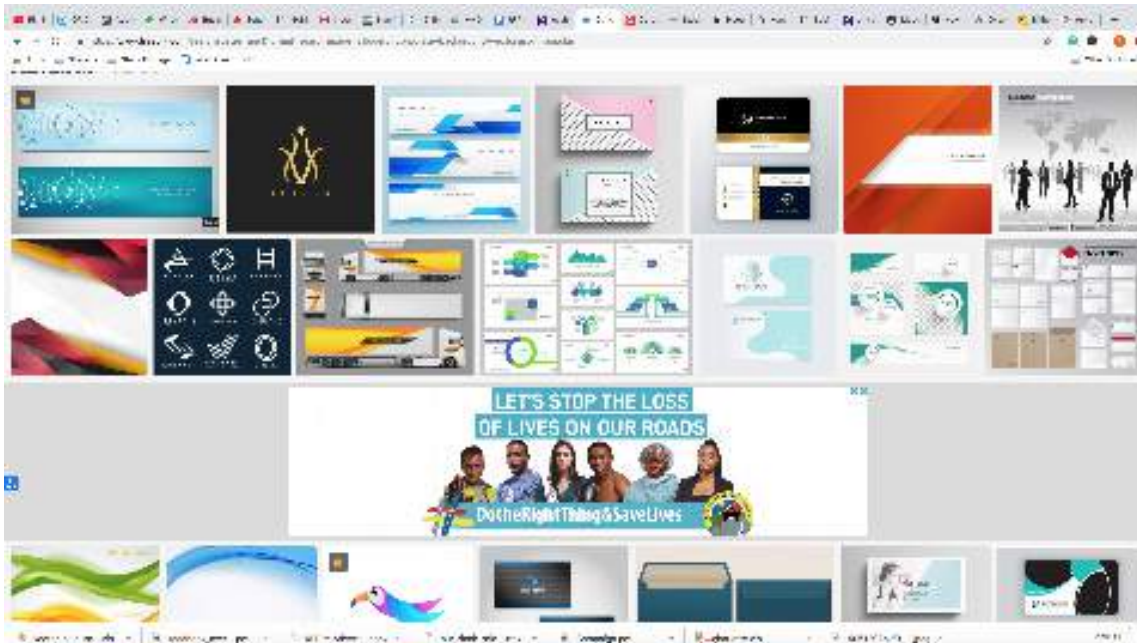
A tv advert was also placed on NBC and One Africa

The campaign also had a strong digital presence on Social Media and Digital adverts

Campaign Facebook Reach



Campaign Digital Banner Adverts



Spring 2018 September 2018

Die Mark

INDEXSE

| | |
|----------------------|-----------|
| JOSE ALLE INDEXES | 54 602,84 |
| DOW JONES INDUSTRIEL | 25 315,7 |
| FTSE ALL-INDICES | 7 102,10 |

WISSELKOERSE

| | |
|----------------|-------|
| US DOLLAR/RAND | 15,27 |
| STERLING/RAND | 18,82 |
| EURO/RAND | 16,08 |
| US DOLLAR/YUAN | 7,15 |

Kritiek én lof vir 'nuwe' ekonomiese plan

Loft vir maatskappij se projek

SAY YES TO LIFE, AND NO TO DRINKING AND DRIVING.

Let's be HEROES and save lives

Do the Right Thing & Save Lives

Speeding

Speeding is a bad habit that many of us have been guilty of at one point or another. Usually when we are in a rush, feeling stressed about getting to that important meeting on time, or when we are just not paying attention to changing speed limits. Follow these simple steps to help stop yourself from speeding.

If you leave sooner you won't need to rush.
Pay attention to traffic signs and stick to the speed limit.
Regularly check your speedometer. It will remind you to stay within the speed limit.
Channel calm feelings. Driving when you're angry or upset can cause you to speed.

LESS speeding, MORE lives saved.



Portfolio

2

Namibia Annual Sports Expo

Identity Design



Client's name :
Namibia Annual Sports Expo



Category :
Brand Identity



Date Published :
30 May 2019

Description

The Namibia Annual Sports expo identity design was inspired by the diverse Namibian culture and the vast sports codes practiced in Namibia. The Expo was an initiative of the Minister of sports in Namibia and aimed at professionalizing sports in the country.

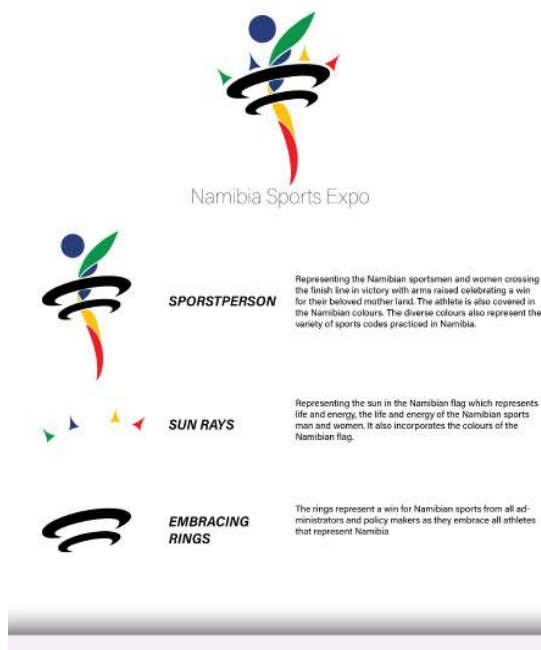
With this in mind we set out to create an identity that will be representative of this goal and would be visually appealing to audiences and carry the vision of the Expo



This Project was
selected as the best brand identity
during a competition to create brand
identity for the first ever
Namibian Annual Sports Expo



LOGO CONSTRUCTION



COLOUR APPLICATION



Portfolio

3

NRSC/Trans-Kalahari Corridor Layout Design



Client's name :
NRSC/ Trans-Kalahari Corridor



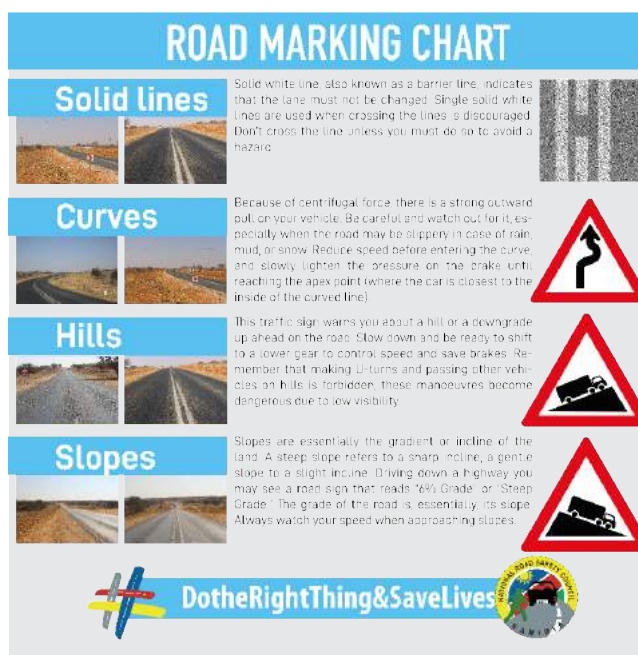
Category :
Layout Design/Promo items



Date Published :
01 September 2019

Description

This project was for the NRSC in collaboration with the Trans Kalahari Corridor Law enforcement operation. The Project was to create informative materials that would aid the Traffic law enforcement agencies to better educate users of the Trans-Kalahari on the risks involved when driving under the influence of alcoholic substances, Vehicle Roadworthiness, Fatigue and all other aspects that might lead to road accidents



THE TRANS KALAHARI CORRIDOR

Trans-Kalahari Corridor(TKC) provides a direct route from **Walvis Bay**, in **Namibia**, through **Botswana** all the way to **South Africa, Gauteng**.

Recent statistics show there has been a sharp decline in crashes and fatalities on the TKC. However there are still cases reported of drunken driving and failure to produce a valid driver's license and roadworthy certification.

Here are recommendations on how to stay safe and save lives while driving on Trans Kalahari Corridor.



Do the Right Thing & Save Lives

If you are feeling tired stop and rest.
Don't drink and drive, Alcohol reduces your driving abilities as well as your reaction.
Make sure your car is roadworthy.
Always carry license and identification documents.
Put on your seatbelt.




DO YOUR PART IN THE FIGHT AGAINST ROAD ACCIDENTS.

FOR ASSISTANCE: POLICE: 10111 - MVA FUND: 0819682

THE TRANS KALAHARI CORRIDOR

THUMA MINA


"SEND ME TO DEEPEN REGIONAL INTEGRATION AND DEVELOPMENT"



The Trans-Kalahari Corridor provides a direct route from Walvis Bay and Windhoek in central **Namibia**, through **Botswana**, to Gauteng province in **South Africa**.

Below are tips on the prevention of Driving under the influence (DUI) of alcohol and drugs:

DRUGS & ALCOHOL



IT'S NOT OKAY TO DRIVE HIGH

ALCOHOL AND DRUGS REDUCE DRIVING ABILITY:

- The greater the amount of alcohol consumed, the more likely a person is to be involved in an accident.
- DUI of alcohol and narcotics poses similar threats to public safety.

FACT:

- An estimated 32% of fatal car crashes involve an intoxicated driver or pedestrian (NHTSA).
- Car crashes are the leading cause of death for teens, and about a quarter of those crashes involve an underage drinking driver (SAMHSA).

IT'S NOT OKAY TO DRIVE DRUNK


FOR ASSISTANCE: POLICE: 10111 - MVA FUND: 0819682

www.nrsc.org.na National Road Safety Council National Road Safety Council

THE TRANS KALAHARI CORRIDOR

THUMA MINA


"SEND ME TO DEEPEN REGIONAL INTEGRATION AND DEVELOPMENT"



The Trans-Kalahari Corridor provides a direct route from Walvis Bay and Windhoek in central **Namibia**, through **Botswana**, to Gauteng province in **South Africa**.

Below are tips on Arrester bed & Lay bys, to promote Safety on the corridor:

ARRESTER BED & LAY BYES



BE RESPONSIBLE STOP WHERE IT'S SAFE

ARRESTER BED

IF YOU MUST STOP ALONG THE ROADWAY TO REST, FOLLOW THESE PRECAUTIONS:

- Stop at a roadside rest area. If no such facility is available, make sure that you are as far off the highway as possible.
- Turn on your parking lights and turn off other electrical equipment.
- Don't park in the arrester bed it's meant for emergency braking problems.

LAY BYES


- In a normal situation drivers should avoid lay-bys.
- An AA study in 2006 has found that two-thirds of fatal accidents involving stopped vehicles on a dual carriageway actually occurred in a lay-by.
- Vehicles using a lay-by should park as far away from the road as possible in order to minimize the chances of collision.
- Motorists can drift into the lay-by without intending to, or can mistake them for the inside lane.

FOR ASSISTANCE: POLICE: 10111 - MVA FUND: 0819682

www.nrsc.org.na National Road Safety Council National Road Safety Council



TYRE SAFE TREAD CHECK



THREAD DEPTH IS GOOD FOR ALL ROAD SURFACES

REDUCED PERFORMANCE IN DRY

UNSAFE TREAD DEPTH REPLACE TYRES NOW

- 1 PLACE CORNER OF CARD INTO TYRE TREAD
- 2 USE BOTH CORNERS OF CARD TO CHECK THE TOP, LEFT AND RIGHT SIDES OF TYRE.
- 3 CHECK RESULTS WITH THE ILLUSTRATION SHOWN ABOVE

Portfolio

4 Uushimba Short Film



Client's name :
Namibia Film Commission



Category :
Layout Film Production



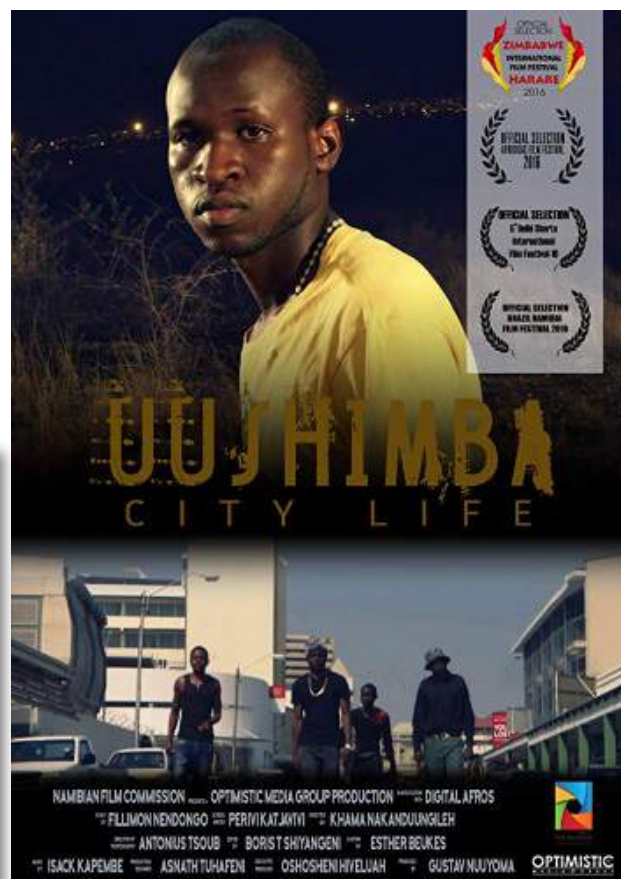
Date Published :
02 December 2015

Description

"The heart of the Art"... A short action film.
Uushimba is a story off a young man Hangula who arrives in the city to seek greener pastures. He gets caught up with his cousin Tangeni's thug life ways and becomes a recruit in Tangeni's gang. An opportunity presents itself for Hangula to pursue his ambitions of a career in art, but Tangeni convinces him to do one last robbery job with them before he is willing to help realise Hangula's dreams.



This Project was screened at the following international film festivals:
Zimbabwe international film festival 2016
Afrikikas Film Festival 2016
6th Delhi international Film Festival 2016
Brazil Film Festival 2016
NFC Investor Screening in New York, Dubai and Berlin 2017



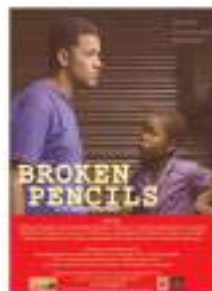


CREATING
TOMORROW
TODAY

FILM: BEST DIRECTOR



FLORIAN SCHOTT



PVECLIDIAS WITBOOI



PERIVI KATJAVIVI



CREATING
TOMORROW
TODAY

FILM: BEST PRODUCTION DESIGN



ASNATH KAFFO
Uushimba



TANYA STROH
The Harvest: Promethean



CARLA VAN VUUREN
Painted Scars

Portfolio

5

NAMPOL

Stay Woke Advertising Campaign



Client's name :
Namibian Police Force



Category :
Advertising Campaign



Date Published :
01 August 2020



Online :
Namibian Police Force
(NAMPOL)
Facebook

Description

Developing innovative efforts to reduce crime and social disorder is an integral part of the Namibian Police Force. Hence, it's appropriate for Nampol that carries the mandate to ensure safety and security for each Namibian citizen to undertake interventions to communicate their mandate and educate the public on safety and security issues, as this helps remove crime opportunities by teaching and encouraging the public to adopt better self-protection measures and warn offenders of increased police vigilance or improved police practices.

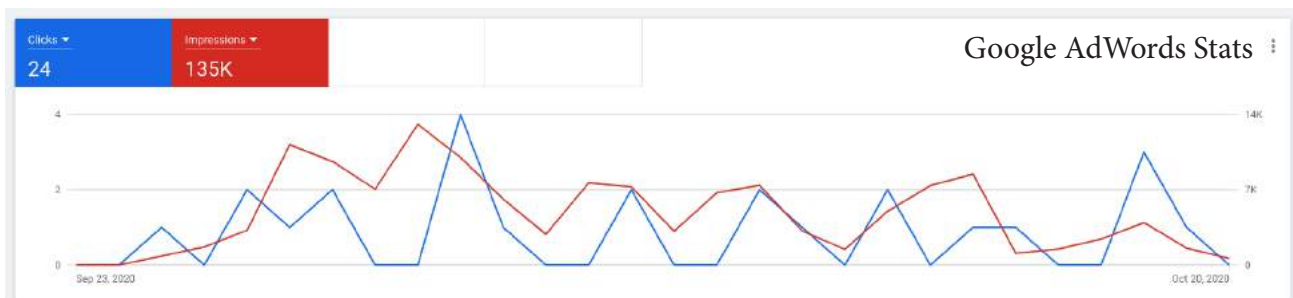
Therefore the campaign served to pass relevant information to potential offenders and victims. Informing the community about a crime problem, introducing target-hardening measures. This all leads to reducing the number of drug users.

When designed and executed properly, the campaign will offer Nampol another problem-solving tool in the fight against crime.





Scan QR Code To Watch Advert



Namibian Police Force (NAMPOL)
September 21 at 10:56 AM · 🌐

Protect your organs. Protect your loved ones. Say NO to drugs. Stay Woke, Quit drugs.
[#StayWoke](#) [#QuitDrugs](#)

Stay Woke and Quit Drugs [Send Message](#)

👍❤️👏 4.8K 243 Comments 1.3K Shares

👍 Like 💬 Comment ➦ Share 🌐

Colin-Garth Malgas
Powerful message, what about alcohol????????!!!!
Like · Reply · 1w

JayDee Em
This is really good from NAMPOL. People start to listen when it's too late.
Like · Reply · 2w

Schalk Willem Kruger Sr.
Thank you, thank you, thank you!!!! Be Blessed!
Like · Reply · 1w

Jamee-Bernice Marais
is there a place where they can be assisted? for people that cant afford to go to rehab? rehab is kinda expensive. 😞
Like · Reply · 3w

Top Fan Maria Goreses
Yeah exactly, good advice indeed, but as a matter of fact some people don't want to adhere to the rules and regulations, law and order as well as the Constitution and ending up in prison or in court of law.
Like · Reply · 4w

Pauline Ganes
Powerful. I pray for this video to go viral. God will help Namibia Nation, no matter what comes!! Namibia will be

 **ARE YOU REALLY THAT WOKE IF YOU NEED DRUGS TO COPE?**
PROUDLY BROUGHT TO YOU BY THE NAMIBIAN POLICE PUBLIC RELATIONS DIVISION **NAMPOL SAYS STAY WOKE!!! BEFORE YOU RUIN YOUR LIFE.**

  www.nampol.gov.na  **Namibian Police Force** 



Portfolio

6

NRSC

#Do The Right Thing & Save Lives Advertising Campaign



Client's name :
National Road Safety Council



Category :
Advertising Campaign



Date Published :
01 September 2020



Online :
NRSC
Facebook/Instagram/Youtube

Description

Education and awareness measures, such as road safety campaigns coupled with targeted advertising and social media campaigns as well as community outreach programmes helps to influence the attitudes and behaviours of all road users. A road safety publicity campaign is part of a set of activities that aim to promote safe road use. Mass media advertising is often the most visible component of a campaign, however to be effective in changing behaviour, this must be combined with government and/or community support, which must be visible when involving law enforcement.

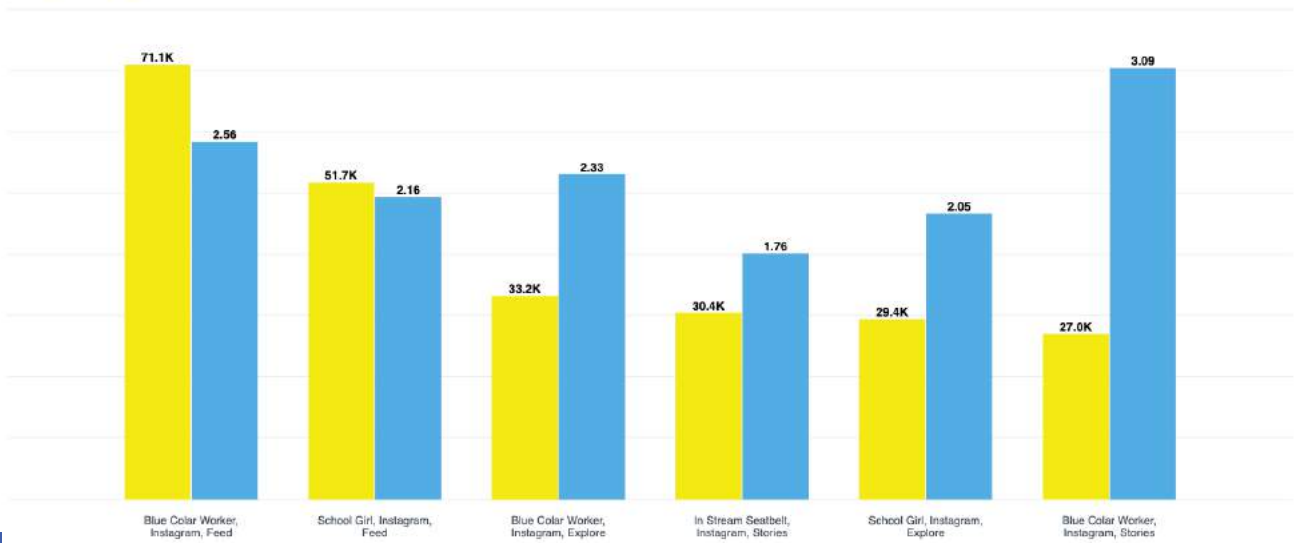


DotheRightThing&SaveLives



Reach Frequency

Instagram Campaign Stats



Clicks

471

Impressions

778K

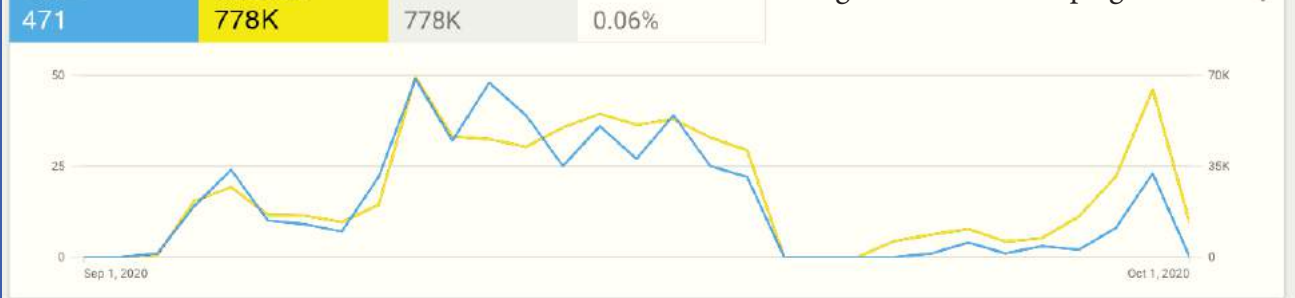
Impressions

778K

CTR

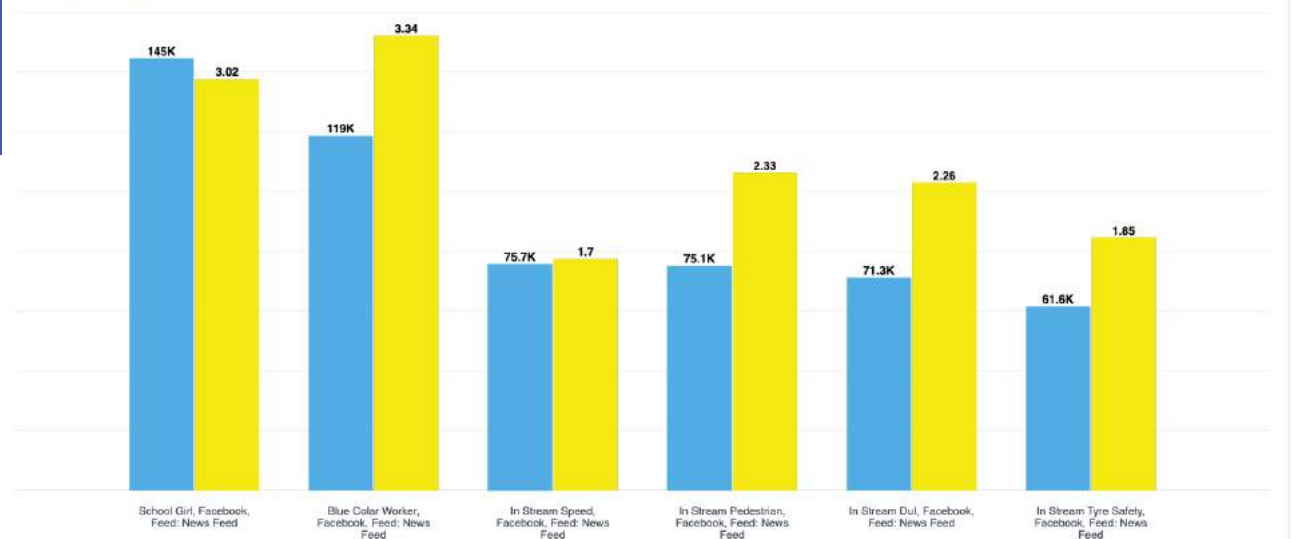
0.06%

Google AdWords Campaign Stats



Reach Frequency

Facebook Campaign Stats



The campaign ran along a sweepstake competition that attracted the target audience to engage with the brand on various social media pages. The competition was linked to the video mini series and infomercials. The competition aimed at increasing engagement between the NRSC brand and its target audience on various social media platforms and also aimed at collecting email addresses of entrants that will make up a mailing list that can be used at later stages of campaign engagement with the target audience.

YOU COULD WIN

in three easy steps

- 1
LIKE, FOLLOW AND TAG 5 FRIENDS IN
THE COMMENT SECTION.
- 2
SHARE ANY OF OUR TIRE SAFETY AND
SEATBELT VIDEOS
- 3
FOLLOW THE LINK/ QR CODE TO ANSWER
1 SIMPLE QUESTION

Winners will be announced on

MONDAYS WEEKLY

Terms and Conditions apply

Optimistic Media Group

P : +264 81 705 5241

P : +264 85 293 8168

E : info@optimisticmediagroup.com



Instagram

Optimistic Media Group



Facebook

Optimistic Media Group

THANK YOU

The Journey of life
never ends. Creativity will always
be the one important thing.

Thank you for taking time to have a look at some of our work. We trust it was all sufficient to let you experience our point of view into problem solving with the use of creative design and project implementation.

We hope that we can be of help to solve any of your problems and bring much value to your brand through design and branding.

The Selected Work of Optimistic Media Group

www.optimisticmediagroup.com