

OUR WORK IN MOTION

Mobile Media | National Reach | Audience Impact.

HEKAMI OUTDOOR

A Hekami Investment Proprietary Limited Company



Campaigns That Move the Nation

At HEKAMIOUTDOOR, every campaign is designed to do one thing exceptionally well:

place the right message directly into the movement of people.

Across Namibia, we have delivered high-impact campaigns for government, corporates, utilities, NGOs, and national programmes, transforming roads, checkpoints, towns, and communities into powerful communication platforms.

Below is a curated selection of our most impactful work.

01

ACCIDENT RESPONSE NUMBER AWARENESS CAMPAIGN

Motor Vehicle Accident Fund (MVA Fund)



Campaign Information

To strengthen public awareness and response efficiency in road traffic incidents, the Motor Vehicle Accident Fund (MVA Fund) partnered with HEKAMIOUTDOOR – A Hekami Investment Proprietary Limited Company to revamp and re-flight updated campaign artwork promoting the Accident Response Number. The campaign was strategically deployed at high-traffic national roadblocks, ensuring maximum visibility among motorists, commuters, and long-distance travellers.

The campaign was executed across three (3) strategic national roadblocks:

- Windhoek – Hosea Kutako International Airport Roadblock
- Windhoek – Okahandja Roadblock
- Otjiwarongo Roadblock

This campaign forms part of a broader national effort to enhance road safety and post-accident intervention outcomes.

Results & Emerging Impact:

- High-frequency exposure to motorists at critical road safety points
- Improved public recall of the Accident Response Number
- Strengthened association between road safety enforcement and emergency response
- Enhanced visibility of the MVA Fund's mandate and services

02

EMPOWERING ACCESS. ENABLING CONFIDENCE.

GIPF Nationwide Awareness Campaign | Multi-Location Deployment



Campaign Information

To strengthen member engagement and promote financial empowerment, the Government Institutions Pension Fund (GIPF) partnered with HEKAMIOUTDOOR to roll out a dual-message national campaign focused on:

- “Stay Verified Anytime, Anywhere” (Mobile Verification Application & Handheld Devices)
- “Own Your Home with Confidence” (Pension-Backed Home Loan Scheme – PBHLS)

Five mobile billboard trailers were strategically deployed across Namibia’s highest-traffic roadblocks, including:

- Windhoek–HKIA
- Windhoek–Rehoboth
- Windhoek–Okapuka
- Otjiwarongo
- Ongwediva

By positioning messaging within high-dwell checkpoint environments, the campaign ensured unavoidable visibility, repeated exposure, and strong message retention.

Results & Emerging Impact:

This campaign stands as a strong example of modern public-sector communication done right — combining mobility, clarity, and strategic placement to deliver both awareness and empowerment.

When essential services move with the people, accessibility becomes effortless — and impact becomes measurable.

03

CONNECTING COMMUNITIES, POWERING PROGRESS

MTC Regional Retail & SPECTRA Campaign | Rundu · Divundu · Katima Mulilo



Campaign Information

To support the launch of new retail stores and promote SPECTRA Fibre, MTC partnered with HEKAMIOUTDOOR to deploy mobile billboards across key northern towns.

Through local-language messaging, strategic placement, and 24/7 visibility, the campaign achieved strong community resonance, increased store awareness, and positioned MTC as a digitally inclusive brand.

Mobile billboard trailers were strategically deployed in:

- Rundu
- Divundu
- Katima Mulilo

Results & Emerging Impact:

The MTC × HEKAMIOUTDOOR regional retail visibility campaign successfully positioned MTC's new stores and flagship products at the centre of community dialogue across Rundu, Divundu, and Katima Mulilo. Through Mobile Out-of-Home (MOOH) advertising, the partnership ensured sustained, relatable, and accessible communication, ultimately strengthening MTC's presence in northern and north-eastern Namibia.

HEKAMIOUTDOOR once again demonstrated its capability to deliver nationwide, high-impact, community-centric advertising solutions, supporting Namibia's digital inclusion ambitions and empowering communities with information.

04

POWERING AWARENESS ON THE MOVE

NamPower Omburu BESS Campaign | Omaruru



Campaign Information

For one of Namibia's most important energy projects, NamPower leveraged HEKAMIOUTDOOR to bring infrastructure awareness directly to the host community.

Over 8 months, mobile billboards delivered sustained, high-frequency messaging across Omaruru — ensuring that the project was not only built, but understood.

HEKAMIOUTDOOR deployed two mobile advertising trailers across Omaruru's highest-traffic corridors, including:

- Town entrances
- Community service hubs
- Key commuter and pedestrian routes
- High-mobility zones with daily vehicle and foot traffic

Results & Emerging Impact:

The Omburu BESS Public Awareness Campaign demonstrated how strategic mobile out-of-home advertising can significantly elevate public understanding of national infrastructure. By leveraging HEKAMIOUTDOOR's mobile billboard network, NamPower achieved sustained, high-impact visibility, effectively bringing the story of the Omburu BESS Project to the heart of the Omaruru community.

This campaign stands as a model for future nationwide communication initiatives in the energy, infrastructure, and public policy sectors—proving that when information is mobile, awareness becomes unstoppable.

05

SECURING POWER, PROTECTING COMMUNITIES

CENORED Anti-Cable Theft Campaign | 4 Towns



Campaign Information

To combat infrastructure vandalism, CENORED deployed mobile billboards across high-risk towns, placing critical awareness messages directly in affected communities.

The campaign combined visibility, repetition, and local relevance to drive behavioural awareness and public vigilance.

HEKAMIOUTDOOR deployed mobile billboards in:

- Grootfontein
- Tsumeb
- Okahandja (Renewed Deployment)
- Otjiwarongo (Renewed Deployment)

Results & Emerging Impact:

CENORED's Copper Cable Theft Awareness Campaign demonstrated the power of mobile out-of-home advertising in influencing behaviour, protecting infrastructure, and strengthening public vigilance. Over six months, the deployment in Grootfontein, Tsumeb, Okahandja and Otjiwarongo ensured sustained, high-impact visibility across multiple communities.

By leveraging HEKAMIOUTDOOR's national mobile billboard network, CENORED effectively mobilised public awareness and reinforced its commitment to safeguarding Namibia's electricity infrastructure.

This campaign stands as a strong model for future public safety, crime prevention, and infrastructure protection initiatives—proving that when awareness is mobile, community vigilance becomes stronger.

06

DRIVING SAFETY. SAVING LIVES.

NRSC National Road Safety Campaign | Nationwide



Campaign Information

In partnership with the National Road Safety Council, HEKAMIOUTDOOR transformed roadblocks into life-saving communication zones.

By placing mobile billboards at high-dwell enforcement points, the campaign delivered safety messaging exactly when drivers were most attentive.

HEKAMIOUTDOOR deployed mobile billboards:

- Nationwide

Results & Emerging Impact:

- **Raised National Visibility:** Road safety messaging embedded directly in high-traffic enforcement points across all major transit corridors.
- **Behavioural Cues:** Campaign placement during active road checks strengthened compliance with seatbelt, speed, and alcohol regulations.
- **Community Impact:** Residents and commuters viewed the campaign as a shared national duty, fostering ownership of safer road habits.
- **Institutional Reinforcement:** Enhanced NRSC's visibility as the guardian of Namibia's road safety mandate.

07

FROM VISIBILITY TO ACTION

MTC SPECTRA Coastal Campaign | Langstrand • Swakopmund • Walvis Bay



Campaign Information

Combining high-impact placement with QR-code integration, this campaign converted roadside visibility into direct customer action.

Strategically positioned at the Langstrand roadblock, the campaign captured commuters and tourists while enabling instant sign-up.

HEKAMIOUTDOOR deployed mobile billboards:

- Langstrand
- Swakopmund
- Walvis Bay

Results & Emerging Impact:

- **Daily Visibility:** Captured thousands of motorists and pedestrians at the roadblock.
- **Digital Conversion:** QR scan feature drove direct traffic to the Spectra sign-up page.
- **Customer Engagement:** Incentives (affordable price + Apple TV device) triggered new sign-ups.
- **Regional Resonance:** Strengthened MTC's coastal presence across Langstrand, Swakopmund, and Walvis Bay.
- **Agency Synergy:** Collaboration between TBWA/Paragon and HEKAMIOUTDOOR delivered 360° integration — mobility, visibility, and digital call-to-action.

08

A NATION ON THE MOVE TOWARDS GREEN ENERGY

Namibia Green Hydrogen Campaign | All 14 Regions



Campaign Information

To take a complex national agenda to the people, 17 mobile billboards were deployed nationwide, turning policy into public conversation.

Through mobility, localisation, and digital integration, the campaign made green hydrogen visible, accessible, and relatable.

HEKAMIOUTDOOR deployed mobile billboards:

- Nationwide

Results & Emerging Impact:

- **Increased Engagement:** A significant rise in public interaction, both offline and online, with the campaign's content.
- **Web Traffic Growth:** Surge in traffic to the Green Hydrogen Namibia website via trailer-linked QR codes.
- **Community Conversations:** Regional social media activity referencing campaign visuals and messages.
- **Political Buy-In:** Enhanced local and regional leadership support, incorporating green hydrogen into community dialogues.
- **Sector Visibility:** Positioning green hydrogen as central to Namibia's future energy and industrial strategy.

09

POWERING LOCAL ECONOMIES

AMTA Farmer Mobilisation Campaign | Nationwide Silo Towns



Campaign Information

HEKAMIOUTDOOR helped AMTA connect directly with farmers by placing mobile billboards at silo locations — combining awareness with real-world direction.

The campaign became both a communication tool and a guide, supporting national food security efforts.

HEKAMIOUTDOOR deployed mobile billboards:

- Okongo
- Tsandi
- Omuthiya
- Rundu
- Katima Mulilo

Results & Emerging Impact:

- **Long-Term Visibility:** Thousands of daily impressions over a full year, across multiple farming cycles and market days.
- **Farmer Engagement:** Continued mobilisation and trust-building among producers, particularly first-time suppliers.
- **Brand Equity:** Strengthened AMTA's public identity as a proactive and accessible facilitator of agri-trade.
- **Policy Alignment:** Strong reinforcement of national strategies like Grow Local, Eat Local, Food Self-Sufficiency, and Farm-to-Table.

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TARGETING THE RIGHT AUDIENCE, AT THE RIGHT TIME

NETVEND Campaign | Windhoek–Rehoboth Corridor



Campaign Information

A single, well-placed mobile billboard delivered high-frequency visibility to commuters, transforming a low-awareness brand into a recognisable service.

HEKAMIOUTDOOR deployed mobile billboards:

- Windhoek-Rehoboth (Inbound and Outbound Traffic Routes)

Results & Emerging Impact:

- **High-Frequency Impressions:** Repeated exposure along critical routes increased brand familiarity and recall.
- **Geo-Targeted Reach:** Campaign reached thousands of commuters daily in zones with a high concentration of NETVEND's target demographic.
- **On-the-Go Engagement:** Passers-by could easily capture and remember contact details and service instructions due to the clear, bold design.
- **Client Feedback:** NETVEND reported increased web traffic and new user sign-ups following the campaign period, attributing a portion of this growth to the enhanced offline visibility driven by HEKAMIOUTDOOR.

HONOURING A NATION, MOVING A LEGACY

Rössing Uranium Tribute Campaign | Arandis



Campaign Information

In a moment of national reflection, mobile billboards became moving symbols of respect and unity, carrying a dignified tribute across communities.

HEKAMIOUTDOOR deployed mobile billboards:

- Arandis

Results & Emerging Impact:

- **High Public Engagement:** The campaign has been widely seen and acknowledged by the public, prompting moments of pause, reflection, and appreciation.
- **Nationwide Reach:** The mobile billboard moved through diverse communities, ensuring that even those beyond the urban core could participate in honouring Dr. Nujoma's legacy.
- **Positive Sentiment:** Rössing Uranium has received positive feedback from stakeholders, civic leaders, and the public for choosing a respectful and inclusive medium.
- **Cultural Significance:** The campaign reinforced national unity and collective memory by visually anchoring Dr. Nujoma's legacy in everyday spaces.

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WHEN TIMING MEETS VISIBILITY

Rössing Uranium Road Safety Campaign | Festive Season



Campaign Information

Positioned at a high-traffic coastal checkpoint, this campaign delivered a simple but powerful message at the exact moment it mattered most.

HEKAMIOUTDOOR deployed mobile billboards:

- Swakopmund Roadblock (Coastal Route)

Results & Emerging Impact:

- **Maximum Impact at High-Risk Times:** The campaign reached thousands of road users daily during peak holiday travel.
- **Behavioural Influence:** The prominently placed message served as a real-time reminder, reinforcing responsible driving habits.
- **Brand Affinity:** Rössing Uranium was viewed positively by the public for its proactive stance on road safety.
- **Community Engagement:** The campaign reflected genuine concern for the safety of Namibians, strengthening Rössing's image as a company that cares beyond the mine site.

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OWNING THE MOMENT: FESTIVE SEASON BRAND DOMINANCE

MTC Summer Vibes Campaign | National Checkpoints



Campaign Information

By placing vibrant, high-energy messaging along major travel routes, MTC captured attention during Namibia's busiest movement period.

HEKAMIOUTDOOR deployed mobile billboards:

- Key National Roadblocks – Windhoek-Okapuka, Swakopmund, Oshivelo, Ongwediva

Results & Emerging Impact:

- **Expanded Reach:** Thousands of motorists engaged daily at key travel points, increasing MTC's brand footprint across Namibia.
- **Enhanced Engagement:** The lively campaign messaging sparked conversations around connectivity, driving positive brand sentiment.
- **Conversion Impact:** The campaign contributed to increased inquiries and sales of MTC's summer product offers.
- **Brand Loyalty:** By meeting customers in real-world, high-traffic environments, MTC strengthened trust and loyalty beyond traditional advertising.

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MAKING SAFETY UNMISSABLE

NamPower PASOP Campaign | Multi-Region Deployment



Campaign Information

Mobile billboards delivered continuous electrical safety messaging across key towns and checkpoints, ensuring the message remained unavoidable.

HEKAMIOUTDOOR deployed mobile billboards:

- Ongwediva,
- Ondangwa,
- Eenhana,
- Opuwo,
- Swakopmund/Walvis Bay Roadblock,
- Mururani Checkpoint

Results & Emerging Impact:

- **Top-of-Mind Awareness:** The campaign delivered consistent and unavoidable electrical safety messaging to thousands daily.
- **High-Impact Engagement:** Strategic placement in busy areas ensured broad reach across multiple regions.
- **Community Safety Enhancement:** The campaign contributed to increased public caution and safety-conscious behaviour around electricity installations.
- **Effective Medium:** Demonstrated the power of mobile billboards as an unmissable, dynamic advertising tool for critical public safety campaigns.

15

DEMOCRACY, DELIVERED NATIONWIDE

ECN Election Campaign | All 14 Regions



Campaign Information

With one of the largest mobile billboard deployments in Namibia, HEKAMIOUTDOOR ensured election information reached every corner of the country.

HEKAMIOUTDOOR deployed mobile billboards:

- All 14 Regions of Namibia

Results & Emerging Impact:

- **Unmatched Reach:** Campaign penetrated even the most remote areas, ensuring no region was left uninformed.
- **Mass Awareness:** Reinforced national awareness of election timelines among first-time and returning voters alike.
- **Civic Engagement:** Strengthened ECN's role as a transparent and proactive electoral body committed to democratic participation.
- **Proven Effectiveness:** ECN's repeat engagement with HEKAMI OUTDOOR affirms the effectiveness of mobile billboards in public sector communication.

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EDUCATION THAT MEETS YOU WHERE YOU ARE

Stadio Namibia Campaign | Nationwide



Campaign Information

By placing messaging in everyday environments, this campaign connected with prospective students far beyond traditional education channels.

HEKAMIOUTDOOR deployed mobile billboards:

- Ongwediva,
- Outapi,
- Rundu,
- Oranjemund,
- Walvis Bay,
- Swakopmund,
- Windhoek-Rehoboth Roadblock,
- Mariental

Results & Emerging Impact:

- **Significant Uptick in Awareness:** Noticeable brand visibility across eight key towns and corridors.
- **Direct Engagement:** Real-time engagement from communities that rarely encounter tertiary education branding in their daily routes.
- **Enhanced Brand Positioning:** Cemented Stadio Namibia's image as an innovative, accessible, and forward-thinking institution.
- **Media Cut-Through:** Outperformed traditional radio, print, and static billboards in both reach and recall.

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WHEN MEDIA DRIVES MEASURABLE GROWTH

STADIO Enrolment Campaign | National



Campaign Information

A nationwide mobile billboard rollout contributed to a 49.7% increase in student registrations, proving the commercial power of mobile OOH.

HEKAMIOUTDOOR deployed mobile billboards:

- 10 high-visibility national sites

Results & Emerging Impact:

- **Nationwide Reach:** High-frequency exposure across ten diverse regions
- **Strategic Timing:** Launched during peak enrolment season for maximum effect
- **Audience Precision:** Targeted key student segments with contextual presence
- **Brand Uplift:** Reinforced STADIO NAMIBIA as a top-of-mind brand for distance learning
- **Quantifiable Impact:** New student registrations grew from 3,005 to 4,500—a 49.7% increase, directly tied to the heightened visibility and brand recall enabled by the campaign

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SOCIAL IMPACT IN MOTION

One Economy Foundation Campaign | National Awareness



Campaign Information

Mobile billboards were used to spark conversations around social issues, placing advocacy messaging directly into community spaces.

HEKAMIOUTDOOR deployed mobile billboards:

- **Taxi and bus ranks** – key transportation hubs with daily footfall.
- **Church vicinities** – spaces of trust and communal reflection.
- **Popular social events and gathering venues** – encouraging informal engagement.

Results & Emerging Impact:

- **Wide Demographic Reach:** Messages delivered in everyday spaces, meeting people where they are.
- **Community Upliftment:** Campaign stimulated meaningful discussions on social well-being and empowerment.
- **Strong Brand Alignment:** Reinforced the Foundation's mission to close inequality gaps and promote shared prosperity.
- **Visibility with Purpose:** Billboards doubled as educational tools and symbols of civic solidarity.

PUBLIC HEALTH, DELIVERED IN REAL TIME

Ministry of Health COVID-19 Campaign | National



Campaign Information

By placing vaccination messaging at roadblocks and border posts, HEKAMIOUTDOOR ensured maximum visibility during a national health emergency.

HEKAMIOUTDOOR deployed mobile billboards:

- National Roadblocks & Border Posts

Results & Emerging Impact:

- Amplified visibility of the national COVID-19 vaccination drive
- Supported the Ministry's goal to vaccinate 75% of the population
- Encouraged behavioural change and public action in real-time

HEKAMIOUTDOOR's strategic media deployment ensured the success of this urgent national health campaign, proving the agility and power of mobile OOH media in addressing time-sensitive public issues.

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SPEAKING THE LANGUAGE OF THE PEOPLE

Kadhila Amoomo Legal Campaign | Windhoek & Surrounds



Campaign Information

Through vernacular messaging and culturally grounded storytelling, this campaign built trust and emotional connection with communities.

HEKAMIOUTDOOR deployed mobile billboards:

- Middle-Class Suburbs (Windhoek), Finkenstein & Eisenheim

Results & Emerging Impact:

- Enhanced community engagement and trust through language relatability
- A strengthened brand profile in both middle-class and affluent areas
- A unique market position anchored on dignity, justice, and accessibility

By speaking directly to people in the languages they understand, Kadhila Amoomo Legal Practitioners not only stood out from competitors but also positioned itself as a community-rooted law firm with a human-centred legal approach. This campaign is a leading example of how vernacular-targeted OOH advertising can drive authentic connections and brand loyalty.

What this Means.

Across every campaign, one principle remains constant:

HEKAMIOUTDOOR does not place messages in space —
we place them in motion, where they are seen, remembered, and acted upon.

Closing Statement.

Whether the objective is:

- Driving sales
- Changing behaviour
- Building awareness
- Mobilising communities
- Communicating national priorities

HEKAMIOUTDOOR delivers one outcome consistently —

Visibility that works.

HEKAMI OUTDOOR

**OUR WORK
IN MOTION**