



# **OPENHUB**

**BUILDING BRANDS THROUGHOUT ZIMBABWE**

**I COMPANY PROFILE**

# WHO WE ARE

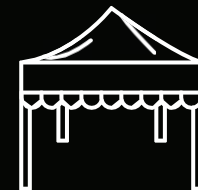
Open Hub was registered in 2023 and it originated from Intertec (Pty) Ltd, a company in Botswana. Intertec (Pty) Ltd, the Botswana company, was registered late 2008 and started functioning in early 2009.

Open Hub has a unique way of working with the idea of giving back to the community where possible. The media platforms that Open Hub has to offer have appealed to many clients whom applaud our business model, therefore we are growing rapidly. Our unique business model is based on client satisfaction, which has proved fruitful with compliments coming from neglected communities.

We have attractive, effective and affordable media platforms that satisfy our clients objectives, all for a very cost effective price especially when compared to other media platform prices. These media platforms have the capacity to spread your message comprehensively throughout Zimbabwe more effectively than any other outdoor media platform, especially in the rural areas.



**TRAILERS**



**DISPLAY**



**BRAND ACTIVATIONS**

# WHY WE ARE

## Our Vision

Is to become the preferred outdoor, activations and media platform service provider throughout Zimbabwe

## Our Mission

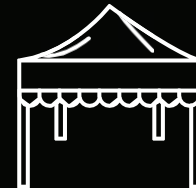
To create the perfect media platforms that enrich the client with an affordable, attractive and effective service that satisfies their objectives, to create a media platform that enriches the people of the community not only with remuneration but by creating a vibrant and positive environment

## Our Values

- Honesty
- Integrity
- Quality
- Professionalism
- Sharing
- Positive



TRAILERS



DISPLAY



BRAND ACTIVATIONS

# WHAT WE DO BEST

## Affordable Media Platforms

Compared to the various media platforms we believe we have a product that is very affordable without compromising the desired results

## Effective Media Platforms

There is no doubt that these media platforms are effective, as they have been strategically placed around Zimbabwe. The buildings are branded with quality products and skill therefore they stand out giving brands phenomenal exposure

## One stop shop

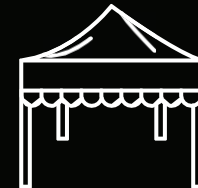
One of our strengths is that we can do everything from conceptualisation to the final execution all in house, including design

## Passionate team

We are very fortunate that we have a very passionate team that loves what they do, making it easier to execute the projects in a professional manner



TRAILERS

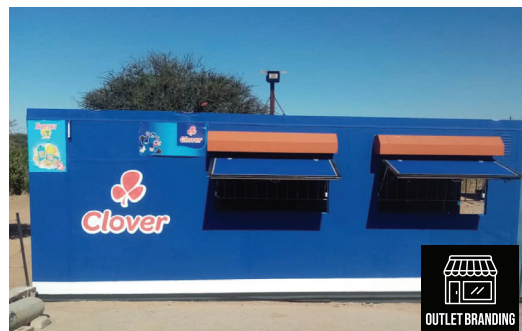


DISPLAY



BRAND ACTIVATIONS





# ACTIVATIONS TAKE CENTRE STAGE

In 2016, we shifted our mindset slightly to give our Clients this offering. Taking activations out-of-store revolutionized the industry by transferring the brands into the four courts where customers enjoy because it is more engaging.

Using a Mobile trailer which is fully equipped with: PA System, LED lights, stage, plug points, built in battery, stage floor 2.8m, branding opportunity of 15m of exterior of trailer. A technical crew of 3-5 people depending on the size of the activation.

Activations not only makes your brand prominent in the market, but also helps in bringing brands to life. It also does the following:



Help in getting valuable  
feedback from customers



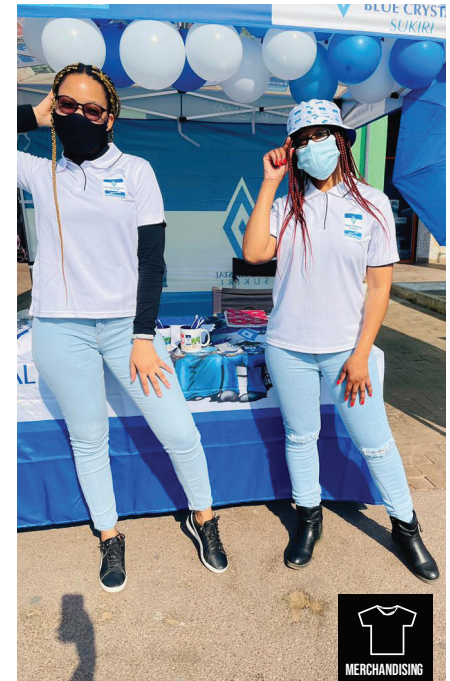
Creates an emotional  
connection with customers



Strengthens the relationship  
between the brand and the  
customer



# WHAT WE OFFER









# OUR LATEST INTRO ...



We believe that a good/successful activation includes entertainment – it looks into the heart of the brand to find that bit of magic that will create a lasting brand-consumer connection. Companies are now looking to engage with consumers and not just advertise to them.

# CONTACT US



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