





# OUR VISION

To be the go-to digital out-of-home advertising company, empowering brands to connect with target audiences.

# OUR MISSION

Providing technologically advanced digital platforms for relay of adverts, helping our clients to seamlessly meet marketing targets.





Today's urban audiences spend more time than ever away from home, with engagement opportunities in all city environments.

Out-of-Home offers contextual and memorable brand communication, effectively reaching all demographics throughout the consumer journey.

As Mobicast we are a 360 digital out of home agency, from increasing awareness and engagement to delivering targeted, dynamic content, we offer innovative ways to bring brands and their key audiences closer together, building relationships and driving conversations.

To optimise the performance of tailor-made networks, we offer specialised in-house tools that deliver optimised campaigns for all advertisers. From adapting the creative to the Out-of-Home environment with in-house creatives to providing data-driven digital placement.

Video marketing has become the gold standard in advertising. We at Mobicast do agree that video is a priceless medium if you want to engage your audience, deliver clear messages, promote your brand, and more.

Mobicast Media being a Digital Out of Home (DOOH) advertising company has set up electronic digital billboards at strategic locations in Uganda to provide advertising solutions that are affordable and effective.

**We understand the interconnected nature of life today. Our delivery is carefully structured to target both online and offline audiences by incorporating the internet into our digital billboards to ensure comprehensive coverage in all public and private spaces. Growing your reach exponentially.**





# Unskippable messaging

With technological developments, media and audiences are becoming increasingly fragmented. Digital-Out-of-Home (DOOH) remains a major medium, which continues to offer the ability to reach a mass audience rapidly and efficiently. Digital-Out-of-Home's increasingly diverse presence further enhances the medium's ability to build brands. The medium offers a sustained and high-frequency communication opportunity, touching audiences with a client's message at decision making moments throughout their day.

Achieving cut-through to capture and maintain attention in the busy and cluttered urban environment is a core challenge for advertisers. Mobicast's offering of stand-out locations takes campaigns to new heights by adding the "wow" factor to brand communication. Stand-out positioning of brands at these locations inevitably draws the visual attention of the audience and creates a positive emotional response, increases recall and boosts the desirability of a product or brand.







# Targeting messages to time & location

In addition to mass urban coverage, DOOH is able to accurately match brand communication with the right audience in the right environment. Whether luxury shoppers or trendsetting young professionals. We offer customised retargeting, which ensures precise message delivery to the right audience in the right place.



# Creative That Gets Results

Bold ideas, designed beautifully can change the way people think about a brand. We blend digital and physical mediums to craft memorable moments. Take your trade show exhibits, waiting rooms, social media accounts, and product showrooms to the next step with videos and 2D and 3D motion graphics that entice your customers and explain your brand or product.

**At Mobicast, creativity is not merely about art. We stand between art, data with a deep understanding of the consumer's mind and motivation. We are convinced that the success of any campaign should be judged by its effect on consumers' behaviour and the commercial impact.**

A great campaign is an effective campaign. We have creative directors, art directors, copywriters and graphic designers with extensive sector experience and in-depth knowledge of what makes people react.



# NAKAWA



**Nakawa traffic lights**  
junction,  
next to Total petrol  
station.

**Size (meters)**  
6x4  
Resolution: 1920 x 1080px

**Estimated reach (per month)**  
1,182,772 as  
at 28th Feb 2021





#### Kiira Road Bukoto

Traffic lights  
Junction opposite Kira road  
police station

#### Size (meters)

6X4  
Resolution: 1920 x 1080px

#### Estimated reach (per month)

1,169,824 as  
at 28th Feb 2021







**Entebbe, Katabi Traffic lights**  
Junction, next to Changsha  
Model School.

**Size (meters)**  
6X4  
Resolution: 1920 x 1080px

**Estimated reach (per month)**  
1,169,824 as  
at 28th Feb 2021



# KABALAGALA



**Kabalagala Junction**  
Next to Equity Bank

**Size (meters)**  
5x4  
Resolution: 1280 x 1024px

**Estimated reach (per month)**  
860,320 as  
at 28th Feb 2021





# BUGOLOBI



**Bugolobi taxi stage,**  
Next to Bugolobi  
market.

**Size (meters)**  
6X4  
Resolution: 1920 x 1080px

**Estimated reach (per month)**  
1,169,824 as  
at 28th Feb 2021







**Yusuf Lule,**  
Fairway traffic lights  
junction

**Size (meters)**  
7X6  
Resolution: 1536 x 1792px

**Estimated reach (per month)**  
729,424 as  
at 28th Feb 2021



# OUR VALUES



## Innovation

In constant movement, we are always challenging ourselves to offer cutting-edge media solutions. We aim at providing top of the line solutions for all your DOOH needs, from the latest screen hardware to the most recent software. We go the extra mile so you don't have to.

Be impactful, create with purpose; intention and measure. Care for the team and the clients. We are in this together. Stay humble, courteous and honest. Listen first and smile often.

## Impact



## Open lines

We deem transparent and open communication as the most critical elements for a campaign's success. All our campaign milestones are driven by documented feedback and closely monitored workflows between us, the audience and the collaborating brand.

Our approach to delivering digital multi-channel solutions stems from an understanding of what digital optimal channels will most deliver on your return on investment.

## Integrated Marketing



# WHY MOBICAST

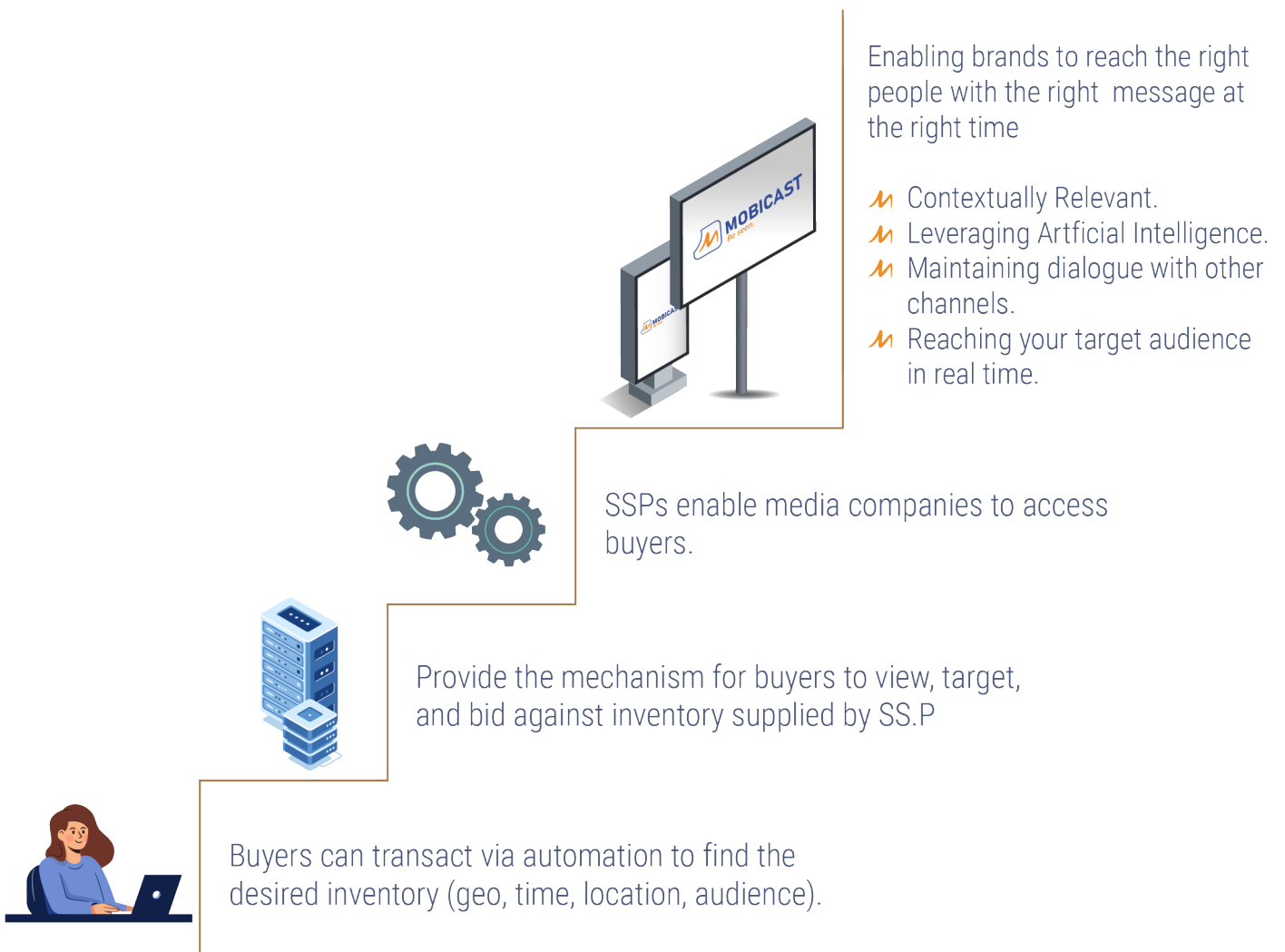
Dynamic ads - Data-driven, agile decision-making is central to effective brand communication and increased ROI among all advertiser sectors and campaign sizes. Managing ad creatives with our CMS (Content Management System) allows advertisers to integrate existing data feeds or input data manually to optimise their content across their media buy. Dynamic ads optimise the targeting, relevance and delivery of DOOH campaigns. Creating content dynamically brings advertisers a deeper engagement with their audience, increasing awareness, recall and perception. No matter the scale or budget, we make the optimisation of creatives simple and accessible for all digital campaigns.





# MOBICAST

## A PROGRAMMATIC PLATFORM





Gaurdian George Building,  
3rd Floor - Front Wing  
Plot 67A Spring Road, Bugolobi.  
P.O.Box 792, Kampala

**Email:** [info@mobicast.co.ug](mailto:info@mobicast.co.ug)  
[sales@mobicast.co.ug](mailto:sales@mobicast.co.ug)  
**Tel:** 0414 671 131 / 0706 852 340 /  
0787 725 072  
[www.mobicast.co.ug](http://www.mobicast.co.ug)