

MARCELINO MANNETTI  
PORTFOLIO

**T:** +264 85 7070 194  
**E:** [matimlino@gmail.com](mailto:matimlino@gmail.com)

# FNB Bank From Here Campaign

Rationale: We put up ads EVERYWHERE, the stranger the location, the better, in order to demonstrate the flexibility of self-service banking.



# BFH Photography



# Social Media

Have you heard?



You can **bank from here**



Use your **phone** or **computer** to bank from anywhere you choose.

- FNB App
- Online Banking
- Cellphone Banking
- eWallet

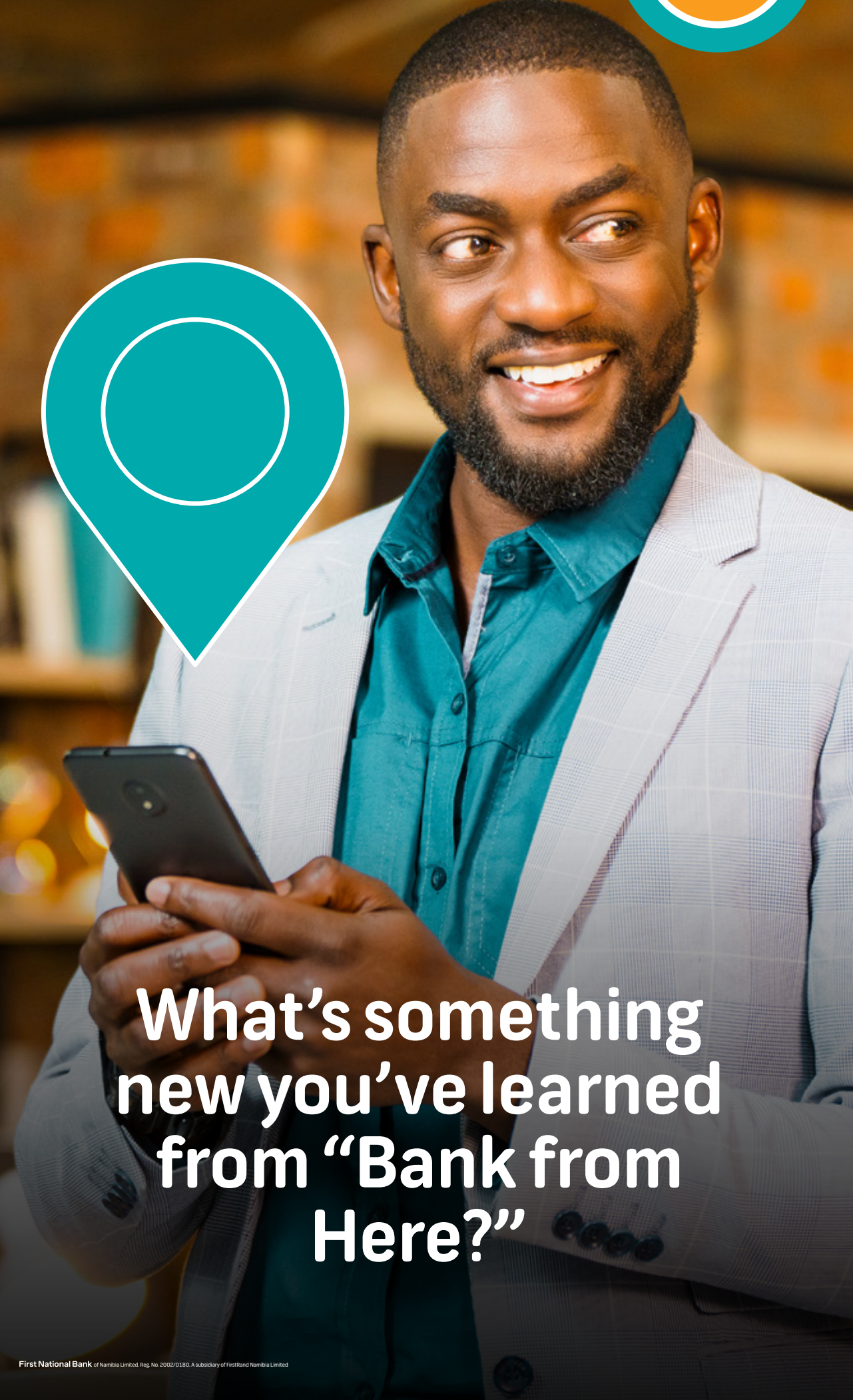
061 299 2222



First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.






What's something new you've learned from "Bank from Here?"



First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.

**FNB App fun fact:**

Send money to someone within a 5km radius **for free** using Geo Payment.



061 299 2222

First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.

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- eWallet

061 299 2222



First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.

What's your go-to Online Banking feature?



**bank from here**



First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.



Congratulations, **John Done**. You've won an **iPhone 13 Pro!**



First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.

Have you heard?



You can **bank from here**

Use your **phone** or **computer** to bank from anywhere you choose.

- FNB App
- Online Banking
- Cellphone Banking
- eWallet

061 299 2222




First National Bank of South Africa Reg. No. 2002/0185. A subsidiary of FirstRand Bank Limited.


# Show Stands




# Google Ads







You can **bank from here**




First National Bank  
of Namibia Limited. Reg No. 2002/0180. A subsidiary of FirstRand Namibia Limited



-  FNB App
-  FNB Online Banking
-  eWallet
-  Geo Payment  
(within a 5km radius)

You can **bank from here**

First National Bank  
of Namibia Limited. Reg No. 2002/0180. A subsidiary of FirstRand Namibia Limited



Change to FNB

Bank of the Changeables



[Find out more](#)


You can **bank from here**

First National Bank  
of Namibia Limited. Reg No. 2002/0180. A subsidiary of FirstRand Namibia Limited

Bank from here with FNB!



 eWallet     FNB Online Banking




 FNB App     Geo Payment  
(within a 5km radius)



Change to FNB  
Bank of the Changeables

[Find out more](#)



# MERCURE

## HOTELS

**Industry: Hospitality**

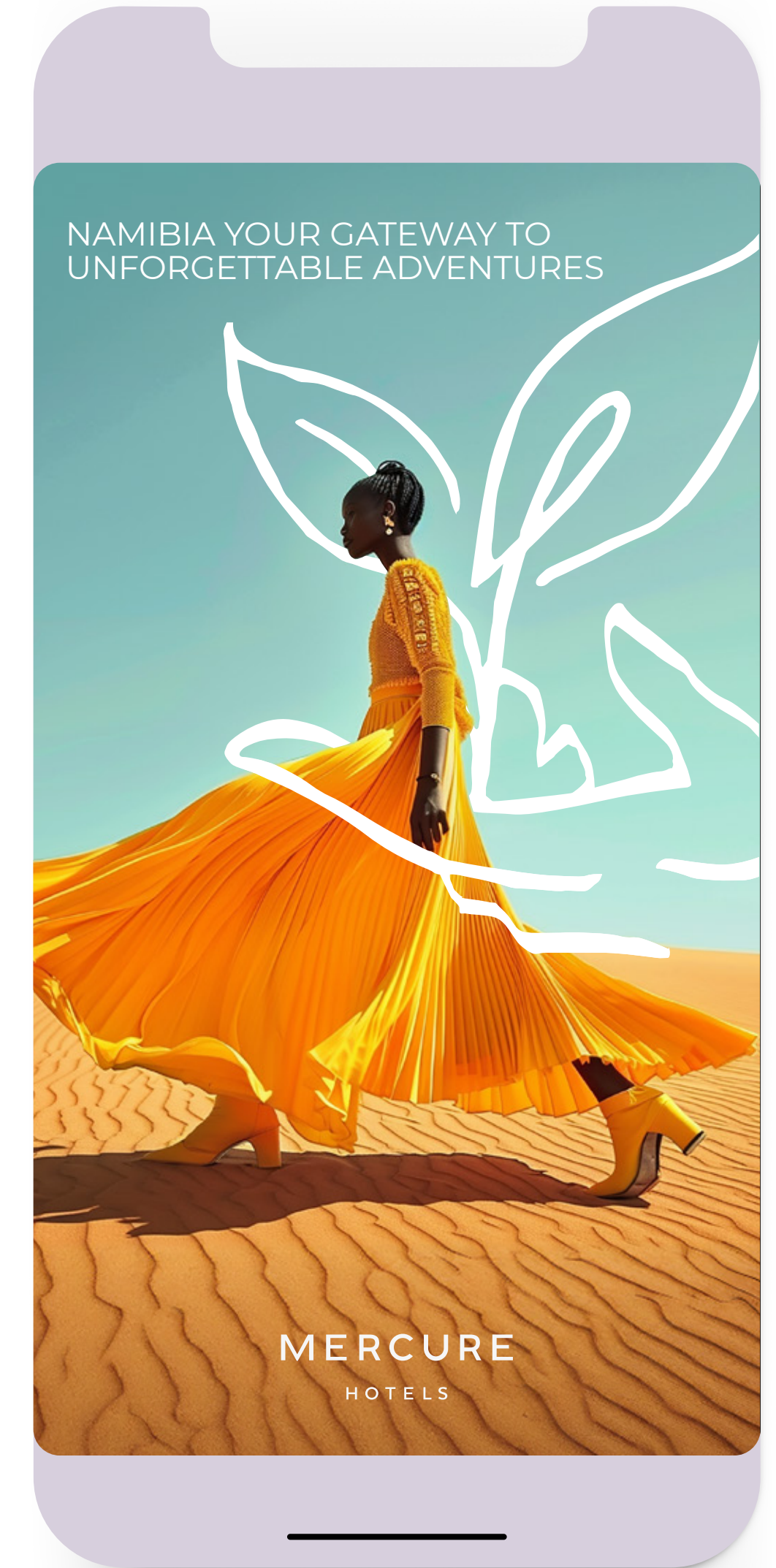
Year: 2024

In assisting Mercure Hotels in establishing a distinct identity tailored to the Namibian market, focus encompasses crafting a compelling look and feel that resonates with local appeal while maintaining the brand's essence. My approach involves implementing diverse marketing strategies aimed at capturing the attention of Namibian consumers, leveraging their unique identity by blending Mercure's global standards with localized charm,

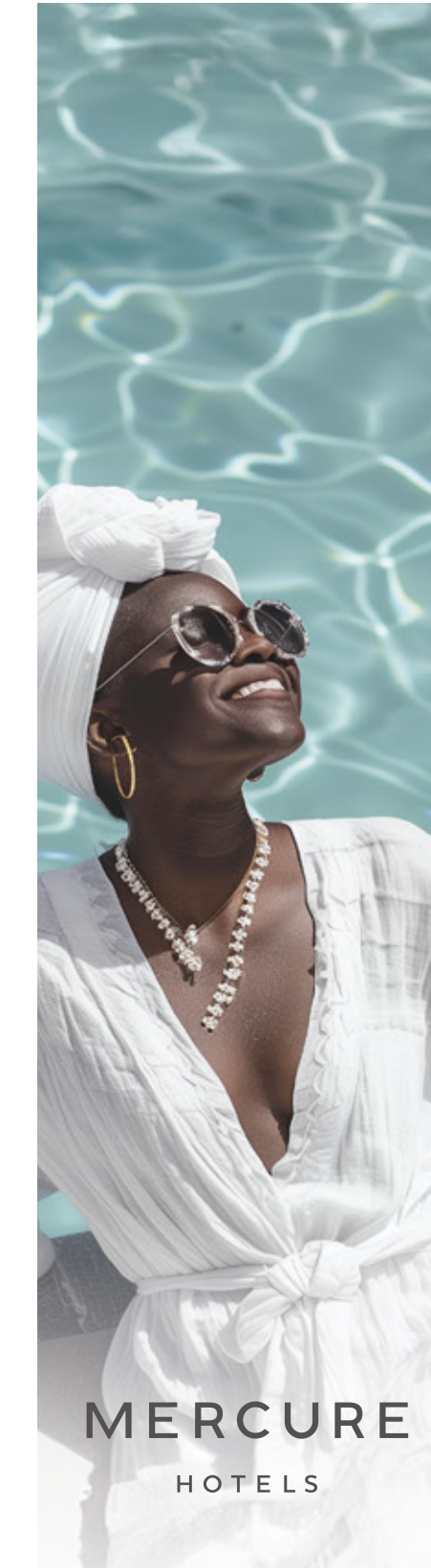
Website: [mercure.accor.com](https://mercure.accor.com)



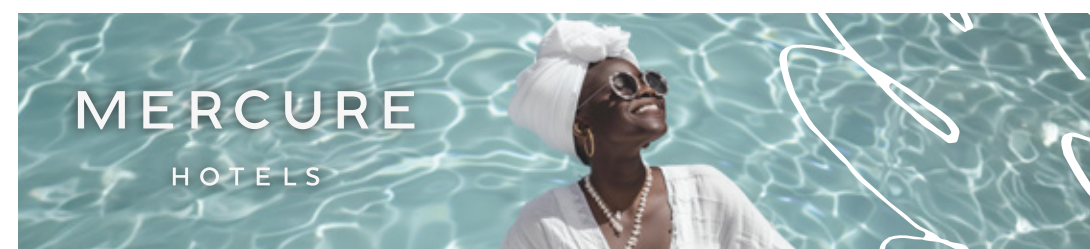
# Layouts



# Google & Display Ads



NAMIBIA YOUR GATEWAY TO UNFORGETTABLE ADVENTURES



NAMIBIA YOUR GATEWAY TO UNFORGETTABLE ADVENTURES

Photography Style



# Trifold Brochure + Signature

## JOHN DOE

HOTEL MANAGER  
TEL: 061 234 567

NAME  
00 NAME OF THE STREET, WINDHOEK, NAMIBIA  
T. +264 (0)0 00 00 00 00 - HOTEL@MERCURE.COM  
MERCURE.COM | ALL.COM  
GRANDMERCURE.COM



NAMIBIA YOUR GATEWAY TO  
UNFORGETTABLE ADVENTURES



### Welcome to Mercure: Where Every Stay is an Adventure!

At Mercure Hotels, we're not just about providing a place to rest your head. We're all about crafting unforgettable experiences that leave you with memories to cherish long after your stay. Whether you're a solo traveler, a dynamic duo, or a family of explorers, we've got something special just for you.

Here's a taste of what Mercure has to offer:

**Comfortable Accommodation:** Sink into plush pillows and cozy beds in our thoughtfully designed rooms. Whether you're traveling for business or pleasure, we've got the perfect space to suit your needs.

**Culinary Delights:** Foodies, rejoice! Indulge in a culinary journey at our onsite restaurants, where expert chefs whip up delicious dishes using fresh, locally sourced ingredients. From hearty breakfasts to gourmet dinners, we've got your taste buds covered.



**Vibrant Atmosphere:** Step into our vibrant lobbies and communal spaces, where the energy is always buzzing. Whether you're mingling with fellow travelers or relaxing with a book, our lively atmosphere is sure to uplift your spirits.

NAMIBIA YOUR GATEWAY TO  
UNFORGETTABLE ADVENTURES



MERCURE  
HOTELS

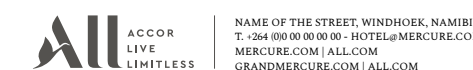
**Local Experiences:** Dive deep into the heart of your destination with our curated selection of local experiences. From guided tours to off-the-beaten-path adventures, we'll help you uncover hidden gems and discover the true essence of your surroundings.



**Wellness and Relaxation:** Take some time to unwind and recharge at our wellness facilities. Whether you prefer a refreshing dip in the pool, a relaxing massage, or a rejuvenating yoga session, we've got everything you need to pamper yourself from head to toe.

**Memorable Events:** Planning a special occasion? Our versatile event spaces are perfect for weddings, conferences, and everything in between. Let our experienced team help you bring your vision to life and create an event to remember.

**Exceptional Service:** Last but certainly not least, our dedicated team is here to ensure that your stay is nothing short of perfect. From the moment you arrive to the moment you bid us farewell, we'll go above and beyond to exceed your expectations.



### Welcome to Mercure: Where Every Stay is an Adventure!

At Mercure Hotels, we're not just about providing a place to rest your head. We're all about crafting unforgettable experiences that leave you with memories to cherish long after your stay. Whether you're a solo traveler, a dynamic duo, or a family of explorers, we've got something special just for you.

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UNFORGETTABLE ADVENTURES



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# MÖVENPICK

HOTELS & RESORTS

**Industry: Hospitality**

Year: 2024

In reimagining the marketing strategy for Mövenpick Hotels to resonate more deeply with local audiences, a transformative approach is underway. By embracing the cultural vibrancy of each locale, Mövenpick is set to unveil a dynamic series of night markets and events, inviting guests to step into an immersive experience of local flavors, crafts, and entertainment. The tagline “Step into” serves as an invitation to not just visit, but to fully immerse oneself in the rich tapestry of the destination. From bustling bazaars showcasing indigenous delicacies to lively performances celebrating traditional arts, Mövenpick Hotels promises a journey that goes beyond accommodation, fostering a genuine connection with the community and its heritage. It’s more than just a stay; it’s a cultural odyssey waiting to be explored, one vibrant market at a time.

Website: [mercure.accor.com](https://mercure.accor.com)

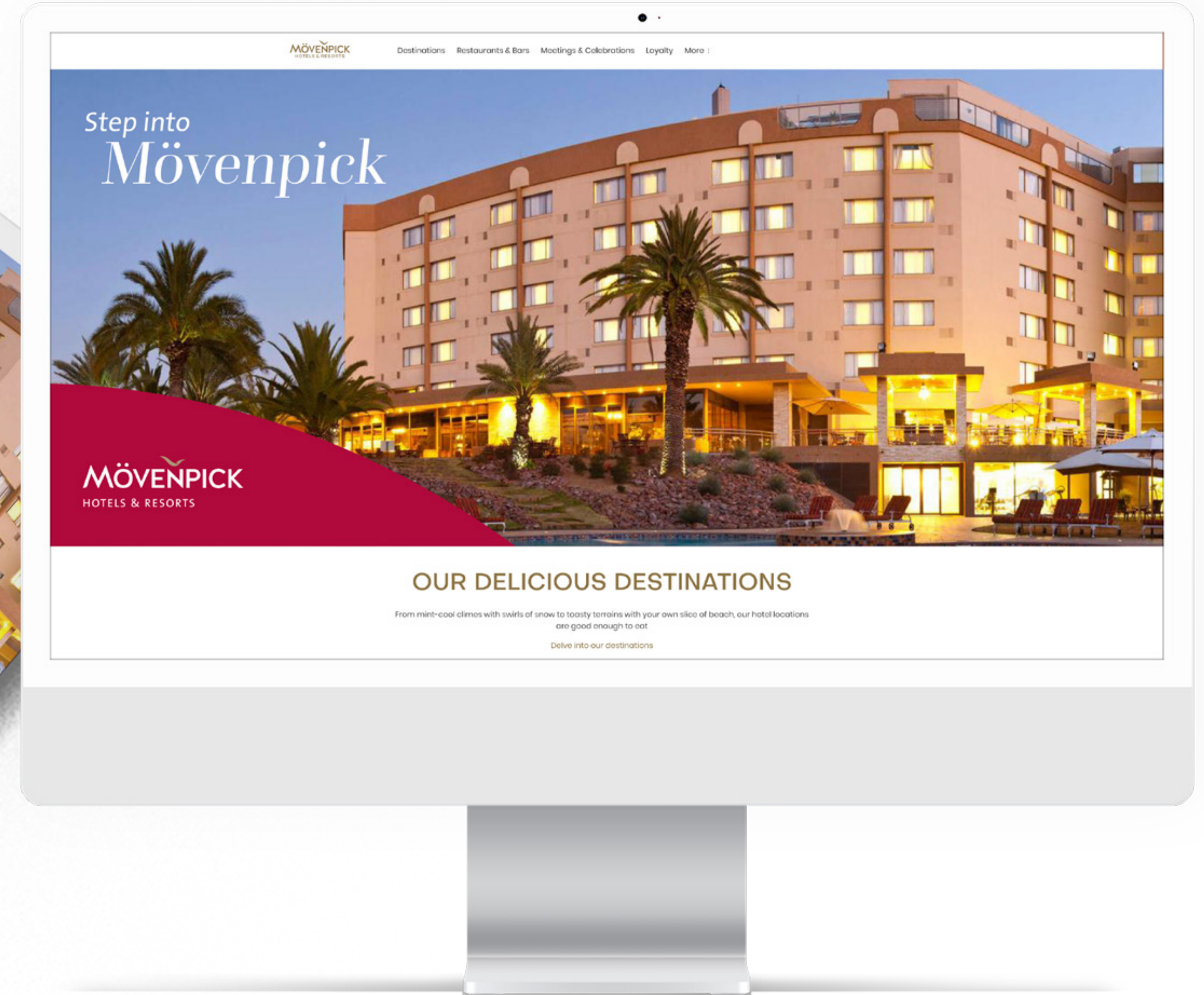
*Step Into* **Moments**

*Step Into* **Adventure**

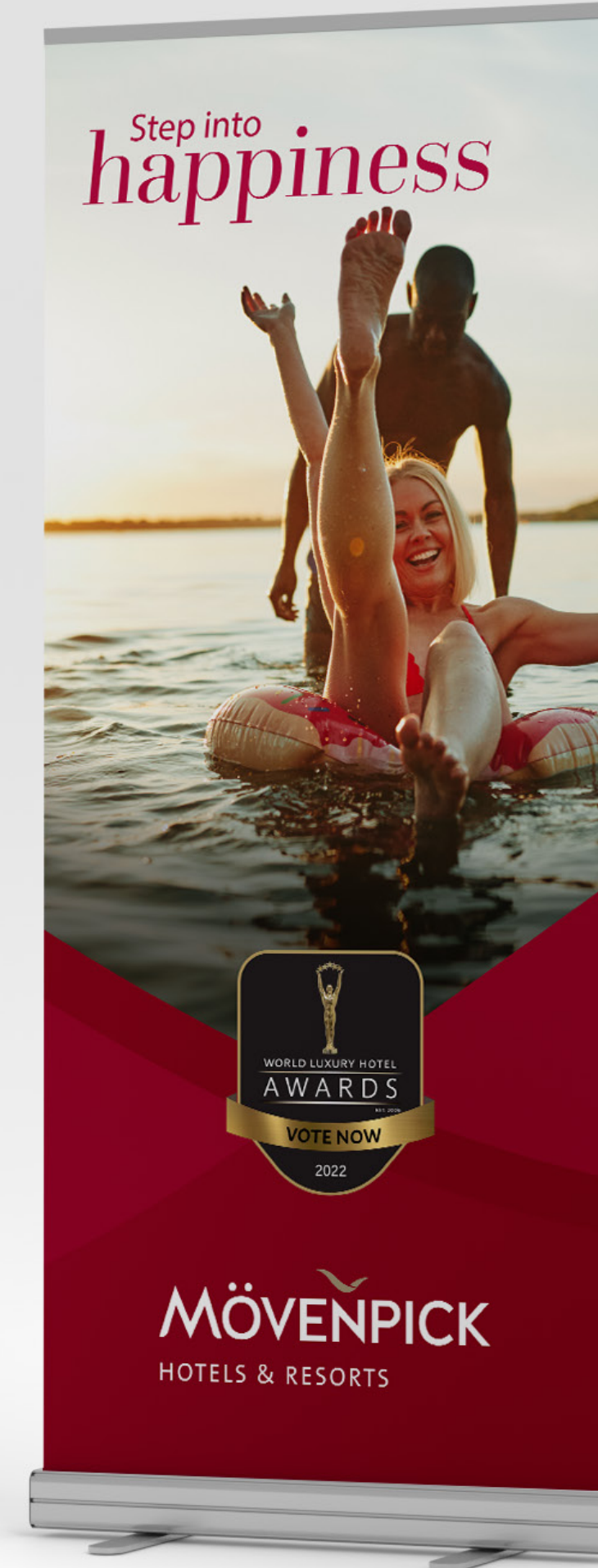
*Step Into* **Namibia**

*Step Into* **Mövenpick**

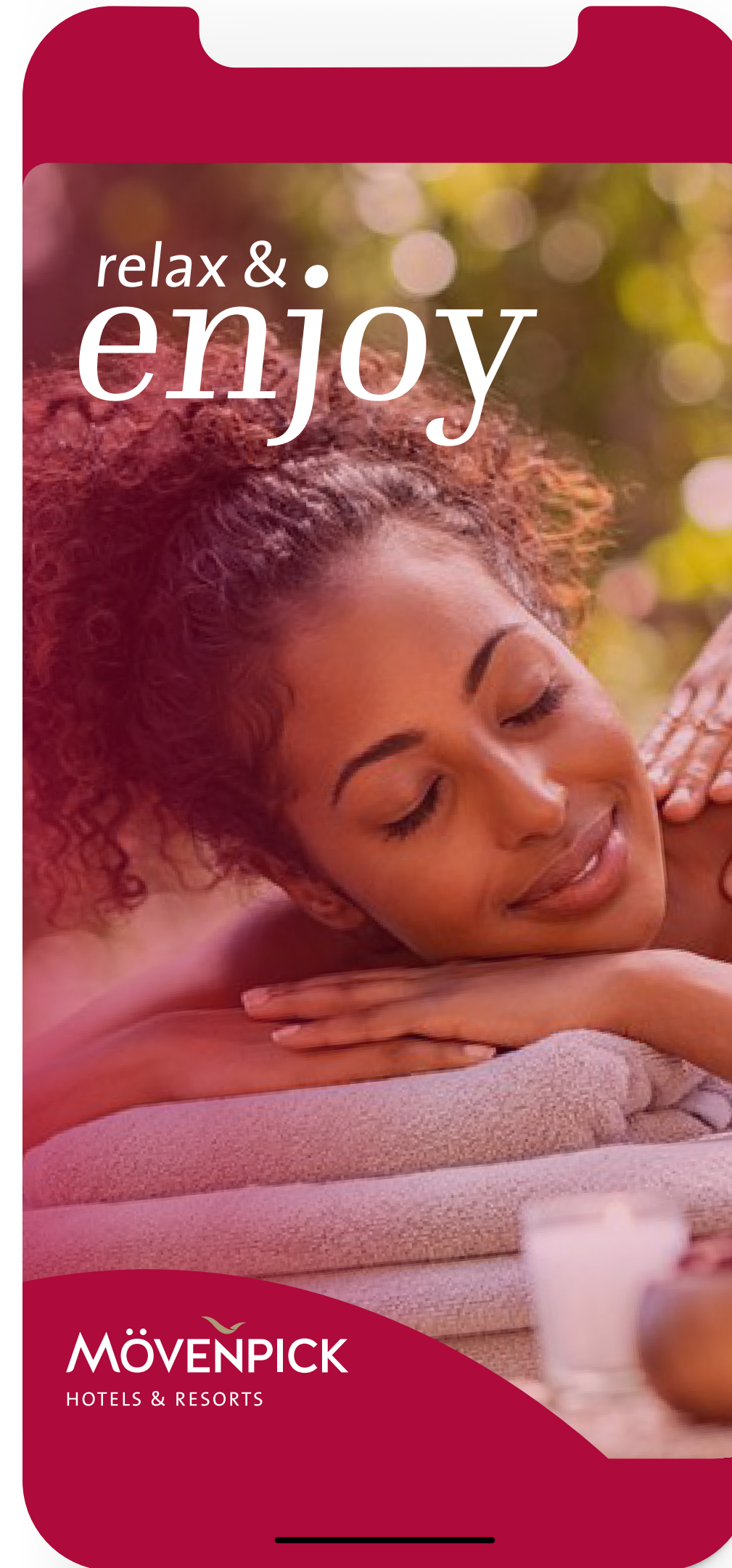
# Website Rework



# Signage + Pullup Banners



# Layouts



# Layouts

MÖVENPICK  
HOTELS & RESORTS

Step into *hospitality*




MÖVENPICK  
HOTELS & RESORTS



Step into  
*tranquility*

[movenpick.com.na](https://movenpick.com.na)

MÖVENPICK  
HOTELS & RESORTS

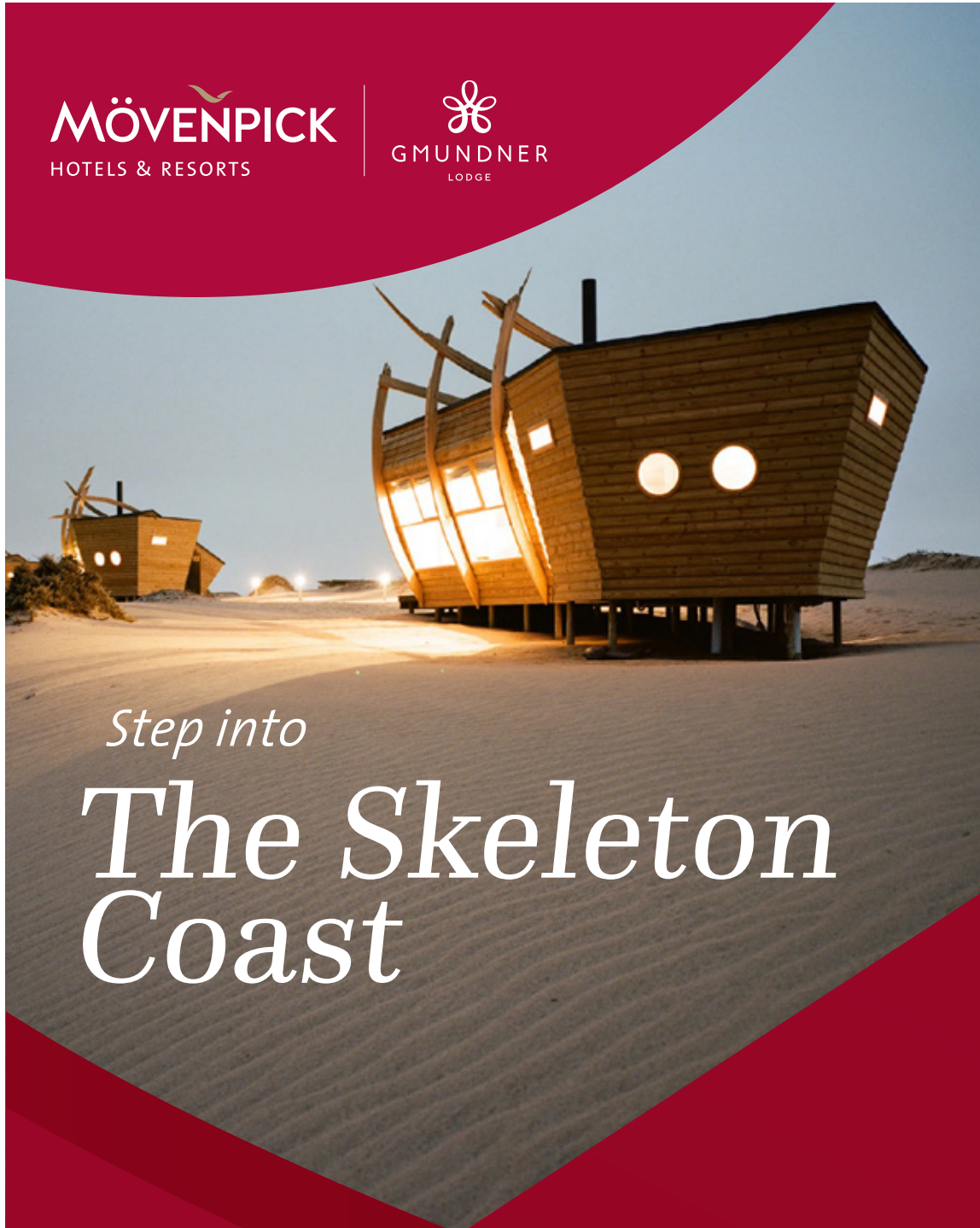


Step into  
*elegance*

[movenpick.com.na](https://movenpick.com.na)

MÖVENPICK  
HOTELS & RESORTS

GMUNDNER  
LODGE



Step into  
*The Skeleton Coast*

**Discover the Extraordinary**

Step into a world of wonder as Mövenpick partners with Skeleton Coast Lodges to offer you an unforgettable journey through Namibia's stunning landscapes. From the rugged beauty of the Skeleton Coast to the enchanting desert dunes, experience the best of Namibia with us.

[movenpick.com.na](https://movenpick.com.na)

Step into  
*tranquility*

**Discover the Extraordinary**

Step into a world of wonder as Mövenpick partners with Skeleton Coast Lodges to offer you an unforgettable journey through Namibia's stunning landscapes. From the rugged beauty of the Skeleton Coast to the enchanting desert dunes, experience the best of Namibia with us.

**BOOK NOW**

MÖVENPICK  
HOTELS & RESORTS

[movenpick.com.na](https://movenpick.com.na)

Step into  
*tranquility*



MÖVENPICK  
HOTELS & RESORTS

# Logo Development



Signage

**IAAG** **INDONGO  
AUTOMOTIVE  
GROUP**

FRANS INDONGO GROUP

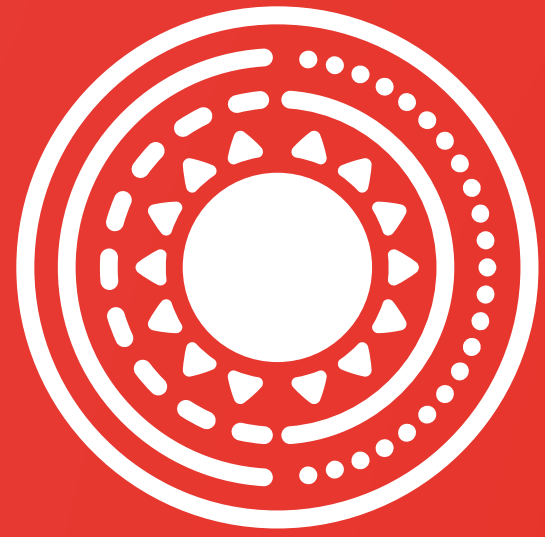


# Car Branding



# Golfer Mockup





# Fly Namibia

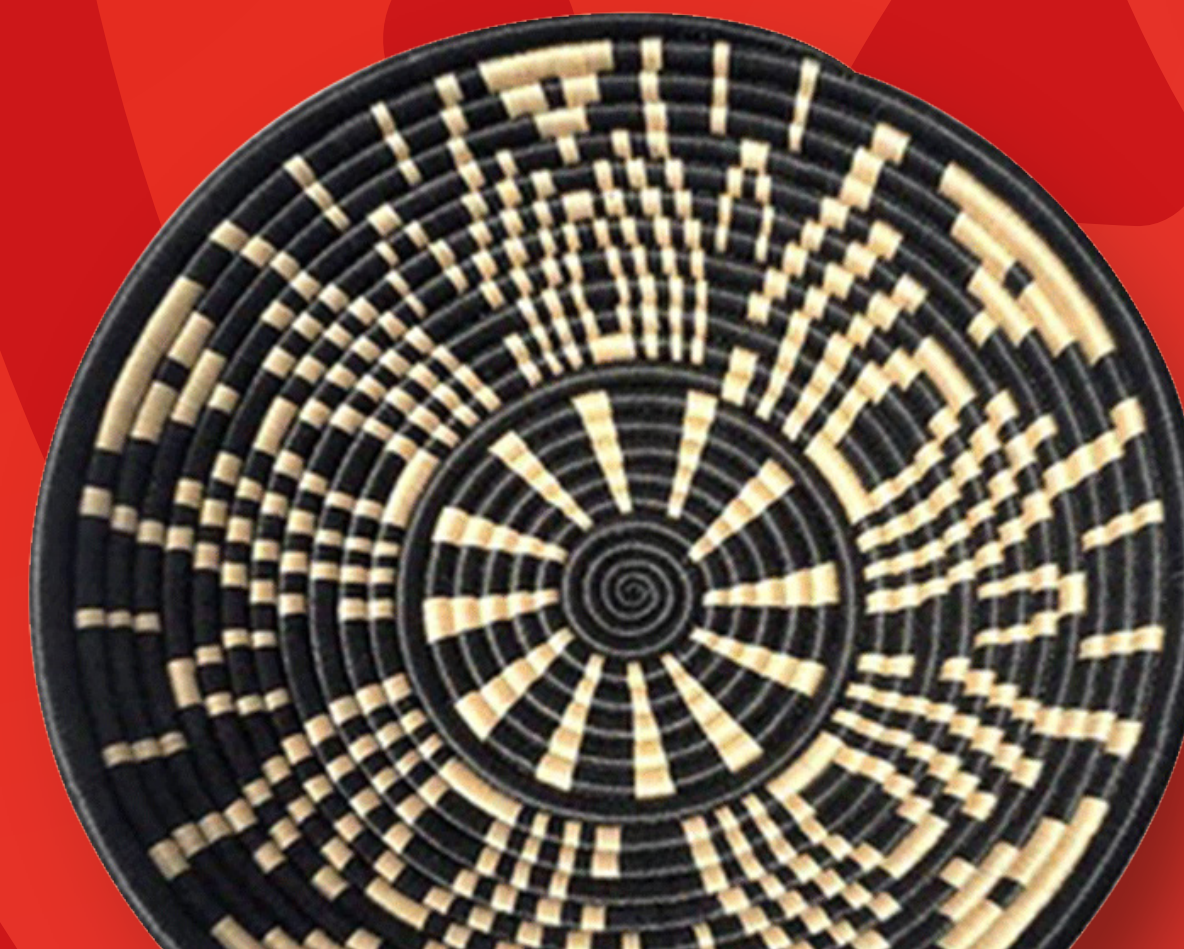
## Industry: Aviation

Year: 2019

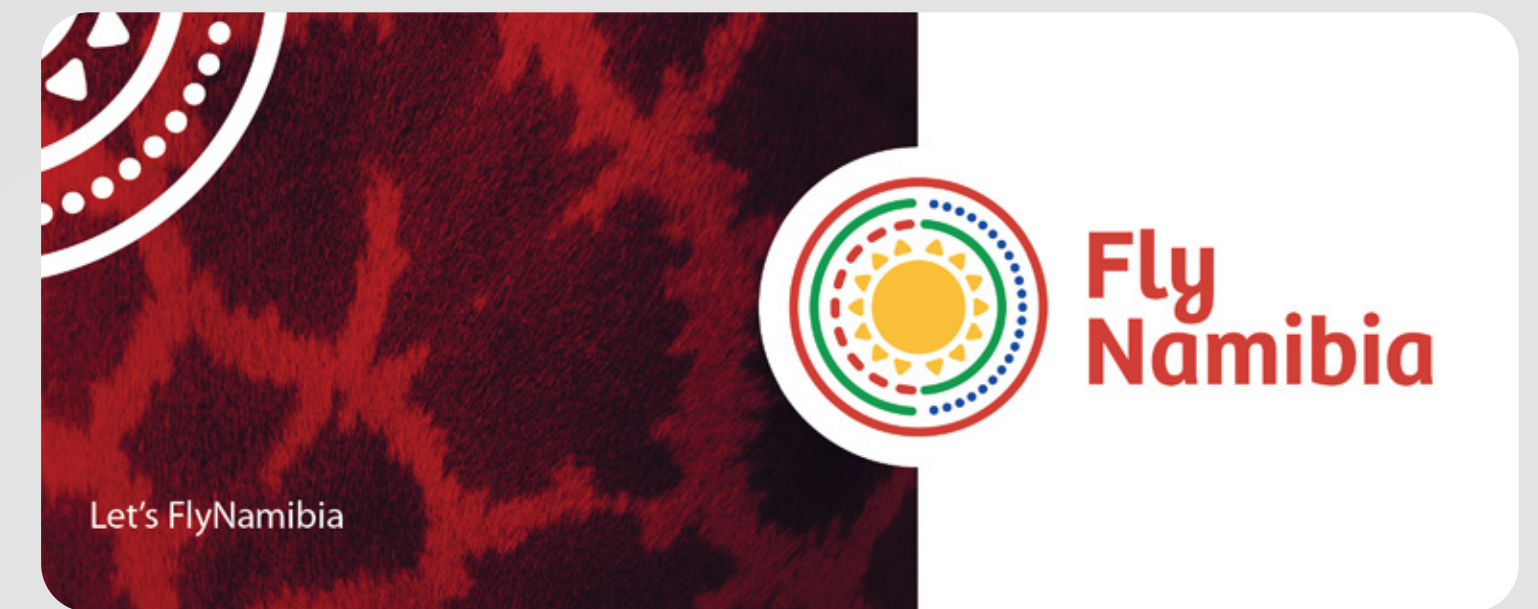
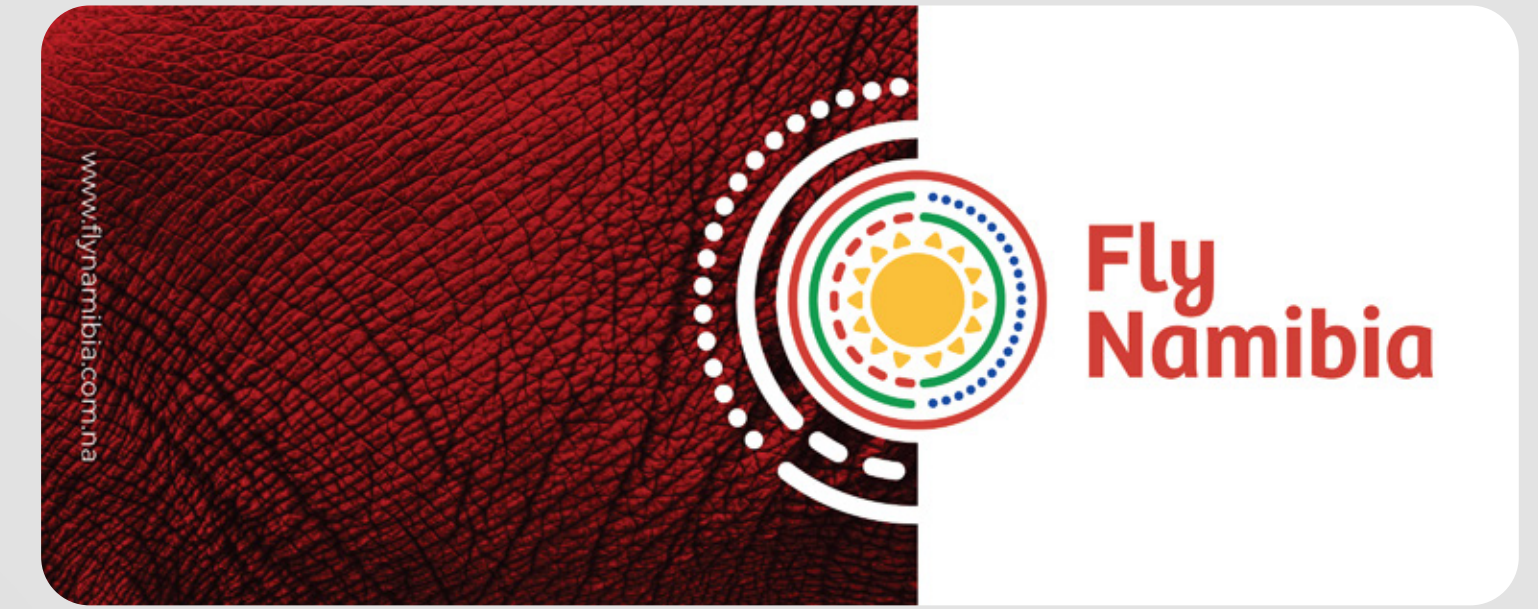
The FlyNamibia logo draws inspiration from African basket weaving, symbolizing connectivity and unity. Like a woven basket carries goods and stories, FlyNamibia aims to connect people and places, fostering a sense of belonging and mobility across Namibia and beyond. **Carrying the spirit of Namibia.**

Our agency embarked on the challenge of crafting FlyNamibia's logo, amidst a flurry of internal critique. With a staggering array of 80 logo options, the team found themselves weary from the exhaustive process. Ultimately, the mantle fell upon me, a newcomer to the team, to breathe fresh perspective into the brand which I think is pretty cool.

Website: [www.flynam.com](http://www.flynam.com)



# Airport Gate Pass



# Airplane Branding Mockup



# Social Media + Poster

## Here's to an epic Easter weekend!

With the Two Oceans Marathon taking place over the Easter weekend, it's the perfect opportunity to experience the unique buzz of beautiful Cape Town.



WHK HOSEA KUTAKO – CAPE TOWN – WHK HOSEA KUTAKO				
Origin	STD	STA	Destination	Frequency
WDH	08:30	10:30	CPT	MO/TU/W/TH/FR
CPT	11:30	13:30	WDH	MO/TU/W/TH/FR
WDH	14:00	16:00	CPT	SU
CPT	17:00	19:00	WDH	SU

Book your ticket on [www.flynamibia.com.na](http://www.flynamibia.com.na). Ts & Cs apply.

Let's FlyNamibia [www.flynamibia.com.na](http://www.flynamibia.com.na)   Fly Namibia


Operated by Westair Aviation NCAA/AOC/010/2013


 Flynamibia



Let's FlyNamibia [www.flynamibia.com.na](http://www.flynamibia.com.na)  Fly Namibia

Operated by Westair Aviation NCAA/AOC/010/2013

 Flynamibia




Making our mark in 2022


Operated by Westair Aviation NCAA/AOC/010/2013

 Flynamibia




Operated by Westair Aviation NCAA/AOC/010/2013

 Flynamibia



Complimentary coffee & tea service discontinued on domestic & international flights

Let's FlyNamibia [www.flynamibia.com.na](http://www.flynamibia.com.na)  Fly Namibia

Operated by Westair Aviation NCAA/AOC/010/2013

Posters



Let's  
FlyNamibia  
for less this  
Independence  
Month

Fly to any of our  
destinations at a  
discounted rate of  
**N\$XXXX**  
from 1 March to 31  
March 2022!

Pensioners Special! Anyone aged 60 and over  
gets a further 5% discount on all flights.

Let's FlyNamibia  
[www.flynamibia.com.na](http://www.flynamibia.com.na)



**Fly  
Namibia**

Operated by Westair Aviation NCAA/AOC/010/2013



Let FlyNamibia  
connect you to your  
next destination

Travel with FlyNamibia to Cape Town on Monday,  
Tuesday, Wednesday, Thursday, Friday and Sunday.

Let's FlyNamibia  
[www.flynamibia.com.na](http://www.flynamibia.com.na)

Operated by Westair Aviation NCAA/AOC/010/2013



**Fly  
Namibia**

# namibmills

FEEDING THE NATION

Industry: Food Production

Description:

With renowned household names like Top Score, Bakpro, Pasta Polana, Sugar King, Rice King, Meme Mahangu, and Pasta La Vita, rest assured you're receiving unparalleled value for your investment. My agency was assigned to handle brand campaigns, social media management, POS (Point of Sale) in-store branding, and our latest endeavor involves the launch of Pasta Polana instant noodles.

Website: [www.namibmills.com](http://www.namibmills.com)



# Social Media Engagment

The Polana Instant Noodles Challenge aims to boost engagement across our social media channels through a spirited noodle competition.



# Social Media & POS





Industry: Insurance

Year: 2022

Description:

FNB Namibia merged with Outsurance, subsequently evolving into FNB Insurance. This marks the initial blueprint of the brand's future appearance, though they later pivoted from this design.


Website: [www.fbnamibia.com.na/insurance](http://www.fbnamibia.com.na/insurance)



# Social Media & Emailers

**John Ericson**  
Head of Risk Management  
T: +264 61 234 567 C: +264 81 802 0296  
E: john.ericson@fnb.com.na

**Introducing FNB Short Term Insurance**



FNB Short Term Insurance Pty Ltd. Reg. No. 89/524. Formerly known as OUTsurace Namibia.

**Introducing FNB Short Term Insurance**

**John Ericson**  
Head of Risk Management  
T: +264 61 234 567 C: +264 81 802 0296  
E: john.ericson@fnb.com.na



FNB Short Term Insurance Pty Ltd. Reg. No. 89/524. Formerly known as OUTsurace Namibia.

**Introducing FNB Short Term Insurance**

Join us for the launch of FNB's all-new insurance offering. Get ready to change the game!

**Date:** TBC  
**Time:** 17:00 for 17:30  
**Venue:** FNB @Parkside Building, Ground Floor Podium  
**Dress Code:** Smart casual or work attire

RSVP by Wednesday, 15 February 2023 with [ileni.Shithigona@fnbnamibia.com.na](mailto:ileni.Shithigona@fnbnamibia.com.na)



FNB Short Term Insurance Pty Ltd. Reg. No. 89/524. Formerly known as OUTsurace Namibia.

**Introducing FNB Short Term Insurance**


Formerly known as **OUTsurace Namibia.**



FNB Short Term Insurance Pty Ltd. Reg. No. 89/524. Formerly known as OUTsurace Namibia.



**Introducing FNB Short Term Insurance**





Industry: Insurance

Year: 2022

Description:

The FNB Gold Account campaign strategically integrates models, backgrounds, and the account itself to convey a compelling message. Models are utilized to evoke aspirational lifestyles, suggesting that using the FNB Gold Account can elevate one's financial experience to a sophisticated level. The choice of background complements this narrative, whether it's a luxurious backdrop reinforcing premium banking services or a dynamic setting symbolizing modernity and convenience. Throughout the visuals, the FNB Gold Account remains the focal point, with prominent branding and highlighted features communicating its value proposition clearly. By combining these elements, the campaign aims to captivate audiences, foster positive associations with the account, and drive engagement and adoption among potential customers.

Photography:

<https://creativelab.com.na/fnb-gold-account>

Website: [www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)



# Photography



# Layout Gold Account



## Welcome to the FNB Golden Hour

Shining a light on the Gold Lifestyle Account, every day.

- FREE N\$2,500 funeral cover

Open a Gold Lifestyle Account today  
[www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)  
FNB App

[Switch to FNB](#) [Gold Lifestyle Account](#)

Bank of #TheChangeables  
Ts & Cs apply.  
First National Bank - a division of First National Bank Limited, Reg. No. 2002/01385



## The FNB Golden Hour

Shining a light on the Gold Lifestyle Account, every day.

- FREE N\$2,500 funeral cover

Open a Gold Lifestyle Account today  
[www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)  
FNB App

[Switch to FNB](#) [Gold Lifestyle Account](#)

Bank of #TheChangeables  
Ts & Cs apply.  
First National Bank - a division of First National Bank Limited, Reg. No. 2002/01385



## The FNB Golden Hour

Shining a light on the Gold Lifestyle Account, every day.

- FREE access to the zero-rated FNB App, Online Banking and Cellphone Banking

Open a Gold Lifestyle Account today  
[www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)  
FNB App

[Switch to FNB](#) [Gold Lifestyle Account](#)

Bank of #TheChangeables  
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First National Bank - a division of First National Bank Limited, Reg. No. 2002/01385



## The FNB Golden Hour



Shining a light on the Gold Lifestyle Account, every day.

- FREE cash deposits

Open a Gold Lifestyle Account today  
[www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)  
FNB App

[Switch to FNB](#) [Gold Lifestyle Account](#)

Bank of #TheChangeables  
Ts & Cs apply.  
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## The FNB Golden Hour



Shining a light on the Gold Lifestyle Account, every day.

- Earn up to N\$298 monthly cash back with FNB Rewards.

Open a Gold Lifestyle Account today  
[www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)  
FNB App

[Switch to FNB](#) [Gold Lifestyle Account](#)

Bank of #TheChangeables  
Ts & Cs apply.  
First National Bank - a division of First National Bank Limited, Reg. No. 2002/01385



## The FNB Golden Hour

Shining a light on the Gold Lifestyle Account, every day.

- FREE debit card swipes and electronic transactions with the Electronic Pricing Option (EPO)

Open a Gold Lifestyle Account today  
[www.fnbnamibia.com.na](http://www.fnbnamibia.com.na)  
FNB App

[Switch to FNB](#) [Gold Lifestyle Account](#)

Bank of #TheChangeables  
Ts & Cs apply.  
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Industry: Television

Year: 2022

Description:

MultiChoice organized a captivating launch event party, gathering enthusiasts to revel in the exhilaration of the FIFA World Cup 2022 in Qatar. With anticipation high, attendees eagerly awaited the kick-off of both the tournament's opening and final matches, immersing themselves in the passion and drama of the world's most prestigious football event. Amidst the cheers and celebrations, there was an added dimension of excitement as guests eagerly anticipated the final moments of the tournament, eagerly awaiting the last goal scored. This concept not only heightened the anticipation but also fostered a sense of camaraderie and shared experience among those gathered, making the event truly unforgettable.

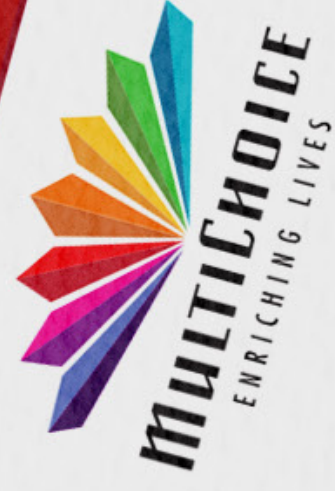
Website: [www.multichoice.com](http://www.multichoice.com)





# FIFA WORLD CUP QATAR 2022

Date: 01 September 2022 | Time: 18:00  
Venue: Show Grounds, Windhoek.



# A5 Event Announcement



# SAVE THE DATE



**MAH Content & Product Showcases**  
This year's theme is the FIFA World Cup! **Who are you supporting?**

**Date:** 1 September  
**Time:** 18h00 for 18h30  
**Venue:** To be announced soon  
**Attire:** The team shirt of your favourite country



# SAVE THE DATE



**MAH Content & Product Showcases**  
This year's theme is the FIFA World Cup!  
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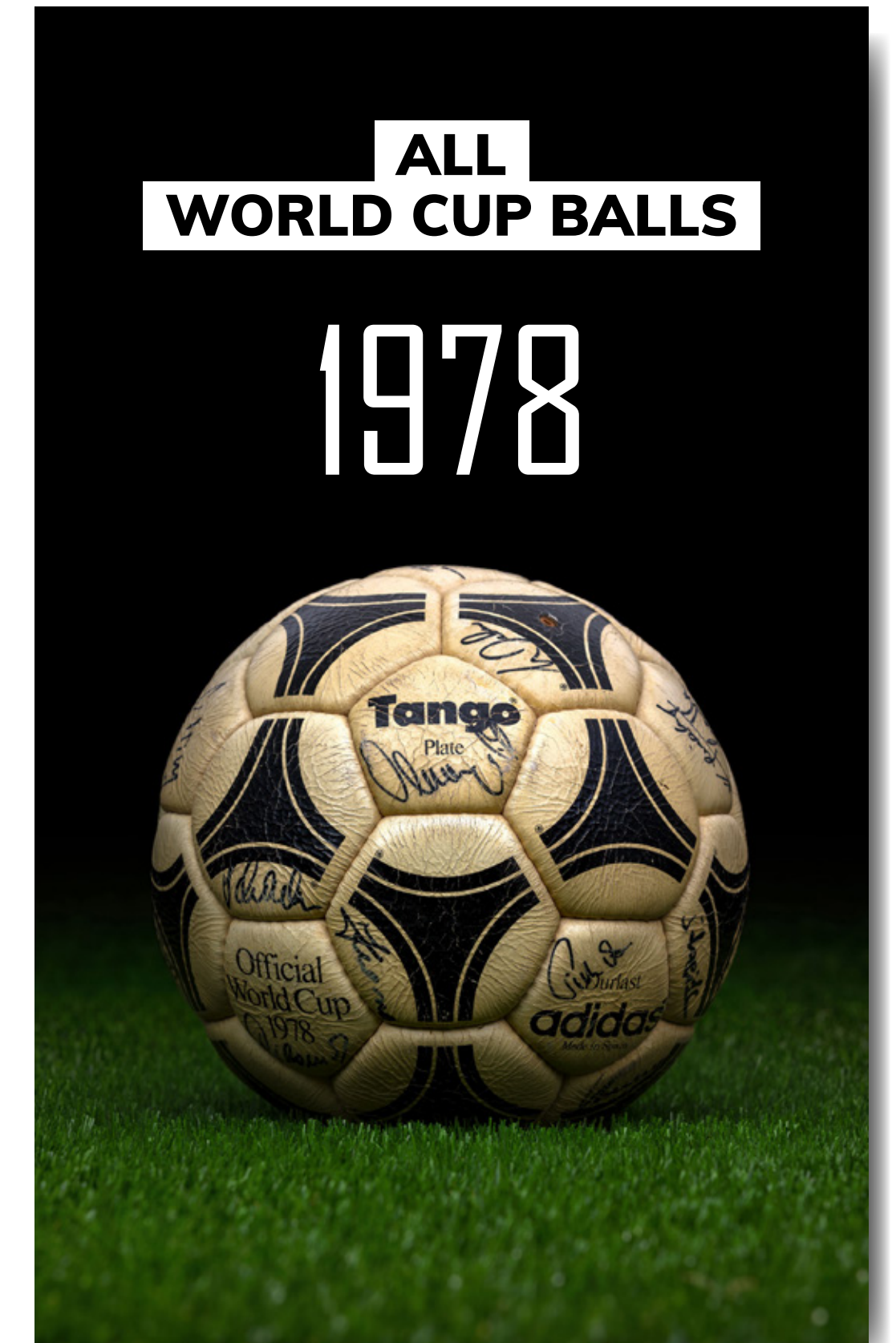
# Social Media Engagement

The concept revolves around both the year in which the winning goal was scored and the player who executed it.



# Hall of Face (Ball edition)

How world cup ball have evolved over the years



ALL  
WORLD CUP BALLS

1978



ALL  
WORLD CUP BALLS

2010



ALL  
WORLD CUP BALLS

2019



# Hall of Face (Ball edition)



# Banner Wall



PREMIER



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022



FIFA WORLD CUP  
Qatar  
2022

# Digital Screens



# Promo Items

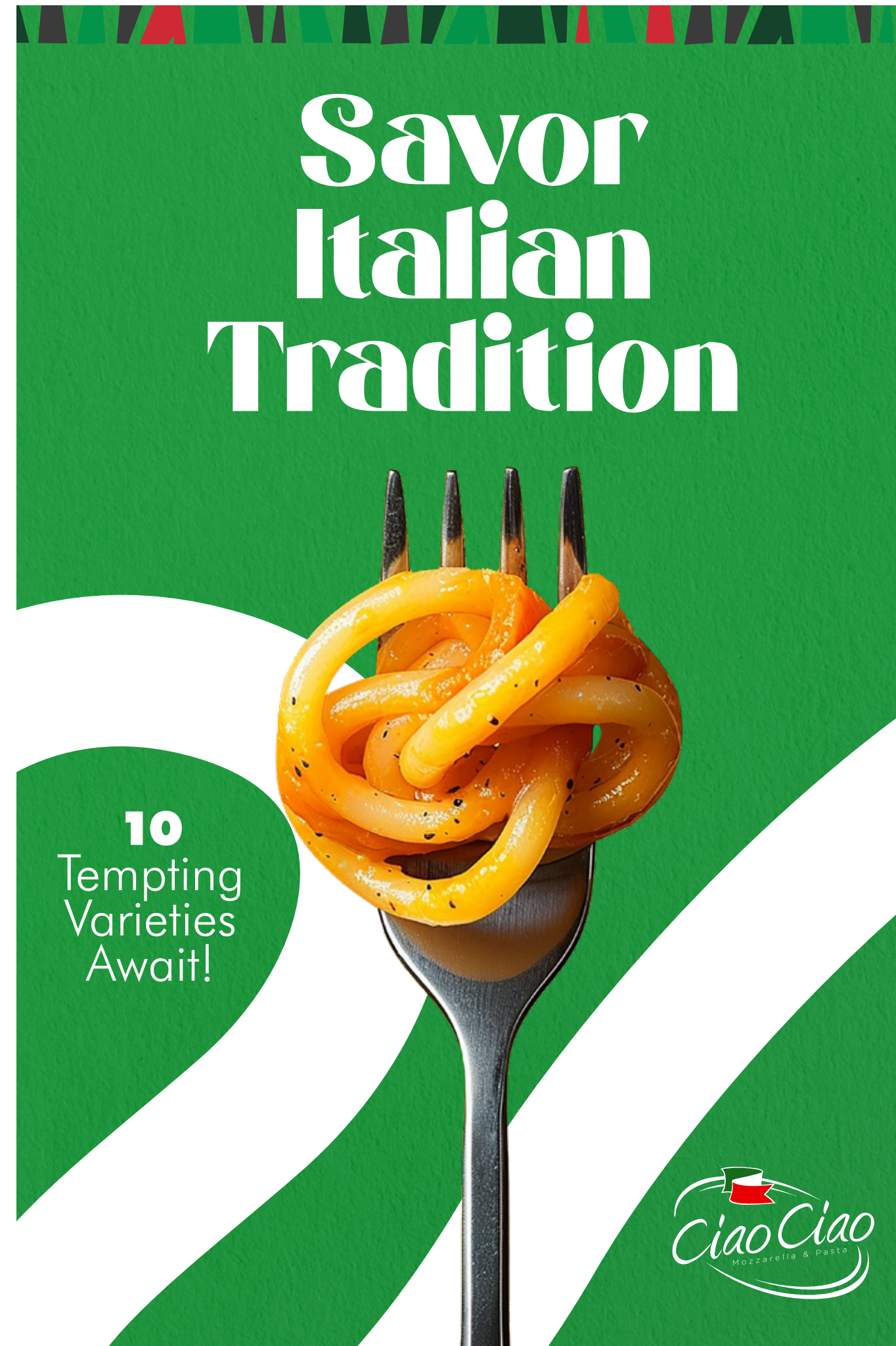




# Branding & Packaging




# Designs layout suggestions



**Savor  
Italian  
Tradition**

**10  
Tempting  
Varieties  
Await!**




**Ciao Ciao**  
Mozzarella & Pasta



**Ciao Ciao**  
Mozzarella & Pasta

**Feast for Foodies**



Prepared By **Ciao Ciao**  
3C Porterfield Road & next to The Fat Greek,  
Bloubergstrand 7441, South Africa.



**From Pasta  
to Smiles**



Prepared By **Ciao Ciao**  
3C Porterfield Road & next to The Fat Greek,  
Bloubergstrand 7441, South Africa.

T-Shirt Design -

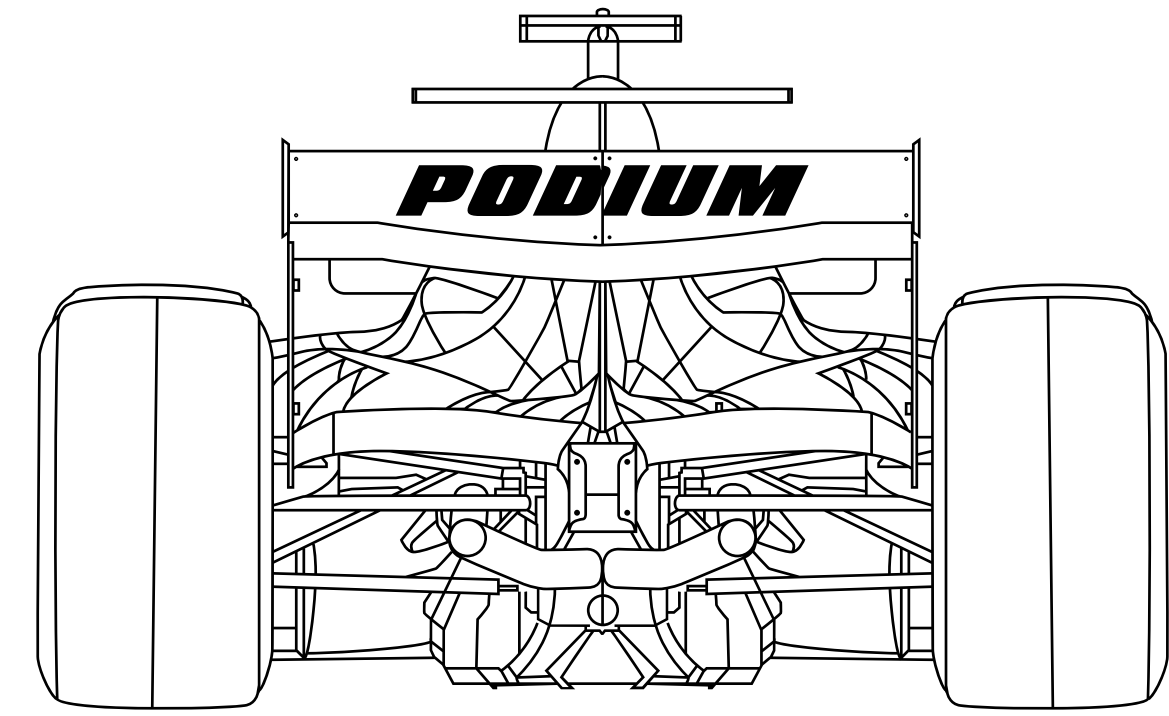


PERSONAL PROJECTS





T-designs



PODIUM

Logofolio



**THANK YOU**