

# MARKETING

# EDGE

Promoting the brand idea.

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We are keen on  
repositioning  
marketing profession  
– **NIMN boss**

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## MARKETING EDGE

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### BEHOLD OUR HALL OF FAME HONOREES

L-R: Marketing Director, NB Plc; Emmanuel Oriakh; Corporate Affairs Director, NB Plc; Sade Morgan, Human Resources Director NB Plc; Grace Omo-Lamai, 4-time UCL Winner and UCL Trophy Tour Ambassador; Clarence Seedorf, Sales Director NB Plc; Uche Urigwe and Supply Chain Director, Martin Kochl at the UEFA Champions League Trophy Tour presented by Heineken Press Conference in Iganmu, Lagos on the 12th April, 2022.





# Peak Nourishes Nigerians to Uphold the Order of Breakfast



Reach for your Peak

# Social media, influencers, Gen Zers and the rise of content creators

**T**hey have been nipping at their heels for some time now, but marketing and advertising can no longer silo social media by delegating their running to traditional platforms. Nor should they want to. As a result of the increasing prioritisation of mobile devices as entertainment, social is now key for catching consumers. In fact, while TV ad breaks are on, consumers are now turning to secondary devices, where social ads can capture their attention. Therefore traditional creative agencies that still hold TV ads in such high regard need to take note of this.

The old guard (traditionalists) worry about craft and whether social ads can still be culturally resonant, effective, and inspired, but having a 'social-first' mindset doesn't mean advertising loses its creativity. It doesn't suggest abandoning TV for good either. It only ensures that brands are communicating with their audiences in a more targeted, experiential, and memorable way. When second screens are used as a complementary rather than competing experience to TV, whole new doors are opened.

In modern societies, communication takes many forms, which include newspaper and magazine articles, television and radio broadcasts, internet content, books, films, music, art, and, of course, advertising and marketing communications. For decades, communication had circulated mostly within the borders of countries, helping to build strong national cultures. To grasp how consumers perceive global brands, companies should think about the issue in cultural terms as culture is created and preserved mainly by communication.

At the dawn of the 21st century, much of popular culture became global. As nations integrated into the world economy, cross-border tourism and labour mobility rose; TV channels, movies, and music became universally available to consumers; and, more recently, internet growth, with the help of mobile devices, has exploded.

The marketing industry has been obsessed with millennials for the past two decades. Currently, a Google search yields around 129 million results for the search term

"millennials", compared to only around 7.2 million for the previous "Gen X".

While some argue that Gen Z will continue to influence marketing more than millennials, the millennials of today have outgrown their caricature as a bunch of entitled 20-somethings. The first millennials are now approaching their 40th birthday. While this age group still makes up a significant proportion of the audience of many marketers, some predictions made about their importance have fallen short of the mark. For instance, the oft-quoted statistic that millennials will make up 75% of the workforce by 2025 is now not only unlikely but rather impossible.

It's 2022 and millennials have already peaked as a percentage of the adult population, making up just over 40% of the global population. By 2030 this percentage is expected to drop to less than 37% as Gen Z starts to come of age.

Gen Z consists of people who were born from 1995 to 2010. These young people have grown up in a digital world and have very different viewpoints from generations that came before them. They're also more diverse than any other generation in history. A more diverse audience can make marketing challenging, but it also opens up more opportunities to reach different segments of that audience.

For marketers who have been focusing their strategy on millennials, it may be time to take a step back and come up with some new ideas for reaching the workforce and decision-makers of tomorrow.

In the first quarter of 2022, Netflix lost 200,000 subscribers worldwide for the first time in more than a decade, compared to the end of 2021. The streaming giant explained that this drop was mainly linked to the difficulty of acquiring new subscribers in all regions of the world, but a Kantar study found that streaming subscriptions have been among the first expenses to be cut from household spending over the first three months of 2022.

Social media marketing allows companies to exemplify values that millennials hold dear such as authenticity and social validation. They also open up the possibility for direct conversations between the brand and its customers.

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As a rule, millennials are actively engaged on social media, and with an age range from 24-40, many have access to disposable income. They're willing to connect with brands that give them a valuable experience as opposed to those who offer a one-sided brand relationship.

In contrast to millennials, Gen Z grew up with the internet, and most modern technologies, already in full swing. They were born from 1995 to 2010 and are typically more socially progressive than previous generations. Gen Zers are considered "digital natives", often with a quick wit and short attention span. They tend to appreciate companies tied to social causes, but to capture their attention, you have to make them laugh, lest they roll their collective eyes at your ads. They have grown up on the Internet, they're used to being the hero, so marketers have to create an experience that puts them front and centre.

More importantly, influencers are out, and content creators are in. Influencers have come under fire for peddling products they haven't used themselves, which has led to the rise of content creators.

Content creators take the time to become familiar with brands and are an extension of the marketing team. They might produce a short video or take great pictures of your brand to share with their followers. They're a cheaper alternative to hiring a creative agency, and are very likely the future of influencer marketing.

Most importantly, content creators build communities of engaged, like-minded people. This is integral because while Gen Z are all looking at the content on their own personal devices, they also want to feel connected to something larger and outside of themselves. 75% of Gen Zers are sure their generation will change the world and it's not just youthful optimism, they back it up with action. Gen Z doesn't passively wait for things, but embrace fully their ability to get things done and do it themselves.

The social media marketing landscape is ever-changing, and it can be intimidating to target the younger generations, especially if the marketing team or brand isn't a millennial or Gen Zer itself. Interestingly, younger demographics are always the most appealing and attractive for brands. Successful brands understand their audience and build more ways to empower them.

It should, however, be emphasised that millennials and Gen Z are more active and engaged than their parents' generations and are more driven to do it themselves and not allow things to be dictated to them. Unlike older generations who had messages passively put in front of them (e.g. TV commercials they couldn't avoid), today's young people have grown up in a world of endless choices of where to put their attention. To capture their attention, brands need to meet them on their level and with what matters most to them. To foster an authentic community of loyal customers ready to push your brand to the next level and for the long-term, marketers must engage these social-minded, technically savvy with a digital sixth sense generation with content that is in harmony with their brand strategy. This way brands will keep positive relationships with millennials and Gen Zers.

Happy reading! •

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# We are keen on repositioning marketing profession

## -NIMN boss



As part of efforts to reposition the marketing profession in Nigeria, the president of the National Institute of Marketing of Nigeria,

Mr. Idorenyen Enang has expressed unflinching determination to lead a revolutionary dispensation that will herald a new dawn for more collaboration, professionalism, and growth of the marketing profession in Nigeria.

Speaking at the recently held virtual town hall meeting of the NIMN, Enang stated that as part of efforts to reposition the institute, the much-awaited amended NIMN Act would soon be introduced as modalities for amendment have commenced.

In his words: "This is one project that has been seriously considered for years. We talked about it over and over, but we never really had a situation where we can say there is something to work on. Now I am proud to inform you that we have suggested amendments and this was

discussed at the April 1st Council meeting the Council has graciously put in its inputs and now we are waiting for the ratification by an Extraordinary General Meeting which will be announced very soon"

"For the Amendment process to begin we need at least 25 signatories and once that is in place and we have the ratification, we can then begin the move towards making the National Assembly help us with the amendment therein."

In efforts to update the university curriculum to reflect the current realities and expectations, build and improve capacities for professionals, the NIMN helmsman said: "We are a learning institute; we are a learning organization. When you are not equipped, you will not be able to show forth yourself in your workplace. The caliber of facilitators has been amazing. I want to implore every one of you as regards this, do not miss it. We hold learning interventions at least twice every month."

Mr. Enang affirmed that as a national institute, he is committed to fostering inclusivity and unity among the various chapters, clusters, and groups.

# Ozekhome takes MARKETING EDGE's workforce on masterclass session

By **Abimbola Mohammed**



To consolidate its leadership position in authoritative news, first-hand information and agenda-setting in Nigeria's Integrated Marketing Communication (IMC) industry and other sectors, MARKETING EDGE, the leading consumer-centric publication kick-started a masterclass with Franklin Ozekhome, CEO, Identiture/founder, Tink Africa & Bschoo. The masterclass was held on 30 May, 2022, at the MARKETING EDGE's office in Ikeja, Lagos.

Mr. Ozekhome is a pop culture strategist who has helped brands and businesses to thrive in a connected world by developing transformational campaigns and implementing ideas for new products,

services, platforms and experiences. He leads the strategy practice at Identiture, the pop Culture Company, which comprises three core business units — Trends & culture Foresight| Strategy & Consumer Behaviour| Marketing Innovation.

The masterclass, which had in attendance all MARKETING EDGE workforce, was centred on how the group can continue to deliver and provide information, insight and business intelligence to its public and the IMC ecosystem in particular.

Making his presentation at the masterclass, the seasoned strategist noted that MARKETING EDGE has always delivered on its ideology of "Promoting the Brand Idea", while confirming its role as the go-to platform for information, trends and insight on what is happening around the IMC industry in Nigeria and Africa.

"MARKETING EDGE has created a robust ecosystem, you have Magazine, website, social media, ME on TV, out-of-home, newsletter, quarterly summit, Hall of Fame, and more and that has created a formidable anchor that can be used to compete with any other platforms," he said.

Mr. Ozekhome, however, highlighted the need for MARKETING EDGE to

synergize its wonderful offerings into a strategic whole and make them become a dynamic and indispensable ecosystem that can serve different sectors of the Nigerian economy.

Speaking on how the pandemic has disrupted and at the same time accelerated businesses in the digital space like never before, the vibrant strategist said: "A period of rapid growth is being spurred by technology. For example, on Apptervise, with as little as N50, you can get a brand ambassador or an influencer that will help you reach millions of people. What we call influencer marketing has been democratized. You don't have to go through an agency; just go to the app, tell them your budget and they will connect you with an influencer that fits your needs and it will influence your business."

Mr. Ozekhome, therefore drove home his point by warning that the same trend disrupting advertising agencies, is going to happen to the media space soon.

"Technology is not only disrupting fintech and agencies, it is going around all sectors," he said.

He then advised that advertisers and marketers should deploy technology to meet their clients' needs, emphasizing the significance of creating content using a different distribution mechanism that will help brands choose from.

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# Evolution of advertising has created a greater propensity for errors – Basamta

By Zion Rufus



Against the backdrop of how the internet has revolutionized advertising in the most astounding way, marketing communications professional, Lanre Basamta has stated that the fact that advertising as we know it has changed, has now created a greater propensity for errors.

Addressing these errors in an interview with *MARKETING EDGE*, Basamta explained that “Not only has this evolution changed the way ads are broadcast, it has also changed the way consumers act towards them; because now, everything is seen as communication, everything is seen as advertising, and sadly, there isn’t enough time to research, review, adapt, and adopt.”

Advertising, which primarily began on newspapers and magazines in the mid-19th century, has since evolved beyond traditional mediums like print and television. Over time, the advertising landscape has rapidly shifted, backed by continuous changes in the environment of digital and social media. With diverse channels and more than 6 billion smartphone users in the world, platforms like TikTok, Snapchat, Instagram, Twitter, WhatsApp and many more are available for brands to constantly deliver advertising contents as consistent and engaging content impacts audience decision-making more than any other technique.

“Of course, our work today is more fragmented,” Basamta stated, “Before, an organization running campaigns may do one or two adverts in a month, if they are not running a particular promotional or awareness campaign; but today, because the channels are varied, every day,

organizations are sending communications out, to their customers, and so, they don’t have all the time, to validate, verify, or research, any advertising work, so few things fall through the crack and quality and standard suffer.”

He continued: “Unlike in the 90s and early 2000s, the audience today has been empowered, they make up their minds in one direction and you find that all of the attention will follow in that direction until somebody or a movement flows into another school of thought and redirects the tide. The awareness and empowerment of the audiences could direct the tide of your communication.”

“But in a world where the whole concept of advertising is now more dynamic, you don’t have structured adverts like that, everything you put out on your channels are adverts, the things you send as email marketing are now seen as adverts, even down to the things you put in your office to welcome people, all are now seen as adverts.”

In his conclusion, the marketing expert pointed out that the evolution of advertising has also caused a brand disconnect.

“Today, for the big brands, their marketing communications are developed in the boardrooms, or in the boardrooms of their agencies, and you’ll find that what digital media has given us instead of fusing us with the customer, it has separated us more. What we used to find that in the 90s, most of the retail products will typically do their adverts in the open market, and although those ads and communications were not based on facts, many of them mirrored the sentiments of their target audiences, and so it wasn’t very difficult for those adverts to resonate. They were relatable, believable, and people naturally associated with them. But today, adverts are created in boardrooms, strategy rooms, and there is little or no time to do all the necessary research that should have been done because brands today are more disconnected than they used to be.”



## Cooking gas price inflation hits record high at 83% - NBS

By Felicia Nwosu

Recent statistics released by the National Bureau for Statistics has revealed that the price of cooking gas has increased by 83 percent. According to the Bureau, the price of 5 kg of cooking gas in March 2021 was N2057.71 compared to the N3778.30 for March 2022. The report also indicated discrepancies in price across the various zones of the country.

The price profile analysis across Nigeria showed some of the states with the highest average price for refilling a 5kg cylinder of LPG. Ekiti state recorded N4,200, followed by Niger state with N4163.33 and Imo state with N4150.00 while states such as Adamawa recorded the lowest average price with N2604.01, followed by Yobe with N2740.00 and N3300.00 for Kano respectively.

According to the analysis of prices across Nigeria, the average retail price for refilling a 5kg cylinder of LPG was highest in the South-East with N3992.56, followed by the South-West with N3900.55 and South-South, N3877.08, while North-East recorded the lowest average retail price of N3419.37.

With the evidence, the average price for refilling a 12.5kg cylinder of LPG increased to N7617.71 in March 2022, from N7447.79 in February 2022, representing a 2.28 percent month-on-month increase. Similarly, on a year-on-year basis, the average retail price for refilling a 12.5kg cooking gas increased by 74.75 percent, from N4359.23 in March 2021

Meanwhile, Nigerian consumers have continued to lament as the economic hardship keeps having its toll on them and their pockets. The resultant heavy drop in their purchasing power, triggered by the hike in prices of goods and services, especially essentials like cooking gas and foods has continued to make life difficult for the average Nigerian.



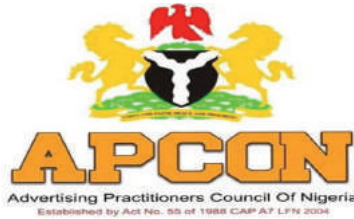
# APCON set to regulate digital advertising

By **Ibidunni Banjoko**

The Advertising Practitioners Council of Nigeria (APCON), the regulatory agency for advertising business and practice in Nigeria, is planning to regulate digital advertising in order to guide against the unlawful advertisement that goes on digital platforms.

Dr. Lekan Fadolapo, the APCON Registrar who revealed this during a programme tagged “Brands ‘n’ U”, organised by Classic 97.3FM, noted that the Council has taken steps to guide against the illegal and indecent advertisement that goes on digital platforms.

Fadolapo said: “There are three pillars that make advertising business – clients which are called advertisers and who pay



the bills; digital agencies which can be strategists, creatives and media buyers, and also digital space owners. These are the people who own the platforms which advertisement is being placed on.

“Our law is not on digital; we are the gatekeepers of advertising, and an offence is committed when an advertisement is posted or broadcast on their platforms without being approved by APCON.”

Stating the difference between

traditional media and digital media, the APCON boss said: “Advertisers don’t own traditional media, the owners are always different from advertisers. But there are digital space owners who can also be advertisers. For instance, if a bank owns a website, the website makes the bank a digital media space owner because they have a digital platform; the bank is also an advertiser. If anyone does a graphic work and posts on the platform, it will violate the ethics of the advertising industry.”

Commenting further on the challenges in the industry, Dr. Fadolapo noted: “One of the major challenges we have is capacity building; we are just playing catch up to ensure that we build on capacity. So, we need technology or else we will continue to play catch up.

“The legality of any ad in Nigeria must be derived from APCON. One of the principles of advertising is that advertisement must be legal, decent and honest. APCON’s law will be reviewed, since the digital space was not envisaged when the law was crafted”.

# Google lands Equiano Submarine Cable in Nigeria

By **Ibidunni Banjoko**



Google a subsidiary of Alphabet Inc. in partnership with West Indian Ocean Cable Company (WIOCC), has landed Equiano Submarine Cable in Lagos. The cable is expected to improve connectivity and boost Nigeria’s GDP by \$10.1 billion, create 1.6 million jobs in the next three years, and save 2.8 million tonnes of CO2 emissions per annum.

It is also projected to impact connectivity by increasing internet speed by six times, reducing internet retail prices by 21 percent, and increasing internet penetration by six percentage points.

The cable’s landing was witnessed by the Governor of Lagos, Babajide Sanwo-Olu, and other prominent dignitaries,

including the representative of the Minister of Communications and Digital Economy and the Executive Vice-Chairman of the Nigerian Communications Commission, NCC.

Commenting on the landing of the Equiano Submarine Cable; Juliette Ehimuan, Director, Google West Africa, said: “Google is committed to supporting Africa’s digital transformation and we are excited to see the impact of Equiano’s landing in Nigeria. We have worked with established partners and country experts to guarantee that Equiano has the greatest potential impact in Nigeria and across Africa.

“Equiano is set to make a lasting contribution to the development of Nigeria’s communications infrastructure and today marks another major step in its development. We look forward to honoring our commitment to be part of Africa’s digital transformation.”

She also claimed that the cable, when the first phase of capacity expansion in the country begins, will have an economic impact by raising GDP by USD 10.1 billion by 2025 and creating jobs by 1.6 million also by 2025.

It will impact connectivity by

increasing internet speed by six times, reducing internet retail prices by 21 percent, and increasing internet penetration by six percentage points.

Chris Wood, Chief Executive Officer of WIOCC, also said: “We are proud to have been selected by Google as the landing partner for Equiano Cable in Nigeria, unloading the cable directly at the OADC Lagos data center. From there it will be extended to Lagos and other data centers.”

He added: “Equiano Cable will provide Nigerians with better internet quality, speed, and affordability. However, in order to fully realise the benefits across Nigeria, hyper-scale connectivity needs to be expanded from the Lagos region to the rest of the country. To do this, WIOCC is also deploying an extensive, hyper-scale national fiber network in partnership with Phase 3 Telecom. The network will go live in phases, beginning in June and continuing through the end of the year. When combined, this cable network will deliver transformative benefits across the country.”

The Nigerian government has also stepped up its digital transformation programs since 2017. These initiatives have proven crucial to the success of many industries in the country, especially the start-up space. But studies suggest that faster internet connections, better user experiences, and reduced internet costs will further accelerate these benefits.

The cable was named after Olaudah Equiano an African slave who bought his freedom and became a prominent anti-slavery campaigner.



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# Global digital adspend hits \$521.02bn in 2021, estimated at N30bn in Nigeria



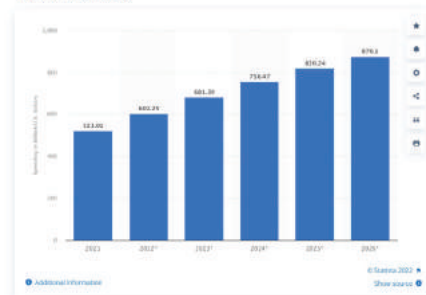
Global digital advertising market has been calculated to have amounted to \$521.02 billion in 2021. The Statista Research Department, which released the report on 2 June, 2022, projected that by 2026, the spending would reach \$876 billion.

Digital media consumption has been on the increase and advertising dollars are following fast. According to the separate newly released “IAB Internet Advertising Revenue Report: Full Year 2021”, conducted by PwC, all major channels increased significantly compared with a year ago, particularly across digital video (including CTV/OTT), digital audio, social media, and search. This refers to advertising on internet-connected devices such as computers, mobile devices, and smart devices.

The growth is consistent with a recent study by Deighton Associates, commissioned by IAB, which showed the internet economy has grown seven times faster than the U.S. economy over the past four years and now accounts for 12% of the U.S. GDP.

Global digital experts attributed the digital ad growth to a complete democratization of access afforded by ad-supported digital channels, noting that consumer usage coupled with extraordinary growth of small

Digital advertising spending worldwide from 2021 to 2026  
(in billion U.S. dollars)



and mid-sized businesses during the pandemic fueled growth across all digital, particularly digital audio and video. The digital migration is expected to drive the continued growth of a healthy and competitive digital marketplace driven by innovation and entrepreneurship.

However, in Nigeria, the total digital advertising billing is shrouded in uncertainty due to measurement challenges. Although small businesses remain the key contributors to fuelling ongoing digital media and marketing ecosystem growth, there is no professional agency that uses data and information in the country to measure their total digital ad billing.

Responding to questions in separate telephone inquiries, digital marketing professionals in Nigeria told MARKETING

EDGE that it is difficult to estimate digital adspend in the country. While some argued that digital advertising is about 30% of the total adspend in the country, others said it is between 20% and 25%.

Damilola Abodurin, the Business Lead at iProspect, a global digital-first end-to-end media and advertising agency, estimated Nigeria’s total digital adspend in the region of N20 to N30 billion. This estimate, he said, is about the fact that the top 5 agencies should be doing close to N20 billion.

“Then those who are not running with the registered agencies should be estimated at N10 billion, and individuals who do their own digital advertising without agencies should be N5 billion. On the whole, the total digital advertising billing should be around N30 billion,” Abodurin noted.

Bukola Akingbade, MD/ CEO, Neukleos Marketing Services Ltd, corroborated the above argument stating that digital advertising billing is not clear in Nigeria when juxtaposed with what real spenders do.

“Honestly no figure yet. While some will argue that digital advertising is about 30% of total advertising spend, I don’t think this is correct when you view it with what the spenders do. Perhaps you can say 25% - no real figure,” she said.

Oti Ukubeyinje, President of the Association of Digital Marketing Professionals (ADMARP) and Vice President, Product Marketing and Growth, Terragon Group, said there is no firm, professional body or individual that tracks or measures digital adspend in Nigeria unlike other countries like the UK, Europe and the US.

“Some try to work it out by taking 20% to 25% of the total adspend in Nigeria. But even that method is still an approximation. From an individual and corporate point of view, nobody is measuring digital advertising billing in Nigeria. Some people try to work it out by taking 10% out of the total 2% the African market is given from the global market. But none of that is accurate enough to state as Nigeria’s total digital advertising billing,” he said.





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## NIMN Disciplinary Tribunal holds inaugural meeting

By Felicia Nwosu

The National Institute of Marketing of Nigeria, NIMN, has held its first Disciplinary Tribunal meeting 11 months after its inauguration in 2021. The Disciplinary Tribunal was set up with the aim to build a strong and highly professional marketing institute founded on the pillars of law and order. The essence of the inaugural meeting was for the Tribunal to have interaction with the Assessor, while he gives direction, guidance and advice to the Tribunal members on the legal procedures required in the discharge of their duty as the disciplinary panel set up by the institute. The meeting was held at the Institute's Secretariat, at Adekunle Fajuyi Way, Ikeja, GRA.

Attendees at the Disciplinary Tribunal meeting include: Mr. Sidney Ogodo, Registrar, NIMN; Dr. Ify Uriah, Chairman of the Tribunal; Mrs. Evelyn Nwosu, Member of the Tribunal; Mr. Chidi Nwankpa, member; Prof. Michael Ikupolati, member; Mr. Debo Adebayo, member; Barrister Augustin Kalu, Assessor.

Speaking with *MARKETING EDGE* in an interview, the Registrar of the institute, Sidney Ogodo, said the Tribunal could not act on their responsibility for the past 11 months due to the systemic process required in nominating and appointing the Assessor. Mr. Ogodo revealed that the Assessor was appointed by the Council on the nomination of the Attorney-General of the Federation.

"The National Institute of Marketing of Nigeria Disciplinary Tribunal and the constitution of the tribunal requires that there should be an Assessor, that will give legal advice to the tribunal, the essence of the inaugural meeting is for members of the tribunal to listen to the Assessor on the procedures of how they are going to work, for them to understand how to go about their responsibility as members of the tribunal, the legal perspective on how they will discharge their duty

The Registrar noted that the tribunal panel has not recorded any misdemeanor about any member of the institute. He explained that it would have been impossible for the panel to act on the matter without the presence of the Assessor.

"The essence of the Assessor is to ensure full transparency in the whole process; he provides legal advice to both the tribunal and even to the respondent, so that at the end of the day, all parties will believe that there was a fair hearing. If there were pending cases, there was no way the tribunal could have handled it except there was an Assessor, so there is a procedure."

For the chairman of the Disciplinary Tribunal, Dr. Ify Uriah, who was elated for the approval and appointment of the Assessor, which he said has brought some respite and a push for the panel to kick start with its disciplinary tribunal responsibility, once the Investigating panel

gives them the signal to act on any case. The Disciplinary Tribunal Chairman also narrated some of the reasons why there was a hiatus from last year till now while stating the roles of the Assessor.

"The Institute has to write to the Federal Ministry of Justice that is the Attorney General of the Federation and Minister of Justice to nominate an assessor. It was 1st April that the Council met and appointed the Assessor and a formal letter was sent to him. We needed him to be in our meeting to give us guidelines, after today's meeting, it will become a continuous process. He is here to guide and direct the tribunal by ensuring that they carry out their duty according to the law and NIMN Act. Now that we have an Assessor, any issue brought before the tribunal can now be looked into."

The Assessor, Barrister Augustin Kalu, Assistant Director, Federal Ministry of Justice, reiterated his commitment in ensuring that the rule of law is strictly adhered to and fairness given to all involved.

"My role as an Assessor is like that of a Quasi- Power. My will be to guide the tribunal in terms of law, advise them on the procedure, observance of the fair hearing as enshrined in our constitution and also in the Act establishing NIMN and other legal matters that they may need. I will also assist the tribunal to ensure that all known legal rules are observed. We will be handling issues of disciplinary matters, in other words, those marketers who will be found wanting in their performances and in the discharge of their functions will be brought to the tribunal to see if those people are really fit and proper to continue practicing marketing."



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# Life Continental Lager Beer renews brand ambassador contract with Flavour, Yul and Phyno



**F**oremost Brewery Giant, Nigerian Breweries Plc, has renewed the brand ambassador contracts of award-winning musician and highlife exponent, Flavour N’abania, Nollywood thespian, Yul Edochie and multi-talented rapper, Phyno for the leading South-East beer brand, Life Continental Beer. The brand which has been for years the beer of preference for consumers from Eastern Nigeria, made this choice to further reinforce its commitment to the heritage, essence, connection and affinity with the people of South-East.

Speaking during the Press Conference, the Senior Brand Manager, Life Continental Lager Beer,

Aishat Anaekwe, stated that the Beer brand pioneered regional brewing in Nigeria and has maintained leadership in the South-east region’s booming market for decades. “Today, we are excited to announce the renewal contract with Flavour, Phyno and Yul Edochie. This collaboration with Life Continental Lager Beer underscores the brand’s dedication to the Igbo values of industrious, resourcefulness and enterprise – values which Flavour, Yul and Phyno aptly embody. Just as Life Continental Beer defines the Igbo in every consumer, these three successful and industrious entertainers exude the qualities which exemplifies the typical Igbo man.”

The deal which was signed at the Nigerian Breweries Plc corporate head office in Lagos is to run for two years during which Flavour, Yul and Phyno will appear in Life Continental Beer advertising and marketing campaigns. They will also feature in the brand’s online assets and make special appearances at events and activations.

According to Flavour N’abania, the new deal shows that Hi-Life music is paving the way in the Nigerian entertainment industry. He affirmed that “this new deal with Life Continental is an example of the rebound of progress that Igbos have continued to produce in their business and industry. Life Beer

brand has always been a symbol of the Igbo heritage. If you go anywhere and you hear Life Continental Beer, at once, the Igbo man and his entrepreneurial spirit comes to mind. I’m very proud to be associated with a beer I can finally call my own, a beer that pushes the frontiers of progress.”

Also, Nollywood thespian, Yul Edochie applauded the Igbo heritage that Life Continental wields. “I am so honoured to be doing this again with Life Continental Beer. This brand has continued to shine the spotlight on the Igbo tradition of brotherhood and Progress. I want to categorically state that Life Continental Lager is the progress brand of Igbos”.

In a similar vein, Chibuzor Nelson Azubuike, popularly known as Phyno expressed satisfaction about his new deal with Life Continental Lager Beer. “The Igbos are the vibe that holds Nigeria together and Life Continental Lager Beer has continued to demonstrate its love for the Igbo culture. Everywhere you go, you will always find a successful Igbo man. Despite our challenging past, we have inspired the greatness of the country. I am so thrilled about the renewed partnership with Life Continental Lager Beer”.

Life Continental Lager Beer is the fine quality lager beer from the stables of Nigerian Breweries Plc made from the choicest grains, hops and the purest of waters. Life Continental Lager Beer is expertly brewed to give that rich, crisp distinctive taste and well-rounded aroma in true quality fashion of the master brewers.

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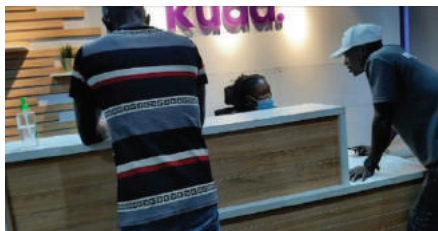
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# Kuda denies customer access to account



**K**uda Bank, Nigeria's first mobile-only bank, is currently mired in a financial mess for allegedly withholding the sum of N42, 000 owned by a customer known as Wasiu Oseni. The mobile-only bank was accused of denying Mr. Oseni access to his account on the basis of insufficient funds.

According to the customer, the said money was sent to him by his brother as a repayment of a loan lent to him, which his brother paid back into his account since December, last year.

He stated that Kuda Bank placed a restriction on his account, claiming that he

had insufficient funds.

"I kept receiving messages saying I had insufficient funds in my account before the incident. Kuda had once sent a statement of account to me, saying someone had used my ATM card to make withdrawals from my account. I found the message absurd because when the message was sent, I didn't even have enough money in my account. So, there was no way anyone could have withdrawn from an insufficiently funded account. The only significant event I could say happened during that period was the fact that I had lost that card a long time ago," he said.

The concerned customer said he contacted Kuda Bank Customer Service on the matter, and was told that a background check would be conducted, as he was directed to submit necessary details for proper investigation to be carried out.

However, he was shocked to receive a message that read: "Zenith, our card settlement partner recently sent a message to all banks to help them recover

the money from undebited payments made with your Kuda MasterCard. Unfortunately, the message was sent without our consent. To correct this error, we placed a lien on your account to cover the amount that was debited. We will reach out to you by email in the next 48 hours to give you details of the exact transaction so that you can confirm them and give us the approval to debit your account."

Although Wasiu revealed that he had never carried out any transaction with his debit card, he also indicated that he had lost the card since May last year.

"Apart from all this, my account has not even been funded for a long time. So, how is that even possible? Kuda promised it would reach out to Zenith Bank for further investigation," he said.

Since then, it has become a case of a dog eating the bone that is hanged on its neck as he has neither accessed the money in his account nor received any hopeful information from the Kuda Bank.

# NADDC plans vehicle financing scheme at single-digit interest rate

**N**ational Automotive Design and Development Council (NADDC) has announced plans to float a N200 billion vehicle financing scheme that will allow Nigerians to own made in Nigeria cars at the single-digit interest rate. Alhaji Jelani Aliyu, Director-General of NADDC revealed this in Sokoto while addressing newsmen on efforts of the Council to discourage the importation of used vehicles popularly known as Tokunboh into Nigeria.

Aliyu in his address said, "It is one thing to produce a vehicle and it is another thing to sell it, especially in this environment we live in Nigeria.

"We know that the purchasing power of the average Nigerian is very low. Around the world, people have been earning more and more relatively, but in Nigeria, the market forces have made it so that Nigerians earn less.

"What an average worker, at a particular grade level, let's say in a Ministry in 1975, could buy with his salary, that same officer now is unable to do that.



"This is because of inflation and what happened to our economy, as global market forces determine the prices of vehicles, just like crude oil, gold, and diamonds."

While lamenting the inability of Nigerians to purchase new vehicles as was obtainable in the 70s and 80s, the NADDC boss said the story is about change as plans are on ground to make credit available to intending car owners. He said that just as it

happens in other places around the world, people will be able to get new vehicles on credit by putting in 5 or 10 percent of their costs.

He said, "We are hoping to get the necessary approval so that Nigerians can just put down 10 percent and take a brand new vehicle home and you pay the remaining debt over 4, 5, or 6 years.

"We believe this will help Nigerians to buy these vehicles and we have as part of our budget, some money for this."

To actualize this, Aliyu pointed out that the Council has opened discussions with the Central Bank of Nigeria (CBN), Jaiz, Wema, and Zenith Banks to provide a single-digit auto financing, to assist Nigerians to buy Made-in-Nigeria vehicles.

He said, "We are hoping to get the necessary approval so that Nigerians can just put down 10 percent and take a brand new vehicle home and you pay the remaining debt over 4, 5, or 6 years.

"We believe this will help Nigerians to buy these vehicles and we have as part of our budget, some money for this."


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# NCC dispels subscribers' fears over telcos' 40% hike

By Felicia Nwosu



The Nigerian Communications Commission (NCC) has dispelled subscribers' fears over the 40% hike proposed by telecommunications operators on the price of data, SMS, and call services. Telecom operators cited high operational cost as the major reason, according to their letter to NCC.

This was disclosed in a statement sent to MARKETING EDGE by Dr. Ikechukwu Adinde, Director, Public Affairs, NCC. According to the Commission's spokesman, NCC has monitored with keen interest the deluge of reports in the media on the demand by Mobile Network Operators (MNOs), ostensibly to increase tariffs of telecom services, and has taken notes of the fears being expressed by telecom subscribers on the agitation. It therefore assured subscribers that there will be no tariff hike without recourse to empirical studies.

"The Commission ensures that any cost determined, as an outcome of such transparent studies, is fair enough as to enhance healthy competition among operators, provide wider choices for the subscribers as well as ensure sustainability of the Nigerian telecoms industry. For the avoidance of any doubt, and contrary to MNOs' agitation to increase tariffs for voice and Short Messaging Services (SMS) by a certain percentage, the Commission wishes to categorically inform telecoms subscribers and allay the fears of Nigerians that no tariff increase will be affected by the operators without due regulatory approval by the Commission," the statement said.

The statement added: "It is noteworthy that tariff regulations and determinations are made by the Commission in line with the provisions of Sections 4, 90 and 92 of the Nigerian Communications Act (NCA) 2003, which entrusts the Commission with the protection and promotion of the interests of subscribers against unfair practices including but not limited to; matters relating to tariffs and charges.

Also corroborating NCC's mouthpiece submission, Deolu Ogunbanjo, National President, National Association of Telecoms Subscribers (NATCOMS), in an interview with MARKETING EDGE, said that despite some of the challenges enumerated by the operators such as high cost of diesel, attacks on its personnel during loading of diesel and the proposed additional 5% on all imported telecom equipment by the Nigerian Customs which takes effect from 1st of June, 2022, both the operators and subscribers are counting endless loses. He, therefore, called for a way to curb it.

"Yes they have suffered some losses of revenues due to the 70 million subscribers that have not been linked to the National Identification Number (NIN). I will tell you that is a big loss of revenue because those over 70 million lines, out of about 200 million lines, are not yet linked and they cannot make outgoing calls. What we are now saying is, let the government do the needful, the increase is not necessary at all, and the government has not even told them that they have removed the price cap on telecom tariffs. There is a price cap which is the maximum they can go which is still in force. They can't do that until the government says go ahead," he said.

The national president, therefore, called for the urgent intervention of the government to confront some of the challenges faced by the operators by extending the duration for NIN registration to enable subscribers to bounce back to their businesses while reducing losses as well.

"Let government ensure that they extend between 3-6 months the SIM linkage deadline. There are lots of challenges being faced by the operators in the registration process. Again, the capacity of NIN SIM Commission for all the NIN registration centers to upload their data to the NIN portal is doubtful because the system is very slow, they do not do more than maybe 10 a day, so it is so cumbersome for them to upload," he advised.

He decried that this will have a negative impact on the plan for digital inclusion.

"This is also going to affect the digital inclusion plan in the long run. They shouldn't do that. We are in a digital economy and digital inclusion is very necessary. The world has gone digital, and we must not be left behind," he said.



## Digital advertising is growing in Nigeria – Babatunde

By Ibidunni Banjoko

Dotun Babatunde, Head of Digital Marketing, Olam Nigeria Limited has said digital advertising is a growing industry now than before, noting people are now seeing digital as an important component in the communication mix.

Mr. Babatunde stated this during an exclusive interview with MARKETING EDGE, Nigeria's foremost brand and marketing magazine. He mentioned that with the effect of COVID-19 pandemic, businesses are now seeing the importance of digital marketing based on the fact that the largest percentage of Nigerians is youth.

He added that any business targeting the youth cannot depend on traditional media alone but also on digital platforms.

"How many youths read newspapers or watch TV on a daily basis? They are online so the only way to reach them is online, and this has made people see digital marketing as a key component in the marketing mix," he said.

Mr. Babatunde further said: "People are going on and offline, they are not stable, they want to know more about products and brands, they want to do their own research, and they go to physical stores. So, it's important to have both an online and offline presence."

Emphasizing the importance of video, he said: "Video is important in ad strategy, it makes it easier. Instagram, for instance, is pushing more video based content now than images, and it's catching people's attention rather than to read or look at pictures."



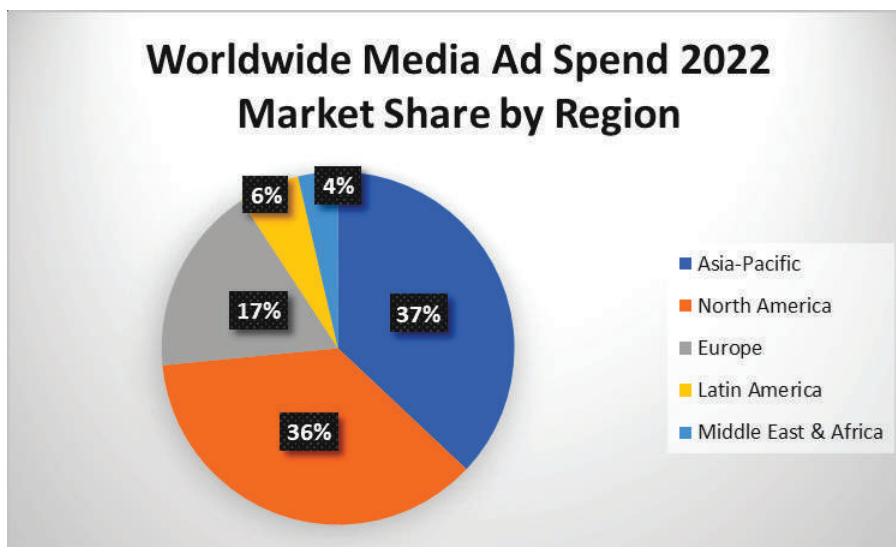
# Global media adspend on track for 8% growth

Global advertising expenditure is forecast to grow 8.0% in 2022, according to Zenith's latest Advertising Expenditure Forecasts report. This represents a minor downgrade from the 9.1% growth rate Zenith published in December 2021. Growth will be supported by the Winter Olympics, mid-term US elections and soccer World Cup, which for the first time will take place in the most advertising-intensive period of the year in the run-up to Christmas. Faced with this tough comparison, growth will slow to 5.4% in 2023, before the Summer Olympics and US presidential elections help boost it to 7.6% in 2024.

Zenith's forecasts for North America, MENA and Western Europe in 2022 are unchanged at 12%, 7% and 6% growth respectively. Latin America was downgraded slightly from 9% to 8%, but Asia Pacific was upgraded from 6% to 7%, thanks to a very strong performance from India. Severe disruption in Russia and its closest trading partners after the invasion of Ukraine will lead to a 26% decline in adspend in Central & Eastern Europe, even though most other markets in the region will continue to grow.

Adspend has remained on track despite the macroeconomic headwinds that emerged this year. High inflation, concentrated in essentials like heating, petrol, and food, is forcing consumers to reprioritise their spending, particularly the less well-off, and has led to a drop in consumer confidence. But for now, consumer spending continues to grow, as consumers demonstrate their strong appetite for the travel and entertainment experiences that were denied to them over the pandemic. Business confidence is generally high, and corporate investment is rising, and there is little evidence of widespread cost-cutting.

The sustained growth in demand from advertisers is pushing up media inflation, particularly in television, where the supply of audiences is falling steadily as viewers switch to alternatives. Price rises vary widely for different audiences in different countries, but the global average cost of television advertising across all audiences is expected to rise by 11%-13% this year. Online video prices are expected to



increase by about 7%, although in this case the supply of audiences is rising. Other digital channels where supply is climbing and volumes are flexible are inflating only modestly, with 3% average price rises forecast for social media and other digital displays. Out-of-home and radio prices will go up about 4% this year, while print prices will remain stable, because demand for advertising in printed publications is falling as rapidly as readership.

"In a world where trading is becoming dominated by auctions, competitive advantage is achieved not by scale, but by data," said Ben Lukawski, Global Chief Strategy Officer, Zenith. "Inflation will hit cheap reach buyers hard, but brands that make smart use of their data will manage costs and grow their business at the same time."

Earlier in January, Dentsu Global ad spend report anticipated US\$745bn would be spent globally. When compared to previous global financial and advertising crises, notably the financial crash of 2008, this rebound would be almost three times greater.

Linear TV adspend increased by 7.9% in 2021, the highest rate since 2010, when the market rebounded from the global financial crisis. In 2022, Dentsu forecast linear TV adspend to grow by 3.8% to reach US\$198 billion. Unlike digital and despite staying in high demand, Dentsu is seeing linear TV share of spend on the decline as Connected TV and Video on Demand (VOD) grow.

Out-of-Home (OOH) and cinema will both see encouraging double-digit growth in 2022 (respectively 12.8% and 23.4%), with OOH even exceeding 2019 pre-pandemic spend levels. Radio too is forecast to grow, yet at a slower pace (2.0%). As with previous predictions, ad spend in newspapers and magazines will continue to decline.

Looking further ahead, global ad spend is predicted to grow by 4.6% in 2023 and 5.8% in 2024 – in line with growth before the pandemic (4.1% in 2019). Digital is forecast to increase its share of spend domination, approaching 60% in 2024 (59.4%). Of course, many factors contributing to the uncertain economic outlook could influence the predictions, from the evolution of the pandemic to supply chain issues, and dentsu recommends the industry keep a close eye on key economic indicators.

Until 2020, when the coronavirus put a halt on many industries, the spending on advertising worldwide has been increasing steadily. Luckily, the market saw healthy growth in 2021 and is expected to continue on the path and surpass one trillion U.S. dollars in 2026. North America is the region that invests most in advertising, however, Asia Pacific has been on its heels for quite some time, and Western Europe closes the top three. Middle East and Africa as well as Central and Eastern Europe spend the least; however, they can boast the highest growth in 2022.

# Algorithm Media sets pace with *Audience Origin*

By Felicia Nwosu



Algorithm Media, Nigeria's leading marketing communications company, has blazed a trail with the launch of Audience Origin, a data-driven product that generates insights and data for efficient and accurate presentation.

The product, which kicked off with the pay off line, "Audience Origin", Turning Accurate Nigerian Insights into Winning Business Strategies", is owned by WPP's choreographer, and is tailored to suit the Nigerian market by helping marketers gain insights and also connect with their target audiences.

During the launch, some members of the partnering agencies shared their views with *MARKETING EDGE* on how the Audience Origin will impact on Nigeria's advertising ecosystem.

Seni Adetu, the Group Chief Executive Officer, Algorithm Media, said the essence of introducing Audience Origin is to close the gaps and inadequacies experienced in data gathering. According to him, without quality insight into data, any decision made will be based on instinct or speculation.

"Prior to now, we have always complained about of data in Nigeria. In other words, it is about data inadequacy, inaccuracy and so on. While the tool has served us well in Nigeria, what we are saying now is that Audience Origin is seeking to fill all of the gaps and shortcomings that we have seen in data generation in Nigeria. We are not asking anyone to discard what was existing before now, but we are saying Audience Origin

brings a little more than we had before. Without quality insights, without understanding those touch points, you cannot create plans that are sustainable and credible," Adetu said.

Soji Olaogun, Managing Director, Wavemaker, a subsidiary of Algorithm Media, said that the product came with the notion to break out of the norm and old ways of gathering data in Nigeria.

"Audience Origin, for me, is the best thing that has happened in the marketing communications space in the last ten years. For the past two decades, we have worked with the same kind of data sets and research products. But the world has changed so much, so something new has to happen. We wanted to have something different and stop using the old data and old thinking to address new audience. You will agree with me that the media audience of two years ago is quite different from what it is today, the rapid evolution of audience and of media is one of the reasons this has to happen," Olaogun said.

The Wavemaker boss added: "The thing is that no one data point can answer all of the questions, and again, that is the beauty of Audience Origin. It can serve as a stand-alone data product, it can also work in conjunction with other data products. It enriches the whole repertoire of data and makes insights easier to come by and easier to connect with the target audience."

Dominic Grainger, Chief Executive Officer, WPP, expressed optimism stating that, with the team in Nigeria handling the product, marketers will record successes.

"I think that all together, we have more opportunity than we have ever had to help our clients run their businesses across a wider continent. The world has become even more digital, more data driven, so we see a massive amount of opportunities

with our clients to connect more effectively with consumers. We think this product is unique and I see different value for our clients who are looking towards a better consumer insight to market better to their customers," Grainger said.

Federico de Nardis, the Chief Executive Officer, Sub-Saharan Africa, Group M, admitted that Nigeria is a big market in terms of its population, adding that it is necessary for such a market to get inclined with a bespoke research methodology.

"We are very happy to launch audience origin in Nigeria because Nigeria is the biggest market in Africa and with 200 million people, our clients are wondering why we are not investing in data in this country. We decided this year is the time to give our clients the same level of understanding of the consumers in this market," Nardis said.

Patricia Ithau, Chief Executive Officer/ Executive Director WPP, pointed out that the product will make advertising in Nigeria much more efficient in terms of right targeting of audience which translates visibly on ROI.

"Many African markets struggle with data, good quality data which allows you to be better targeted when you are doing marketing. It is a great product, because as you can imagine the power of it, it will help these agencies to be better targeted to their consumers. So, when a client wants to reach a consumer, instead of wasting lots of money or just spending it anywhere, that particular consumer will be better targeted using the data obtained by the Audience Origin," Ithau said.

Kunal Jamuar, the Managing Director, Mediacom, said the new product will definitely bring a paradigm shift into the industry overtime.

"For a very long time, the advertising industry has been working with the same data basis and in the same manner. After a very long time, we are seeing something which will enhance that data base to make it so much more enriched and insightful. and that is what Audience Origin is designed to do. It is getting the consumer insights, understanding the consumers, their habits, and it also helps to connect the brand with the consumer at different stages of the brand life cycle," Jamuar said.

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# Agencies need to rethink business models – Rotimi Olaniyan

By Felicia Nwosu



**R**otimi Olaniyan, Management Consultant, Senior Faculty and Course Leader at Nottingham Business School, has advised agencies to rethink their business models to enable them chart new roadmaps and design impactful business frameworks that will harness the implementation of right strategies to help them unlock value and build better relationships with clients.

Dr. Olaniyan stated this while speaking with *MARKETING EDGE* in an exclusive interview. The digital strategist noted that agencies must broaden their scope and business horizons to reboot for newer, fresher ideas while driving growth in the future.

“Agencies themselves now have to understand that their own business model has to change. They need to start looking for new techniques, new formats and approaches to serve clients, to generate the right type of consumer/ customer or client, and more importantly, the right kind of relationship into the future of the entire process,” he said.

The former Experiential Marketers Association of Nigeria’s (EXMAN) President revealed that brands also have roles to play in building deeper connection with consumers through efficiency and in driving consistent excellent service in their approach.

“On the demand side, they have a relationship to build with the consumers. They need to get to them faster, more efficiently and in the most intimate way they possibly can. Then, there is the supply side; brands have a responsibility to ensure they improve on their product or service manifestation in ways that will ultimately give or transmit value,” he said.

Olaniyan reaffirmed the importance

of technology in contemporary business ecosystem while urging marketers to target purposefully on the right consumers with the right channels and messages.

“Technology is always going to be useful in each element or each step of basic laws, in terms of value chain which a brand needs to be watchful, and it depends on which particular area that such a brand currently has challenges, whether on the demand or supply side. As far as this country is concerned, you must situate your technology to the social conditions. We must be able to create data streams that we can then use to take good decisions and to also improve and enhance

the relationship between brands and their various consumers,” he said.

He advised agencies to avoid building relationships centred only on financial pillars which can crumble immediately there is a strain on its cord as a result of financial breach.

“It is not so much about audience measurement as much as it got the efficiency and effectiveness of the strategy. Agencies must focus where there is efficiency and effectiveness, and in so doing, you create new markets. The problems that the agencies face is that if you keep thinking that is the way in which you can make money by placing media, then you die the moment it is no more about placing money but going to somewhere else. We should start thinking about what are the new business models that we can use to ultimately serve these same customers or clients, but in unique ways that allow us to be able to add more value,” he concluded.

## Real estate grew by 10.84% in Q1 2022 – NBS

By Abimbola Mohammed



The National Bureau of Statistic (NBS) has released the 2022 Gross Domestic Product (GDP) of the first quarter report, the overall GDP grew by 3.11% (year-on-year) in real terms.

While the Real Estate sector grew by 10.84%, higher by 2.79% points than the growth rate recorded in the same period 2021.

The Q1 is higher by 7.35% points compared to the preceding Quarter. Quarter-on-Quarter, the sector growth rate was -22,62%.

According to the report, the contribution to nominal GDP in Q1 2022 stood at 400000.92% as against 5.03% recorded in the first quarter of 2021 and lower than the 5.85% accounted for in the fourth quarter of 2021.

Real GDP growth recorded in the sector for the first quarter of 2022 stood at 4.44%, higher than the growth recorded in the first quarter of 2021 by 2.67% points, and higher by 2.96% points relative to Q4 2021. Quarter-on-quarter, the sector grew by -26.75% in the first quarter of 2022.

It contributed 5.34% to real GDP in Q1 2022, higher than the 5.28% it recorded in the corresponding quarter of 2021.

The GDP shows a sustained positive growth for the sixth consecutive quarter since the recession witnessed in 2020 when negative growth rates were recorded in quarter two and three of 2020.

The first quarter 2022 growth rate further represents an improvement in economic performance. The observed trend since Q4 2020 is an indication of a gradual economic stability.

The Q1 2022 growth rate was higher than the 0.51% growth rate recorded in Q1 2021 by 2.60% points and lower than 3.98% recorded in Q4 2021 by 0.88% points.



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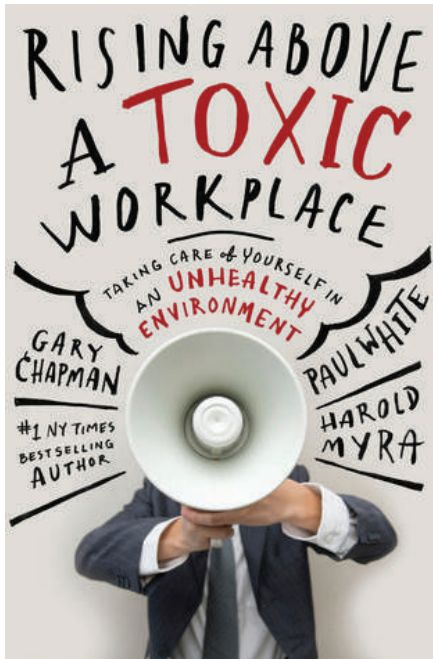
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# Evolve a work culture that is intolerant of toxic workplace -Oduh

By Elizabeth Olagunju



Promise Oduh, Business Director at Media Reach OMD Nigeria, has called on organisations to put in place a work culture that has zero-tolerance for toxic work environments. The marketing professional made this call while fielding questions from our reporter in Lagos recently.

According to him, toxicity in a work environment is a negative corporate culture that stunts the growth of any organisation.

“Toxicity does not emanate just from the offices. It is a reflection of what you find in most homes; it is a reflection of frustration, disappointment, which are actually emanating from different spheres of life. Unfortunately, some Managers have not been able to control their emotions, and these things find their way into the offices. A lot of managers lack control and allow their emotions

to express themselves in the offices where they work. Such things affect relationships and sometimes even frustrate the company’s human resources. It can impinge on their work and capacity to deliver.

“A toxic work environment can never be a culture. It is a negative subculture. There should be mutual respect in the office and a toxic environment does not engender mutual respect. It tends to disrespect the other person. This disrespect is manifested in the way the toxic manager talks down, shouts at, insults, or bullies their subordinates. Such things reduce productivity and at the end of the day, the organization will suffer the most”, he said.

He, therefore, enjoined organisations to forestall any tendency towards toxicity by putting in place, work policies and culture that discourage it, rather than wait for it to happen. “Companies can even go further and begin to look at penalties for acts that foster toxicity.”

Continuing he said: “Start a work culture that celebrates people, a work culture that creates an atmosphere that naturally takes away any intention to express or experience toxicity in a work environment. If you create a positive environment, you celebrate your people, you reward competence and help people to grow, you’re growing a happy environment and so naturally toxicity will become an alien in such an environment. When people grow with that happy culture, you have solved the problem, you are developing a foundation that will naturally stamp out a toxic environment”



## WhatsApp launches emoji reactions, 2GB file sharing

WhatsApp has introduced emoji reactions on its latest version and users can now send files up to 2GB in size at a time, an increase from the previous limit of 100MB.

“Reactions are fun, fast, and they reduce overload in groups too. We’ll continue improving them by adding an even broader range of expressions in the future.

“We recommend using WiFi for larger files and we’ll display a counter while uploading or downloading to let you know how long your transfer will take,” WhatsApp said in its blog post.

Announcing the new offering, Mark Zuckerberg, Meta Platforms CEO, said: “Reactions on WhatsApp start rolling out today. We’re including the emojis to help spread thanks and appreciation. More expressions are coming soon.”

“In 2011 we introduced Group Chats, and we haven’t stopped improving since. In the coming weeks, we’ll roll out the ability to share files up to 2GB and add more people to your groups so you can continue creating and nurturing meaningful, private connections,” Mr. Zuckerberg added.

The emojis include a red heart, a thumbs up, a laughing face, a surprised face, a high five, and a teary face. As mentioned by Zuckerberg in his announcement on Facebook, more reactions will be added to the chat app in future.

Users can use the react feature by holding or tapping on messages and then choosing an emoji.



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# Lagos Traffic Radio lauded for driving Smart City project

By **Abimbola Mohammed**

**L**agos Traffic Radio has been lauded for 10 years of driving social change in the commuting public. This was the thrust of the opening remarks and speech by Babatunde Fashola (SAN), Honorable Minister of Works and Housing, and former Governor of Lagos, and the incumbent, Governor Babajide Sanwo-Olu at the 10th anniversary Colloquium of Lagos Traffic Radio themed “Integrated Transport System as a Lifeline for Economic Growth” and held at D’ Podium international Event Centre.

In his opening remarks, Fashola, who was represented by Mr. Akeem Bello, said he was happy to be part of the event for several reasons; the first being to celebrate Lagos Traffic Radio for operating with deep impact for ten years and still waxing strong and secondly, to share his thoughts on the important theme of this year’s annual colloquium which is ‘Integrated Transport System as a Lifeline For Economic Growth’.

“As a seed sown in 2012, early in the second tenure of my team and I, Lagos Traffic Radio has in the last ten years taken some giant strides which have enabled it to accomplish the major objectives of its establishment and the achievements are, indeed, many. The major one, of course, is that it has become a public service information center for commuters in Lagos, helping them plan their journey with the aid of advance information about the traffic situation in different parts of the State.”

He also enjoined the GM, Lagos Traffic Radio, and the entire team to work tirelessly to give the people first-hand information and reportage of traffic situations on the road, rail, water, and air.

Speaking in the same vein, the Governor of Lagos state represented by Mr. Gbenga Omotosho expressed his appreciation for his predecessor whose administration conceived and gave birth to Lagos Traffic Radio 10 years ago. He said the Radio has greatly impacted peoples’ lives and even the economy at large. He noted that there is a significant correlation between Lagos Traffic Radio and Lagos State.

His words: “The establishment of a radio station that is dedicated to giving information about traffic situations to enable people to plan their journeys in

a mega city like ours is a noble idea and has made a great impact on people’s life and the economy. There is a significant correlation between Traffic Radio and Lagos state as an entity, Traffic Radio has been there for over ten years, and for you to keep a media organisation together for ten years in Nigeria is a herculean task.

“Lagos Traffic Radio is not all about giving real traffic advice but has done remarkably well in enlightening, educating, and entertaining the people about topics issues, including programmes and activities through daily programmes, like Inside Mirror, and Opinions which has helped the government to take prompt action.”

Sanwo-Olu added that the theme of the event is apt as it speaks directly to the goal Lagos state has been working hard to achieve under the traffic management and transportation pillar of the government’s agenda to transform the transportation sector through intermodal transport systems that are efficient, safe and comfortable.

“I commend Lagos Traffic Radio for its relentless efforts in providing traffic updates to the motorists and also for being a leader in its capacity.”

Dr. Frederic Oladeinde, Commissioner for Transportation, reaffirmed the commitment of the state government to the implementation of integrated multimodal transportation featuring rail, road, air, and water modes of efficiently moving residents from one spot to another in their daily activities.

Oladeinde reiterated that the goal of the government is to synchronise all modes

of transportation to reduce travel time in a safe and affordable way for the citizenry.

He added that the administration has remained resolute in completing the existing mass transit line projects to cater to the growing population. He also assured that innovations, such as the Cowry Card were created to synergise connectivity of the modes via centralised payment to simplify access to all modes and harness economic advantage.

Addressing issues surrounding safety, and security, Permanent Secretary, Ministry of Information and Strategy, Olusina Thorpe representing the Commissioner for Information and Strategy, Gbenga Omotoso said that technology will be leveraged to improve the activities of Lagos transportation.

The high octane event was attended by the ‘Who is Who in Lagos including the representatives of Babatunde Raji Fashola Fashola, Honorable Minister of Works and Housing, and Governor Babajide Sanwo-Olu, Governor of Lagos state, Dr. Kadri Obafemi Hamzat, Deputy Governor, Lagos State, RT. Hon. Mudashiru Obasa, Speaker Lagos State House of Assembly, Mrs. Folashade Jaji, Mr. Hakeem Muri-Okunola, Head of Service, Mr. Tayo Ayinde, Chief of Staff, Mr. Gbenga Omotoso, Dr. Frederic Oladeinde, Commissioner for Transport, Mr. Olusina Thorpe, Permanent Secretary, Ministry of Information and Strategy, Lagos State, His Royal Highness Abdulwasii Omogbolahan Lawal, Oniru of Iruiland, Commissioner of Information and Strategy, Lagos state as the Host, and panelist are Prof. Bamidele Abiona Badejo, Engr. (Mrs.) Abimbola Akinajo, Mrs. Mfon Ekong, and Dr. Gabriel Olowo.

Mr. Tayo Akanle, General Manager, Traffic Radio in his vote of thanks appreciated the Lagos State Governor, Minister of Works and Housing, Heads of Agencies and parastatals among others for participating in the 10th anniversary colloquium.





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# ASUU strike extension: Decline in brand perception of State-owned Universities

By Oghale Mafuru

Nigerians have expressed disappointment and displeasure over the recent announcement of the Academic Staff Union of Universities, ASUU to extend its ongoing strike for another 12 weeks.

Barely 24 hours after the announcement which was made in a statement signed by its president, Prof. Emmanuel Osodeke, Nigerians decried the continued strike by the body as well as the government's unperturbed disposition to the plight of tertiary institutions in the country.

Youth and students of tertiary institutions have continued to vent their ire and frustration at the ugly development.

Adebola Durojaiye, a victim of the ongoing strike described the attitude of the government toward the educational sector as denting and damaging. He said, "I hope we won't get to a situation where university students will not be able to spell their names again. They are creating more crazy, indolent, rascal youths. I wonder why they will put education in limbo".

"It is a shame to the nation at large to watch students stay at home for months", Rhema Eyoh said.

Yusuf Ogunsanya said: "You guys are not doing well at all. You keep putting the student's educational career at stake. I will say it again, in this country, there is an age barrier in the labour market, a student who graduates at 25 years of age upward may not be able to get a job in the labour market.

Oyinda, a student, said: "I was meant to finish school last year; I expected that this year I would be done by August. Do you expect someone like me should just sit and watch you guys act unfairly?"

As the strike action seems to be dragging further, parents and guardians whose wards are victims of the deplorable state of the nation's educational system are seeking refuge in private universities. Unfortunately, access to these schools is available only to a privileged few who can afford the fees.

In a series of tweets recently, Rema lamented that the strike had prevented him from being in school since he got admitted into the University of Lagos, Unilag.

"ASUU, since dem give me admission, I neva start school o. E don do nau" he said.

The exchange started after Rema, who revealed in January that he had gained admission to UNILAG to study Creative Arts, tagged his university to a reply to one of his tweets by Bowen University, a privately-run institution in Iwo, Osun State.

Rema had tweeted, "ASUU, since dem give me admission I neva start school o, e don do nau!"



## ASUU STRIKE

Responding to the tweet, Bowen University wrote, "ASUU can't delay you if you're enrolled in Bowen University."

"Hmm... Rema dear, UNILAG has chosen you o, hmm... so don't let anybody come dey change your mind o...Rema no dey vex for us o," UNILAG tweeted in response.

Rema then responded with an appeal to the Academic Staff Union of Universities (ASUU) to call off its lingering strike for the sake of Nigerian youths.

He tweeted, "Awww Unilag end the strike or I will go ooo, we want to go back to school pls the youths are not happy!"

To this, UNILAG replied, "Baby calm down".

Commenting on the incessant strikes by government-owned universities, Obinna Inogbo, Principal PR Executive, Worktainment Limited stated that the strikes have made Nigerian youths discover their entrepreneurial capabilities as most of them have channeled time and efforts to building successful business ventures and nurtured great talents.

He said: "These perpetual strikes are a blessing because it has created a new generation of entrepreneurs. Nigerians under the age of 30 are not scared of owning businesses unlike 20 years ago when owning a business was frightening for many young Nigerians. The trend then was to get a good job after university".

According to the PR expert, youths should maximize the time spent at home on productive ventures that will pay off in the long run.



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# The end of OOH advertising as we know it

By **Henrietta Igbekea**



**O**ut-of-Home advertising has come a long way from the static billboards and paper posters to the tech-savvy and effective channel of advertising it has become for businesses both small and large.

OOH, as it is called, has witnessed major growth in the last few years and will continue to expand due to the introduction of digital technology which encourages businesses to add more creativity and boldness into their adverts.

In the past, changing a billboard was a laborious and tiresome job. To place a billboard in the first place required so much time and a lot of money and once it is placed, you are stuck with what is up there for the proposed duration. But now that digital has been introduced into the mix and is easily accessible, the possibilities for advertising have increased dramatically. Billboards are now interactive and constantly changing with the ability to showcase more than one advert at a time.

The OOH of the future tilts towards the incorporation and use of technology and as technology keeps advancing, businesses will need to seek new means to reach out to their existing and potential customers to increase their brand awareness even with traditional advertising medium of television, radio, and newspaper still around. As the marketing world evolves, so does customers reaction to adverts. Customers now have more control over the adverts they see, and

this innovation is largely aided by some technology companies.

Samsung for instance has ceased advertisement showcase on default apps (S21 Ultra) and now has a detailed guide on how to remove and block pop-up ads. I will say, companies that wish to stay quick-moving in OOH advertising need to embrace the improvement and innovation which digital technology incorporation has brought.

As the OOH industry increasingly becomes an important part of many companies' marketing strategy, and as the chance of advert placement increases, new technologies are incorporated into OOH advertising to further enhance its attraction to businesses and brands.

There is the digital out-of-home (DOOH) with digital screens that allows both the marketer and media planners to use programmatic OOH to change ad messaging for more relevance. With this smart billboard, displaying fresh content can be automated and done in seconds. You can also update your advert to reflect the time of day, traffic situation or changes in the weather, at no production cost after first investment. This technology can also let you deliver a more personalised message for your brand using the power of storytelling. And by strategically planning your ads by location and time, the customer is not seeing the same image over and over, rather they are following different parts of the story while they go about their

business, ensuring that they will remember who you are and how you can serve them.

And then there is the virtual reality technology used for experiential OOH. Experiential OOH focuses on creating remarkable and distinctive experiences to draw attention and sustain engagement with a brand. This technology is used to captivate the audience and give them the chance to meet with the brand ambassadors or even see the product in action.

By integrating OOH and technology seamlessly, the industry can expand its reach and maximise the impact of advert messages. And there is endless opportunity for creativity, context, and relevance when OOH is paired with technology, much of which could not be possible with static displays, and this is further expected to boost the OOH market growth.

As witnessed over time, there is never an advancement without challenges bedevilling it. And with OOH advertising, there are a few worth mentioning.

First is the issue of perception of the medium. Many advertisers and agencies think of OOH as a non-core, secondary and almost an afterthought medium of advertising. Planners, here, either neglect it or will not place it on the same level with other media during planning. They see OOH as supplementary to other media instead of the prominent medium it is.

Second is the issue of measurement. The accuracy of measuring reach, frequency, real-time exposure, and other effects is one of the difficult problems facing OOH advertising. The inability to connect OOH advertising investment and its impact on business or brand objective has contributed to the low attributions the medium gets. Unlike the digital and broadcast advertising medium where numbers could be provided for metrics such as reach, impressions and frequency, OOH platforms struggle in this regard. The difficulty in measuring the OOH medium makes it less desirable to use.

Lastly, is the cost. The amount of money involved in engaging OOH advertising is quite huge and this discourages a lot of brands. But what they fail to see is that it is worth every penny if the ads are well planned and placed.

In conclusion, with OOH reaching an enormous percent of its audience, and with a projection spend that will amount to \$42.4 billion by end of 2024 <https://www.statista.com/statistics/273716/global-outdoor-advertising-expenditure/>, advertisers are increasingly reassessing their media strategies, and a visible shift in spend from other media into OOH is expected.

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# Battle for leadership in liquid soap and hand wash market

By Ibidunni Banjoko

The use of hand and dishwashing liquid, particularly in Nigerian homes, has become very popular in recent times. Up till about two decades ago, hand-washing was an elitist practice seen in the homes of educated rich or the 'been tos'. Today, probably due to the intensive campaigns globally for hand-washing following the outbreak of epidemics (Ebola and Lassa fever) and the COVID-19 pandemic, hand-washing has become a household ritual thus sparking an explosion in the liquid soap and hand wash market.

Joy, a brand of dishwashing liquid detergent, was first introduced in the United States 1949 by Procter & Gamble. In its advert then, the soap promised to cut through the grease and water of dirty dishes. From this basic proposition of deep-cleansing, Joy soap has been at the forefront of nearly all the advancements in liquid soap and hand wash manufacturing. They were the first to introduce the squeezable plastic bottle for liquid soap. They also introduced the lemon scent that most people associate with all cleaning products today.

In the Nigerian dishwashing liquid market, however, several companies and individuals have gone into the production and marketing of liquid soap and hand wash liquid which come in different fragrances. Leveraging their better economies of scale advantage, international brands in the liquid soap segment have also found Nigeria as an investors' destination. This is attributed to the country's huge market size with an estimated population of over 200 million people (with 60% youth population) and a fast-growing middle-class population.

The hand and dishwashing liquid market in Nigeria commands a unique hold in the soap sector of the economy despite the huge popularity of detergent and bar soap. This is perhaps due to the increased awareness of the importance of hand-washing following the outbreak of COVID 19 pandemic.

Another development that has influenced the growth in the foregoing sub-sector was the great upsurge in the Quick Service Restaurant (QSR) business. The business, which took definite shape in the 1990s, has recently witnessed an explosion with the entrance of international brands like Eat 'N' Go, Chicken Republic, Burger King, etc. This has also led to the modernisation of the local Buka popularly

known as Mama Put by giving them the QSR look and feel thus increasing demands for liquid soap for hand and dish-washing.

Manufacturers of liquid soap products have adopted different tactics to increase their shares of the market and convert new consumers. The increasing demand for the products means that there is money to be earned and every manufacturer wants a chunk of that potential revenue thus intensifying the battle amongst

manufacturers.

Multiple fragrances, alluring advertisements, incentives, promotions, pricing, product availability, etc, have been some of the stratagem employed by these manufacturers to increase their customer base in the market. This has kept the market very active as the consumer has several offerings to choose from.

Local manufacturing of dishwashing liquid began in Nigeria in the 1990s when PZ Cussons introduced the Morning Fresh brand into the market. In October 1999, the Mama Lemon brand was introduced into the market by Holdent International Limited as the second local option. Since then, the dishwashing liquid market has been dominated by these two big players and their brands have been a toast for consumers of all ages.

Recently, other brands like Sunlight, Dawn, Fairy, 2sure, Wind, Sparkle, Carex, Olivia, etc staked their presence in the hand and dishwashing liquid market with their aggressive media, promotional campaigns, and strategy. The new entrants have not, however, been able to upset the apple cart in the market. Morning Fresh remains the market leader followed by Mama Lemon.

MARKETING EDGE findings revealed that the most recent entrant, 2sure, within a year of entering the market, has risen to be a strong contender for market leadership. The survey further revealed that 2sure is not only the toast of wholesalers who have a way of promoting the brand that serves their best interest through display and other marketing maneuverings; it has been able to attract the attention of end-users through competitive pricing, a point which plays heavily in the consumer buying decisions. 2sure was able to achieve this feat through a disruptive entry coupled with a remarkable marketing strategy. This much is evident from some of the responses by market operators and customers to the MARKETING EDGE survey crew.

Speaking to the MARKETING EDGE crew, Risikat Uthman, a wholesaler at Oke-Arin market on Lagos Island, said: "In the beginning, they gave us 2sure to display for one month and gave us one 25kg bag of rice. Later, they gave us 10 crates of soft drink, followed by 5 packs of soft drink at each visit. Recently, they gave us 1 pack of Teem soft drink and also a display stand. 2sure came out during during COVID-19. That was how they got the grace and made huge sales. Since then I can't count how many packs of 2sure I have sold. Now it's 'cash and carry'; you have to pay before they can give you a product to sell."

Commenting further on what stands 2sure out among competition, Mrs. Uthman noted: "Mama Lemon doesn't engage in brand promotions and doesn't take back damaged products. We make N200 naira gain on a pack of Mama Lemon, N500 profit on a pack of 2sure, and on Morning Fresh, we make N400 when it is scarce in the market. There are lots of fake Morning Fresh and Mama Lemon in the market except for 2sure that doesn't have fake. The local products are affecting sales because they are multipurpose; they are used for clothes, dishes, etc."

Another wholesaler at Oke-Arin simply called Tope said some people still prefer Morning Fresh despite the price which is #900 for 1000ml and it's higher than other brands like Mama Lemon which goes for #700, and Glow Lemon which is also #700.

"For the hand wash, it is COVID-19 that has been helping the sales, and now that the pandemic is relaxing, the sales have dropped," she said.

A customer, Bukola Onaolapo, who is a teacher, said she uses Mama Lemon because it is cheaper and it serves the same purpose as Morning Fresh, while Ope, a trader said she uses any dishwashing liquid as long as it is cheap.

"Everything in Nigeria is now expensive, so I have to manage what I have," she said.



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# Sachetisation: a transition from luxury to affordability

By Felicia Nwosu

At a time there was when consumers could afford the luxury of buying in bulk, purchasing monthly supplies of their household consumables. The harrowing effect of the economic downturn on their purse and the increasing bills to be paid has made this impossible for the average consumer. Over time, their purchasing power has continued to nose-dive with its shrinking effect on demand. This has unarguably affected the revenue of manufacturing companies whose bottom line is highly dependent on consumer patronage. With the impact of inflation rapidly eroding consumers' purchasing power, consumers are left with no choice but to, according to the law of scale of preference, prioritise their buying and stick with the essentials. In response to this development and to entice customers to goods that circumstances have transformed into 'luxury', sachetisation of products which was introduced into the Nigerian market by the makers of cowbell milk has become the go-to option. No doubt, this transformation has helped to reshape the face of some leading brands especially fast-moving consumer goods (FMCGs). This was necessitated by the urge to transit from luxury to affordability.

Sachetisation has also become the marketing strategy by some Nigerian FMCG brands to capture some segments of the market, as products and services which were earlier too expensive for consumers are being made available in the bare minimum and necessary quantities. This product differentiation, coupled with enhanced last-mile connectivity and distribution has increased brands' bottom line while making buying options more available to consumers. This revolution of product survival was introduced to boost inclusion and to help to create a very different engagement bond between the customer and the brands.

Idorenyen Enang, President of the National Institute of Marketing of Nigeria, NIMN, explained that the sachet economy did not start today but way back with brands such as Cowbell Milk and Three Crowns milk while adding that it is a race between affordability, availability, and willingness to pay.

"It is not so much about sachet economy, it is about the drive for value. you know in practical marketing, you talk about segmentation. when you have segmentation, you have value-for-money for brands in the different segments. Not

everybody can afford to stay at the top, and then you have the mainstream. but at some point, a lot of us aspire to be able to do and have something but can't afford it. It is a race between affordability, availability, and willingness to pay. In that whole equation is the sachet economy because somebody wants to have powdered milk but cannot afford the top one, but still has a bit of it at a price he can afford and reckon with."

Enang stated that he does not believe in low purchasing power but in the equation of disposable income which enables consumers to make choices.

"I don't believe there is anything like low purchasing power. What I believe is that the equation is more about disposable income because that is what will force you to make choices.

It is about choices which is also a function of what your own need is, what is paramount in your head and mind, and in the process, in the basket of consumer goods, which one do you prioritise. That is going back to the scale of preference.

There can be low purchasing power, if the companies and brands do not have an insight into their consumers, their lives, and what they do, then they will purchase them less but if they do, you will know where to meet them, connect and speak to them, make them use your product. They will come back again, and use, adopt and then become a master of the product."

Another consummate marketer, Chioma Afe, Group Head, Retail Marketing & Analytics, Access Bank Plc., stated that the disruption of the pandemic has forced brands to reinvent and re-strategise on ways to navigate for survival in the floating economy as well as the huge impact of inflation which led to low purchasing power for consumers.

"Innovation is borne out of need and change. The economy across the world has changed and has seen a shrinking of income, but there is also an explosion in some income as well. But for the shrinking incomes which are affected, what businesses have done or afford to do is to find how to innovate to still attract

purchases. What you do is to shrink your cost which allows you to either maintain the price at a certain level or when you are an FMCG business, you say 'rather than packaging at 500ml, let me package at sachet level in smaller quantities. It is more affordable, convenient, and I still have my customers patronizing me.' What businesses are doing now is they are innovating either through packaging, or differentiated pricing or through promotion, to be able to drive customers and consumers who will still be interested in their product and looking at convenient ways of presenting that to you.

Nsima Ogedi-Alakwe, Chairperson, Corporate Communications, NIMN, noted that the only constant thing in life is change, while humans and their needs remain dynamic.

According to the business leader and marketing strategist, reduction in purchasing power and an increase in economic misery, have revolutionised the FMCGs in Nigeria with the drive for sachet economy to suit the needs of every



consumer.

"Human beings are dynamic, food is a fundamental need, food first, but apart from food, care of self is important. When you cannot afford certain things, when you look at the money in your pocket, you have to cut your needs in line with that. Those that have less money pay more attention to quality because they can't gamble with their money, so there is the tendency to look for low unit packs, which are able to take care of the day, not necessarily the week because I don't have a lot of money but I still want to satisfy my needs whether it is in the food sector or personal care."

As prices of goods and services continue to rise beyond the reach of the average consumer, the onus is on the consumer to cut his coat according to his cloth and live with the resources available to him, while hoping that there is a reversal soon. However, one good thing that has manifested more prominently than ever before, due mainly to the economic downturn and Covid 19 pandemic is, the majesty of the consumer!

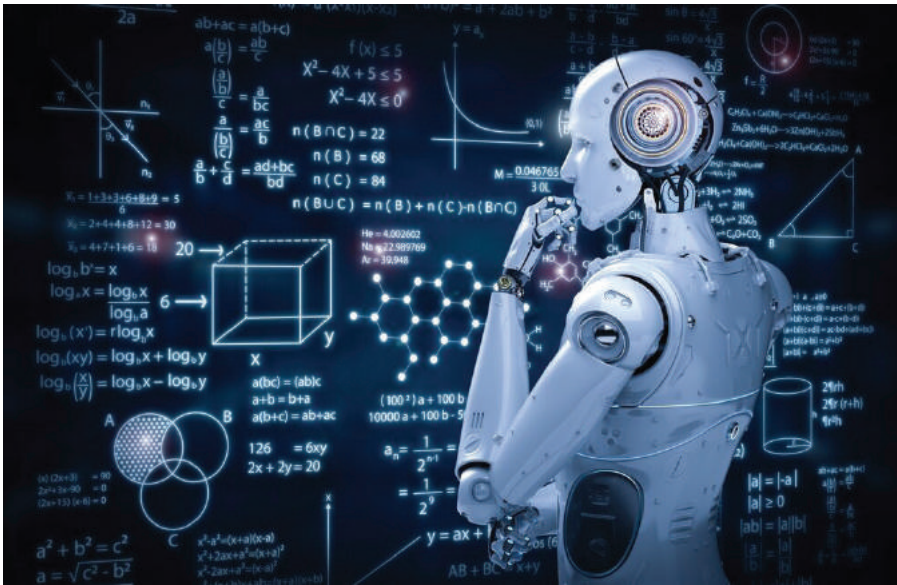


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## Global artificial intelligence in marketing to reach USD 23,250.17 million by 2027

The Global Artificial Intelligence in Marketing Market size was estimated at USD 8,276.26 million in 2021 and projected to reach USD 9,816.38 million in 2022, is now expected to grow at a CAGR 18.78% to reach USD 23,250.17 million by 2027 according to marketing intelligence shared by research company, ReportLinker.

The report provides market sizing and forecast across five major currencies – USD, EUR, JPY, GBP, AUD, CAD, and CHF. It helps organization leaders make better decisions when currency exchange data is readily available. In this report, the years 2019 and 2020 are considered historical years, 2021 as the base year, 2022 as the estimated year, and years from 2023 to 2027 are considered the forecast period.

This research report categorizes the Artificial Intelligence in Marketing to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Offering, the market was studied across Hardware, Services, and Software. The Hardware is further studied across Network, Processor, and Storage. The Services is further studied across Deployment & Integration and Support & Maintenance.

Based on Technology, the market was studied across Computer Vision, Context-Aware Computing, Machine Learning, and Natural Language Processing (NLP). The

Machine Learning is further studied across Deep Learning, Reinforcement Learning, Semi-Supervised Learning, Supervised Learning, and Unsupervised Learning.

Based on Deployment Type, the market was studied across On-Cloud and on Premises.

Based on Application, the market was studied across Analytics Platform, Content Curation, Dynamic Pricing, Sales & Marketing Automation, Search Advertising, Social Media Advertising, and Virtual Assistant.

Based on End-User Industry, the market was studied across BFSI, Consumer Goods, Enterprise, Media & Advertising, and Retail.

Based on Region, the market was studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, and Thailand. The Europe, Middle East & Africa is further studied across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

## Twitter bans climate change science defying ads



Microblogging giant Twitter recently announced plans to stop

advertisements that deny the reality of climate change from featuring on its platform. Making the announcement on Earth Day, the company stated that: “Ads shouldn’t detract from important conversations about the climate crisis.”

Casey Junod, Twitter Global Sustainability Manager also said in a blog post, “Misleading advertisements on Twitter that contradict the scientific consensus on climate change are prohibited, in line with our inappropriate content policy.”

Commenting further on the new policy, Junod said: “We recognise that misleading information about climate change can undermine efforts to protect the planet.”

There was no indication that the change would affect what users post on the microblogging site, which along with Facebook has been targeted by groups seeking to promote misleading claims about climate change.

Though Twitter may not be the first to emplace such a policy as Google already has it in place, the move is, however, significant as it is opposed to billionaire Elon Musk, the man bent on a hostile takeover of the microblogging company, who is of the view that people should be able to say pretty much whatever they want on the platform.

Meanwhile, Twitter has said it would provide more information in the coming months on how it intends to provide reliable, authoritative context to the climate conversations for its users to engage in, including from the Intergovernmental Panel on Climate Change. The U.N.-backed science panel’s reports on the causes and effects of climate change provide the basis for international negotiations to curb climate change.

Twitter last year introduced a Topic feature to help users find conversations about climate change and rolled out hubs of “credible, authoritative” information on an array of high-profile topics including the science backing climate change.

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◆ MOBILE BILLBOARDS ◆ SPECTACULARS ◆ DIGITAL BILLBOARDS NETWORK ◆ GANTRIES ◆ LAMPOSTS

## Unilever updates global principles on responsible marketing

Unilever has announced an update to its global principles for responsible marketing to children, raising standards for an increasingly digital world. According to a release by the multinational, Unilever will stop marketing food and beverages to children under the age of 16 years old, across both traditional media and social media.

Currently, in most countries in the world, the food and beverage industry restricts marketing to children under 13 years old.

Unilever's enhanced principles, which are industry-leading, include: Not targeting children under 16 years old with any marketing or social media communications, not collecting or storing data on children under 16, not using influencers, celebrities, or social media stars who are under the age of 16 or primarily appeal to children under the age of 16, providing clear and prominent disclosure of provisions to influencers and



limiting child appeal to influencer content and continuing to refrain from promoting our brands or products in schools, with the exception of participation in educational campaigns, when specifically requested.

Commenting on this, Matt Close, President Ice Cream, Unilever said: "Recognising the power that social media and influencer marketing can have on children's choices, we believe it's important to raise the bar on responsible marketing to a minimum age of 16 years old across both traditional and social media.

"By making these changes, our goal is to continue to reduce children's exposure to advertising from the food and beverage industry, and instead support parents to select appropriate treats, to be enjoyed from time to time."

The principles will apply across Unilever's food and refreshment portfolio, which includes ice cream. The deadline for brands to comply with these further enhanced principles is January 2023.

In 2003, Unilever was one of the first companies to apply specific measures for the marketing of its food and refreshment products to children, and the company has continued to lead in adopting new and improved principles. The last major update was in 2020 when Unilever announced it will stop marketing and advertising foods and refreshments to children under the age of 12 in traditional media, and under the age of 13 via social media channels.

Unilever's marketing and points of sale communications comply with all relevant country laws and regulations, as well as self-regulatory codes. In some countries, including for example the UK and Portugal, existing codes and laws mean that these new principles are already either partially met, fully met, or exceeded.

## Google seeks talented Africans to solve technical challenges on the continent



Tech giant Google says it's looking for talented, creative Africans that can help solve difficult and important technical challenges, such as improving the smartphone experience for people in Africa or building more reliable internet infrastructure.

It would be recalled that last October at a Google for Africa event, Sundar Pichai, the CEO, announced a plan to invest \$1bn over the next five years to support Africa's

digital transformation.

"This investment focuses on enabling fast, affordable internet access for more Africans, building helpful products, supporting entrepreneurs and small businesses and helping nonprofits to improve lives across Africa. In 2018 Google also opened an AI research centre in Accra, Ghana to help drive useful innovations," the global tech giant said in a statement.

Also commenting, Suzanne Frey, VP for products, said: "Google's mission in Africa is to make the Internet helpful to Africans and partner with African governments, policymakers, educators, entrepreneurs and businesses to shape the next wave of innovation in Africa.

"I am excited to welcome all Africans passionate about improving the digital experience of African users by building better products to apply for the open roles

at our first product development centre in Africa."

On his part, Nitin Gajria, Managing Director for Google in Africa, noted: "There are 300m internet users in Africa who are young, mobile-first and have similar patterns to mobile youth globally. By 2030, Africa will have 800m internet users and a third of the world's under-35 population.

"The potential for Africa to become a leading digital economy is right on the horizon and Google is committed to accelerating Africa's digital transformation through human capital and enabling "African-led solutions to African and global problems" through better products."

# THE NEW LOOK



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# Sustained growth in brand equity, extension and impact

**2Sure** is a premium product from the Seven-Up Bottling Company. In addition to being very affordable, the 2Sure Hand and Surface Sanitizer is an antibacterial/anti germicidal agent that is effective against germs prevailing in the body and environment.

It is suitable for hand and surfaces like tables, door handles, cabinets, kitchen table tops, fridge handles, stair railings, etc. It is offered in different volumes including 100ml (24 bottles per carton), 500ml (12 bottles per carton), 4.5 litres (2 kegs per carton), and 10 liters.

The brand which launched during the heat of the Covid-19 pandemic in 2020, was an instant success and its brand equity growth has been skywards, right from inception. Little wonder that it disrupted its segment and instantly grew into a leading brand in its category.

Apart from sustaining its brand equity growth, 2Sure has also grown in brand extension within a very short span of life. It has evolved from hand and surface sanitizers to championing the entire home and personal care segment with the additional sister products from the same stable such as 2Sure Dishwashing liquid, and 2Sure medicated and Antibacterial Soap, amongst others,

Significantly, 2Sure has continued to deliver on its promise to continually improve and protect the general hygiene of Nigerians by offering maximum protection against germs for a clean, healthy skin.

The home and personal care brand, has continued to make remarkable impacts on the lives and lifestyles of Nigerians and the Nigerian market

The brand has also supported and rewarded its teeming consumers through its diverse campaigns like the 'Be the Spec' and the 'No be wash' campaigns, which assures Nigerians of its unrivalled capacity to deliver on all its promises for all-round germ protection and care.

2Sure has also extended its scope of positive impact to sports as it supported the Lagos City Marathon last year, while this year, it supported the maiden edition of the Ogun Women Run 2022, which held in June, thus guaranteeing their maximum protection.







## Google removed 3.4B ads, suspended 5.6M accounts in 2021

As the digital world evolves, Google policy development and enforcement strategies evolve with it to prevent abuse. This has led to the blockage or removal of 3.4 billion ads, restriction of more than 5.7 billion ads and suspension of more than 5.6 million advertiser accounts in 2021, according to Google annual Ads Safety Report.

It takes screening and monitoring to make an ad-supported internet that allows everyone to access essential information and diverse content for free, according to Google.

The ad policies that Google enforced the most in 2021 ranged from abusing the network to counterfeit goods. For example, Google blocked 652.1 million ads related to abusing the ad network, 286.8 million related to adult content, 136.9 million related to trademark abuse, 125.6 million related to inappropriate content, and 75.1 million related to gambling and games.

The company also blocked 60 million ads related to healthcare and medicines, 58.9 million related to financial services, 44.2 million related to copyrights, 38.1 million related to misrepresentation, 32.6 million related to legal requirements, 20.6 million related to dangerous products or services, and millions more related to alcohol, dishonest behaviour, personalized

ads and counterfeit goods.

The company also blocked or restricted ads from serving on 1.7 billion publisher pages, and took site-level enforcement action on approximately 63,000 publisher sites.

The numbers provide insight into why Google pushes to advertise to verify their companies and purpose — not only advertisers, but also publishers.

The advertising policies that Google enforced the most in 2021 related to publishers range from sexual content in advertising to ads malicious or unwanted software.

For example, Google blocked 1.27 billion ads related to sexual content, 192.61 million related to dangerous or derogatory messages, 122.19 million weapons promotion and sales, 68.48 million related to shocking content, 35.93 million related to tobacco, and millions more related to alcohol sales, intellectual property abuse, malicious or unwanted software, and sexually explicit content.

There is also an ongoing fight against COVID-19 misinformation and abuse. Google blocked ads from running on more than 500,000 pages for violating its policies against harmful health claims related to the pandemic. Google blocked more than 106 million ads related to COVID-19.

## Starbucks finally exits Russia



Starbucks, the coffee company has finally decided to exit the Russian market and no longer have a brand presence in the far eastern country. The decision was conveyed on Monday via a terse statement by the coffee company.

The company which paused its operations and stopped shipment of its products to Russia in March said it “made the decision to exit the Russian market in a brief statement.

Employees in the country, which number about 2,000, will get paid for six more months and Starbucks will also help them look for new jobs outside of the company.

Starbucks first opened in Russia in 2007. As of March, it had 130 Russian locations, all owned and operated by a partner.

At the time, Starbucks’ then-CEO Kevin Johnson said “we condemn the horrific attacks on Ukraine by Russia and our hearts go out to all those affected.”

It should be recalled that last week McDonald’s announced it was selling its Russia business after operating for more than 30 years in the region. McDonald’s said that the “humanitarian crisis caused by the war in Ukraine, and the precipitating unpredictable operating environment, have led McDonald’s to conclude that continued ownership of the business in Russia is no longer tenable, nor is it consistent with McDonald’s values.”

Starbucks and McDonald’s both decided to pause their operations around the same time in March.



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# Pandemic raises 573 billionaires, deepens poverty gulf says report



VS



The Pandemic raises the number of global billionaires by 573, from 2095 in 2022 to 2,668; it has also deepened the gulf between the rich and the poor.

According to a report by Oxfam International, a British founded confederation of 21 independent charitable organizations focusing on the alleviation of global poverty, for every new billionaire created during the pandemic — one every 30 hours — nearly a million people could be pushed into extreme poverty in 2022 at nearly the same rate. So as “573 people became new billionaires during the pandemic, at the rate of one every 30 hours. We expect this year that 263 million more people will crash into extreme poverty, at a rate of a million people every 33 hours” says the report.

The report entitled Profiting from Pain further stated that “As the cost of essential goods rises faster than it has in decades, billionaires in the food and energy sectors are increasing their fortunes by \$1 billion every two days.

“Billionaires are arriving in Davos to celebrate an incredible surge in their fortunes. The pandemic and now the steep increases in food and energy prices have simply put, been a bonanza for them. Meanwhile, decades of progress on extreme poverty are now in reverse and millions of people are facing impossible rises in the cost of simply staying alive,” said Gabriela Bucher, Executive Director of Oxfam International.

According to Oxfam, Billionaires’ wealth has risen more in the first 24 months of COVID-19 than in 23 years combined. The total wealth of the world’s billionaires is now equivalent to 13.9 percent of global GDP. This is a three-fold

increase (up from 4.4 percent) in 2000. Unfortunately, this increase is not due to smarter, better, or longer hours of work but a result of the manipulation of economic indices

“Billionaires’ fortunes have not increased because they are now smarter or working harder. Workers are working harder, for less pay, and in worse conditions. The super-rich have rigged the system with impunity for decades and they are now reaping the benefits. They have seized a shocking amount of the world’s wealth as a result of privatisation and monopolies, gutting regulation and workers’ rights while stashing their cash in tax havens — all with the complicity of governments,” said Bucher.

“Meanwhile, millions of others are skipping meals, turning off the heating, falling behind on bills, and wondering what they can possibly do next to survive. Across East Africa, one person is likely dying every minute from hunger. This grotesque inequality is breaking the bonds that hold us together as humanity. It is divisive, corrosive, and dangerous. This is inequality that literally kills.”

Oxfam’s new research also reveals that corporations in the energy, food, and pharmaceutical sectors — where monopolies are especially common — are posting record-high profits, even as wages have barely budged and workers struggle with decades-high prices amid COVID-19. The fortunes of food and energy billionaires have risen by \$453 billion in the last two years, equivalent to \$1 billion every two days. Five of the largest energy companies (BP, Shell, TotalEnergies, Exxon, and Chevron) are together making \$2,600 profit every second, and there are now 62 new food billionaires.

Together with just three other companies, the Cargill family controls 70 percent of the global agricultural market. Last year Cargill made the biggest profit in its history (\$5 billion in net income) and the company is expected to beat its record profit again in 2022. The Cargill family alone now has 12 billionaires, up from eight before the pandemic.

From Sri Lanka to Sudan, record-high global food prices are sparking social and political upheaval. 60 percent of low-income countries are on the brink of debt distress. While inflation is rising everywhere, price hikes are particularly devastating for low-wage workers whose health and livelihoods were already most vulnerable to COVID-19, particularly women, racialised, and marginalised people. People in poorer countries spend more than twice as much of their income on food than those in rich countries.



## Audi appoints Ogilvy as new creative & strategic agency partner

By Abimbola Mohammed

Ogilvy has been selected by Audi of America as its new creative and strategic agency partner. The new assignment marks an expansion of the agency’s relationship with the German carmaker.

This marks an expansion of Ogilvy’s relationship with Audi globally as the agency is also working with Audi in South Africa, China, and Germany.

According to a statement on Ogilvy website, it will be responsible for developing innovative creative ideas that showcase Audi’s sustainable, inclusive, and innovative

Cont’d on pg 52





## Keeping the tradition of winning with Nigeria

**H**istorically, a Radler is a Bavarian beer mixed drink which consists of half German light lager (originally Munich Helles) and half sparkling lemonade (Zitronenlimonade). It is always served very cold and has a balanced taste with tart citrus undertones.

The first and only such drink in the Nigerian market is STAR Radler, which was launched into the market in 2015 by Nigerian Breweries Plc, Nigeria's pioneer and largest brewing company, and has since taken the market by storm.

Quintessentially, right from its inception in 1946 with the launch of Nigeria's first indigenous beer, STAR, Nigerian Breweries Plc has been consistent in birthing and brewing brand that will not only win in Nigeria; but will also always win with Nigeria!

Little wonder that over the last seven years of its presence in the Nigerian market, STAR Radler has lived up to its corporate parental heritage as it is stealing the show in its segment; and is shaping and re-shaping the segment with its consistently rising profile and brand equity, backed with qualitative and quantitative marketing communications as well as sustainability and corporate social

responsibility offerings.

Apparently intended for the health-conscious yet sociable, STAR Radler, has found cult followership among the womenfolk and those who favour the new out-going lifestyle without getting heavily into alcohol; those who are popularly referred to as the 'social drinkers'.

STAR Radler is a refreshing blend of STAR Lager beer & Natural Fruit juice flavours containing only 2% Alcohol. It is that unique choice for consumers who want some excitement in taste beyond regular beer. Available in 2 flavours of Citrus (blend of Orange & Lemon Fruits) and Red Fruits (blend of Citrus with Strawberry & Cranberry fruits) Star Randler is presented in a 45cl bottle and 33cl can.

The marriage of excellent product, exceptional packaging and sole-niche-player status; backed by NB Plc's corporate promotional machinery has, within a short time catapulted STAR Radler into a mega rand. It has become a shining brand in beer and bar culture. Given its undeniable quality and unique flavour, STAR Radler is effectively bridging the gap between those who love the fine taste of beer and those who enjoy lighter flavours, providing the right satisfaction for consumers.

To effectively position the brand

in the minds of its target audience, Kizz Daniel and BB Naija's Erica Nlewedim have been appointed Brand Ambassadors for STAR Radler. The duo, as the face of the brand, have been instrumental in strengthening its presence across Nigeria as they spearhead various innovative campaigns that align with the brand's ideals of promoting authenticity and originality as well as fun and excitement.

Last year, STAR Radler took a bold step in its brand evolution by unveiling its new sleek can. The new packaging is aimed at fitting the brand seamlessly into the trendy world of its consumers by refreshing them in style with a sleek can that delivers quality refreshment and matches their love for style and convenience.

This bold move shows STAR Radler's leadership within the flavoured alcoholic beer category and an endless commitment to connect and win the hearts of its consumers.

As the world and the nation finally acknowledge the denouement of the COVID 19 pandemic, and the bars and relaxation centres are now in full business, it is not unlikely that STAR Radler will have something for its numerous customers across Nigeria.

Will you join us in keeping our radars trained on the brand?

**Audi appoints Ogilvy as new creative & strategic agency partner**

customer experience while delivering the sophisticated design, technology, and performance the brand is known for.

At the time Audi said the new brand platform would “unite worldwide marketing activities from now on, while taking account of cultural and country-specific requirements.”

Tara Rush, Chief Marketing Officer for Audi of America, said: “With the launch of our global brand campaign, ‘Future is an Attitude,’ we are transforming and reshaping the perception of Audi in the U.S.”

“We are thrilled to welcome Ogilvy as our new creative and strategic agency of record. Together, we will bring to life an innovative, purposeful and electric future – a story we look forward to sharing with our Audi fans and customers.”

According to Devika Bulchandani, Global President of Ogilvy, he said: “Audi’s ambition to use the power of creativity to not only move their brand forward but move the automotive industry forward is inspiring. We’re honoured to be working with a team that is curious about the ways Audi can impact the world and is committed to building a brand from the inside out that is meaningful, human, and inclusive.”



**Apple promises to stop ‘Data Auction’**

By **Ibidunni Banjoko**

Apple, a leading technological company, has released a new campaign tagged, “Privacy on iPhone – Data Auction” to highlight its commitment to privacy on iPhones.

The new campaign has started running in 24 countries and will be translated in languages other than English in other select markets to reach a larger audience. The company will also place billboards in every country where the ad is running.

The ad basically highlights its ‘App Tracking Transparency’ feature that rolled out in April last year after much protest from Facebook’s Meta and ‘Mail Privacy

Protection’. Both features aim (or rather claim) to reduce sharing of data like email, location, and advertising Identifier with miscellaneous apps. Meta, the parent company of most-used apps like Facebook and Instagram, heavily relies on user data to feed personalised ads. Interestingly, Google has also released a new video to highlight its security features on the android operating system.

The Apple ad titled, “Privacy on iPhone – Data Auction”, begins with a female user discovering her ‘private data’ is being auctioned at an auction venue, a euphemism for a smartphone in this case. We can see data such as location, contact, and email ID are being auctioned to multiple buyers, a parallel for multiple apps on your device. The auctioneer amusingly justifies this data selling process as not “creepy” but as “commerce”.

Apple released a white paper last year where it pointed out that the average mobile app has six embedded. The company noted, “Trackers are often embedded in third-party code that helps developers build their apps. By including trackers, developers also allow third parties to collect and link data you have shared with them across different apps and with other data that has been collected about you.”

**McCann London gets second Chief Strategy Officer**



McCann London has headhunted Nusara Chinnaphasaen, a former Saatchi & Saatchi London planner, as the talent fit to partner with its chief strategy officer Lee Ramsay.

McCann London chief executive Polly McMorrow said the hiring “completes the

line of direction” of the “wonderfully diverse and discipline-independent” strategy department, which is headed by Chief Strategy Officer Theo Izzard-Brown.

While commenting on her new appointment, Chinnaphasaen said: “I want to bring inspiration and clarity to help brands navigate complexity in these fragile times. I look forward to partnering with Lee and being part of a strong team led by an empathetic leadership

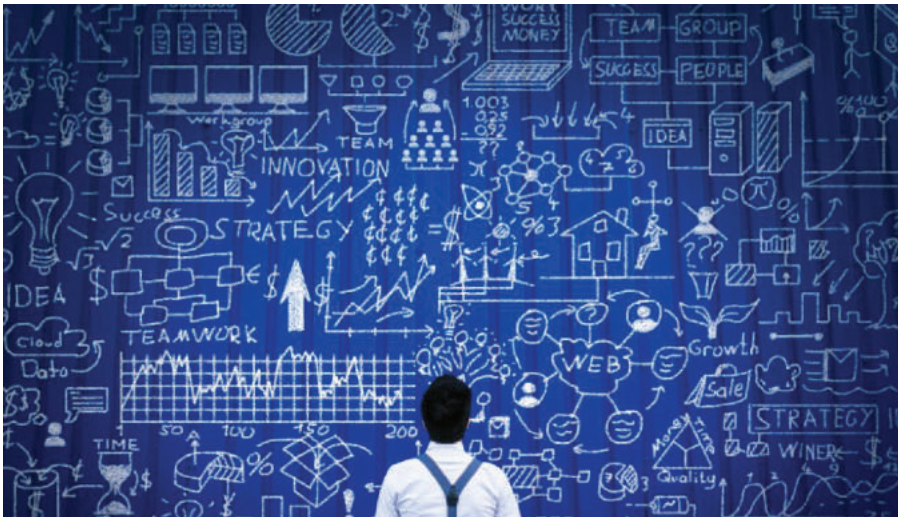
style.

Ramsay has been in charge of strategy since his promotion last year, having joined the agency in 2020 from Wieden & Kennedy London, where he led the communications planning practice for

brands including Nike, Sainsbury’s, and the Formula 1.

Ramsay said: “It has been noted by many, I’m sure, but a planner’s job is changing rapidly. Planners need to be comfortable with everything from a client’s data strategy to their dynamic creative ambitions – that means we need to continue to build a team accordingly. Nusara and I share this passion, and I am thrilled to partner with her on this journey.”

Nusara Chinnaphasaen brought a rich experience in brand management to bear on her new role. She was director of global planning at Wieden & Kennedy Amsterdam for six years before leaving to take on the role of co-head of strategy. She has also worked for clients such as P&G, Uber, Google, Airbnb, and Visa over his 20-year career. Born in Bangkok, she is proud to be Thai and has worked in five countries on three continents, including a stint at Cramer-Krasselt New York.



## Big Tech among the biggest advertisers in the world

Alex Brownsell, Head of Content, Warc Media, and author of the report, said: “Big Tech businesses have come a long way from being ad investment sceptics, to ranking among the biggest-spending advertisers in the world. As their dominance of the mobile-first digital commerce marketplace increases, so too their share of total global ad spend is likely to grow.

“It underscores that, while digitally-native brands can succeed in the short-term without the support of ad spend, long-term success often depends upon a willingness to invest in performance-enhancing and brand-building advertising.”

### Amazon: world’s biggest-spending advertiser

In 2009, Amazon founder Jeff Bezos infamously asserted that “advertising is the price you pay for having an unremarkable product or service.”

Fast-forward to 2021 and Amazon invested \$16.9bn in ads (+55.0% year-on-year), the most ever spent by a single company within a 12-month period.

However, Amazon’s expenditure model appears to be self-funding: investment in advertising helps Amazon to draw shoppers to its e-commerce platform, which in turn increases the revenue it gains from retail media ads – as well as ad spend on products like Twitch and Freevee.

### Alibaba – second largest advertiser

The second-largest advertiser within Big Tech is Alibaba, which invested \$8.8bn

(+84.4%) in 2021.

Fuelled by China’s flourishing e-commerce market, Alibaba has grown its share of total spend in the Big Tech category from 2.9% in 2014 to 19% in 2021 – exceeding Google-owner Alphabet in total ad investment (\$7.9bn, +47.0%) for the first time.

Microsoft – lowest commitment to advertising

Among the companies analysed by Warc, Microsoft shows the lowest commitment to advertising. It invested \$1.5bn in 2021, a sum that has remained stable since 2016.

However, this may change in light of the prospective acquisition of gaming company Activision Blizzard and Microsoft’s growing ambitions in the metaverse space.

### Growing revenues at a remarkable rate

While Big Tech companies are investing vast sums on advertising in absolute terms, these platforms are also growing revenues at a remarkable rate.

In many cases, Big Tech brands are investing a lower percentage of total sales in advertising. These businesses do not feel bound by rules to maintain levels of ad spend relative to total sales, as one might find in categories such as CPG or automotive.

The notable exception is Facebook-owner Meta, which has accelerated its ad investment. Meta’s ad spend as a percentage of sales has grown from a mere 0.8% in 2017 to 2.5% in 2021.



## DMG names Sean Walsh as Chief Brand Officer, Head of U.S. Operations

DMG Media, the parent company of the Mail Newspapers, MailOnline and DailyMail.com, has appointed Sean Walsh as its Global Chief Brand Officer and Managing Director of U.S. operations. In these roles, Walsh will be responsible for all global communications for DMG Media brands—and assume additional responsibility for the day-to-day running of the U.S. operation.

Congratulating Walsh on the new role, Rich Caccappolo, DMG Media CEO, said: ‘Sean has done a phenomenal job of helping make Daily Mail a household name in the U.S. and Australia over the past eight years. He has championed our news brands to build DailyMail.com and MailOnline into global digital powerhouses. Sean has been a great executive partner to me for many years—and his expanded responsibilities will assist me as I continue to transition from COO, MailOnline to CEO, dmg media.’

Commenting on his new appointment, Walsh said: “DMG Media is the home of the world’s most iconic media brands that continually set the global news agenda. It’s a privilege and an honor to undertake this exciting new role, working alongside our talented teams as we deliver the latest news to our readers across the globe.”

The appointment which takes immediate effect will see Walsh frequenting DMG’s other offices in London, Los Angeles, and Sydney while he remains based in New York.

Wavemaker


**audible**  
 an amazon company

# Wavemaker consolidates global media account with Audible

By **Abimbola Mohammed**

**A**mazon's Audible Inc., an audio services company, has appointed GroupM's Wavemaker as its new agency of record for paid media worldwide, effective immediately.

According to COMvergence, a research firm, the annual billings on the account are estimated at \$475 million. For U.S. spending is approximately \$125 million with nearly \$80 million of the total earmarked for online channels.

Audible is headquartered in Newark, NJ and operates in 10 markets: US, Canada, UK, Spain, France, Italy, Germany, India, Japan, and Australia.

Wavemaker's appointment follows a global consolidation review led by Cynthia Chu, CFO and Growth Officer and Susan Jurevics, EVP, Head of International. Audible retained media and marketing consultancy ID Comms to assist with the process.

According to a statement by Cynthia Chu: "Wavemaker's energized approach to media will help Audible reach many more potential customers around the world and their global background will bring a nuanced, individualized approach to each marketplace in which we offer our service."



## WPP taps LJ Louis as Global Chief Talent and Inclusion Officer

By **Ibidunni Banjoko**

**T**he creative transformation company, WPP has appointed LJ Louis to the newly created role of Global Chief Talent and Inclusion Officer, based in New York and reporting to WPP Chief People Officer Jennifer Remling.

LJ will be responsible for growing and enhancing WPP's DEI, Talent Management, Talent Development and Talent Acquisition strategies across the organization. She will oversee global initiatives to foster a workplace environment grounded in inclusion, equity, belonging, growth, development, engagement, accountability, and in line with the company's racial equity commitments announced in June 2020. She will also act as strategic advisor on global DEI strategy to WPP's leadership team.

Named by Comparably as one of 50 Impactful DE&I Leaders Driving Change, LJ brings a wealth of experience to WPP having led talent acquisition and inclusion efforts at some of the world's best-known companies. She joins WPP from WeWork where she held a similar role and led global teams responsible for talent acquisition, talent management, employee experience and recognition, talent operations and employer brand.

Prior to WeWork, LJ was Vice President, Head of Global Leadership Talent at L Brands, where she was recruited to establish and lead the company's efforts to recruit executive,

leadership-level talent.

Commenting on the appointment, Jennifer Remling, Chief People Officer at WPP, said: "We're committed to ensuring the best possible experience for all our people – so they can build meaningful, fulfilling careers. With a wealth of experience fostering inclusive cultures that attract the very best talent, LJ is the perfect partner to help us on our journey to unlock the creative potential in every WPP employee."

LJ Louis said: "WPP is an industry-leading organization with some of the most creative minds from around the world. I am thrilled to be joining Jennifer and the rest of the team to support WPP's commitment to embed DE&I into everything they do – from hiring through to retention and growth. Advancing diversity and equity should be at the forefront of strategy for all companies, and I look forward to joining WPP as it takes crucial steps to achieve this."

CEO of WPP, Mark Read also said: "I'm delighted to welcome LJ to integrate our DE&I and talent strategy, alongside Jennifer. LJ has a remarkable track record of driving successful talent acquisition strategies and initiatives in the DE&I space. I'm confident LJ will play a pivotal role in helping us build better futures for our people, clients and communities."

# LIA offers 25% off entry fees, Emerson recounts Vegas experience



The LIA entry system opened recently and early bird entries were to receive a 25% discount off the standard entry fees up to 15th June 2022. All entries must be finalized by this date to take advantage of the 25% discount. Standard fees will apply from 16th June until the entry system closes.

All work submitted must be broadcast, published or released with client approval between 1st July 2021 and 31st August 2022.

Recounting his Las Vegas experience in an article which he titled “What happened

in Vegas didn’t stay in Vegas”, Digital Creative Director, DDB Colombia, Emerson Yepes Garcia said: “As everyone knows Creative LIAisons takes place in the “Sin City” and they say that what happens there, stays there, but I decided to bring with me everything I knew, heard and lived: so

I brought friends from all over the world, I brought the conviction of thinking big and doing global work, I brought some tips to surprise the juries in the judgments (or at least not let them fall asleep), I brought that desire to experience the industry from different positions, I brought the certainty that my ideas can take me very far and the most important thing is that I brought my own vision of the industry, which would be my goal throughout my career.”

“When I attended LIAisons in 2014 I was a senior digital copywriter at DDB. After that I have had a career full of

change and growth. I’ve worked for major networks including TBWA, MullenLowe, and Publicis. I was fortunate to win local and international awards. I worked on incredible projects and brands that today fill me with pride.”

“After all this, I returned to DDB as digital creative director, where I worked alongside people I greatly admire, such as John Raúl Forero, Paola Aldaz and Borja de la Plaza. Here I found the possibility to be part of digital, technological and innovative projects that I am passionate about and that are part of that vision that I was telling you about a few paragraphs above. Now, in addition to working for important local and global brands, I am part of the growth of new and innovative startups in the region.”

“In conclusion, each LIAisons experience was a different creative universe, each speaker came from a different sector of the creative industry, which helped me develop the vision I am talking about. For all of this it was an experience that I remember with great affection, so I was not going to allow it to stay just in Vegas and I would love to repeat the experience as a speaker or juror.”

This year, the Las Vegas judging will be held from 29th September 2022 to 7th October 2022. Winner will be announced 8th November 2022.

## Dentsu International grabs Heineken’s USA media account

By Abimbola Mohammed

Heineken USA has selected Dentsu International for its media duties after it parted ways with Canvas Worldwide, which handled the media duties for the foremost Netherlands-based beer makers since 2018.

The move effectively consolidates the global Heineken media account with Dentsu as part of a broader agency shakeup that included awarding creative to Publicis Groupe.

With the award of the brewer’s U.S. account, Dentsu will handle media duties globally for the brewer, including its flagship brand as well as Dos Equis and

Tecate.

Heineken USA spends about \$200 million annually on measured media, including an estimated \$120 million for traditional and \$80 million for online according to agency research firm COMvergence.

A statement by Heineken USA spokesman reads: “As part of a global consolidation, we have made the decision to change media agencies after working with Canvas Worldwide for the past 3 years.”

“We achieved together and wish them all the best. Our new US media agency will

be Dentsu International. They are already an integral part of the global Heineken family and we are very excited to welcome them to Heineken USA.”

According to Paul Woolmington, CEO Canvas Worldwide in a statement: “We are proud of the relationship and work. It’s a bummer to lose to a global consolidation. Canvas is standing strong though and ready for the next exciting challenge.”

Canvas WW was awarded the account in November of 2018. The account had previously been with Publicis Groupe’s Starcom. Publicis continues to handle worldwide creative duties for Heineken.

dentsu  
international



# Brands with amazing 2022 Mother's Day campaigns

By Abimbola Mohammed



**M**others' Day, which is celebrated every 8th of May, has always been a great time for brands to launch ad campaigns that can move people and thus make them feel connected. Marketers are constantly finding ways to inspire their audience with great content that speaks directly to the heart of the consumer, and some leverage special days like Mother's Day as opportunity to reach out to their consumers, using campaigns that evoke laughter, tears, emotions to relate mothers' sacrifices through the art of storytelling.

As consumers' desires constantly change due to many factors ranging from social media, technology, climate change, beliefs and more, so are brands and marketers looking for innovative ways to meet up with demands of their target audience.

Here are a number of brands that leveraged Mother's Day 2022 celebration to bring about change, using amazing and creative approaches to win consumers' minds.

Ahead of Mother's Day on Saturday, Burger King in Germany released a new campaign with a new menu item, "The Pregnancy Whopper", using the different popular pregnancy cravings in Germany to make the burger.

Amazon, the biggest E-commerce

platform released a beautiful campaign with the theme: 'Have a look'. It not only shows how a loving mother is fulfilling the responsibility of a working mother but also how she is making her own path in a place that is termed as the man's world. The woman in the campaign was seen kissing her child before heading out in her scooter. Slowly, it shows that she is a delivery executive and is seen delivering big packages to different places. People seemed shocked and surprised to see her while many gave her sweet and encouraging smiles. The advertisement, in the end, shows that they are called trailblazers as well as moms.

Shoppers shop, an online shop that provides different brands of clothes for everyone, has come up with quite an interesting ad for their mother's day campaign. They are showing mothers here being cool and accepting and encouraging their children with their choices in life. They released three commercials altogether. One of the commercials shows a young man playing video games, suddenly his mom came and he thought she was going to scold him for playing games late at night. At the turn of events, the mom said that she will also play with him.

KFC also came up with a print campaign of a pregnancy strip that shows positive lines to indicate that a soon-to-be mom.

According to KFC, it wanted to give a very original message to all mothers and future mothers on their day in a way that only the brand could do. The campaign was created by KFC's ad agency, Mass Digital.

Dove came up with a campaign titled 'Deepfake Mom's'; the campaign speaks about toxic beauty advice on social media that has become so common that girls don't even know it's toxic. So, Dove decided to put the same advice into the mouths of the people they trust the most, their moms.

Oppo Mother's Day campaign was shot in Ho Chi Minh City, Vietnam, featuring a Filipino family & Tibetan. It is quite a unique mix of Asian cultures.

The ad narrates a popular Vietnamese proverb that says, "Nothing can compare to rice and fish. Nothing can compare to a mother and her child." Even if you're not a fan of fish, we can all agree, a mother's love is just as important as the food that sustains us.

"For this Mother's Day, we wanted to portray motherhood in its most heartfelt & genuine form. In our latest ad for the Oppo Reno 7 Pro, director Tsering Gyalthang introduces us to the Balgaso Family, who decide to re-enact memorable photos of their mom from childhood," Oppo said.





# Why Twitter amplify is becoming the first stop for fans

**T**he video landscape is growing ever more fragmented and is changing as rapidly as consumer behaviors. People have more and more options of platforms to watch premium content, which makes reaching these audiences more complex than ever before. As viewers shift between devices, platforms, and content formats, brands are faced with the challenge to keep up and reach their audiences where they are.

In this age of audience fragmentation, Twitter can act as an agent of connection. More and more, fans are turning to Twitter for real-time highlights, recaps, and exclusive content that allows them to connect more deeply with the live TV events and shows they love, as well as with their fellow fans.

Twitter's role as TV viewers' "second screen" of choice is of particular interest to brands. For example, ratings typically decline during commercial breaks, but a Nielsen Custom Analytics study commissioned by Twitter in October 2021 found a 21% lift in tweets during commercial breaks across live TV sports and award shows.<sup>1</sup> By extending their investment to Twitter during these instances, advertisers can ensure their audience is seeing their messaging, no matter where they turn their attention.

As these behaviors continue to evolve, not only is Twitter solidifying its role as the second-screen companion to both live and on-demand TV, it is increasingly becoming the "first scroll" for viewers who may have missed the linear broadcast. Daily video views on Twitter (as defined by the Media Ratings Council, those with at least two seconds of viewing) are up 13% in Q1 2022 versus Q1 2021.<sup>2</sup> And with this increase in daily video views, Twitter has been able to develop a deeper understanding of the motivations behind video consumption, specifically around TV: 59% of people surveyed say that they watch TV highlights specifically on Twitter.<sup>3</sup>

Fans gravitate to Twitter to watch video highlights for a variety of reasons, one of them being the variety of premium content—61% of people on Twitter watch content daily because of the variety of content.<sup>4</sup>

New opportunities for advertisers

Twitter's ability to extend and amplify the live TV viewing experience is key to driving incremental reach across all demographics, including capturing younger, harder-to-reach audiences: According to Nielsen's Total Ad Ratings Meta-Analysis, commissioned by Twitter, the platform delivered a 39% average incremental reach to TV across all campaigns for ages 18-24.<sup>5</sup> This is a critical metric as brands adapt strategies to reach consumers where they are spending their time: tuning into their timelines.

According to an agency investment leader, "Twitter and social video should be a part of each client's video mix to complement reach and frequency in support of the larger linear/CTV strategy. An example is how complementary their inventory is to award show tent poles, live sports, or being around the conversation. Twitter will start to evolve as a key partner as more and more budgets weave off linear and onto OLV platforms."

While fans may be scattered across devices and platforms to watch TV, they congregate on Twitter to talk as fan communities and watch complementary content. These communities are also very receptive to brands. Based on a Twitter Insiders survey, 64% of people on Twitter like it when brands join the conversation surrounding TV shows and 61% agree that brands partnering with TV shows makes them more relevant.<sup>6</sup> According to another Twitter study, 52% of people who watch TV highlights on Twitter do so because they want to see what brands are posting about these highlights/video clips.<sup>7</sup>

Source: Adage.



# Climate change: A call on creative educators to drive real change

The lukewarm outcomes of COP26 last year confirmed the reality of relying on the world's leaders to address the climate emergency. Notable failures, such as the UK conference presidency failing to meet its own target to “consign coal to history”, highlight governments’ lack of urgency and action. More than ever, it’s time for individuals and institutions to step up.

And it begins with education. From emerging talent to industry icons, creatives across the board never stop learning. It is a lifelong process that makes us better practitioners, arming us with the tools to tackle the challenges of today and carve out a more sustainable and inclusive tomorrow.

From universities like the University of the Arts London that serve as bases of creative knowledge and research to industry-linked initiatives such as D&AD Shift with Google that nurture untapped talent from underrepresented backgrounds, creative education, in

particular, has the power to be a catalyst for change.

This is partly because our students are a generation who will live with the consequences of climate change and for whom this crisis is personal and visceral. It is also because creative education provides a space for exploration, ideas, and ambition, largely free from commercial constraints, that encourages imagination and innovation.

This is a powerful combination and creative education has a responsibility to harness this for positive change, to equip students to develop as eco-literate, responsible, and resourceful practitioners, to navigate uncertainty, and to be change agents. And so, a transformation is underway.

It has started with reframing what we mean by “good” design, away from aesthetic sophistication, conceptual brilliance, or economic impact alone, towards responsibly resourceful processes and outcomes that also consider the

impact on the human and non-human.

This involves adapting and introducing a new curriculum and rewriting the learning outcomes and objectives against which student work is assessed, using the Sustainable Development Goals set up by the United Nations General Assembly in 2015, and adopting the Unesco cross-cutting competencies, which are an interpretation of skill sets needed to enact the goals.

By foregrounding reflective and cooperative practices and building the climate conversation into educational experiences from the ground up, education is driving change, fostering the next generations who are equipped with the tools to tackle the challenges of today, carve out a more sustainable and inclusive tomorrow, and prioritise the planet and people over profit.

But there is something else. Creative education plays a critical role in cultivating our capacity to imagine. In his book *The Great Derangement*, Amitav Ghosh identifies our “imaginative failure” in the face of global environmental emergency, which he qualifies as “our inability to grasp the scale and violence of climate change”. While he is referring specifically to the imaginative failure and role of fiction, the implication for wider creative practice is clear.

Artists, designers, and creatives are storytellers too and must play a part in this collective imagining and the shaping of cultural change, at scale. The climate crisis requires creatives to show and share how we can imagine the unimaginable, imagine possible solutions and imagine different forms of existence.

The challenge for creative education is to continue to evolve pedagogies and practices fit for future purposes in a world in crisis, and to continue in the face of increasing extremity, to create the conditions for imagining. The challenge education passes to the industry is to value, apply and amplify the transformational skillsets and mindsets of these young creatives, and to learn from them and with them. Education is driving change, and it is the next generation who will change the world. Their futures depend on it.

*Source: Campaign Magazine.*

# Don't let fear be your team's underlying emotional current



The way marketing leaders behave directly influences their teams. Positive CMOs are more likely to get their teams to deliver positive outcomes – and the same is true at the other end of the scale.

Here's a question for CMOs. Are emotions part of marketing?

Well, what kind of question is that? The answer has been obvious for decades, made explicit by the work of academics like Daniel Kahneman, with his 'System 1, System 2' theory, showing how the automated, primitive part of the brain makes the real decisions. And bolstered, come that, by the tenets of the evidence-based school, which deem that low attention processing characterises purchase decisions and that consumers give scant rational consideration to picking up this brand or that.

Emotions drive decisions, the argument runs – even trivial consumption decisions – which means consumers' emotional connection with the brand is tantamount to marketing nirvana. In this paradigm, emotions aren't merely part of marketing, they're its motivational essence.

All is well and good, except my original question was a bit more nuanced than that. Sometimes we have to think inwards as well as outwards. So: as a CMO, do you believe emotions are an important consideration in your internal marketing culture? In your working relations? In your team dynamics? If you hire marketing people for their minds – their analytical skills, their rigour, their imagination – does it matter what kinds of emotions come along with them, or what kind of emotional environment they might find themselves

in, either at the office or over Zoom?

I have seen all too often cultures where the underlying emotional current is one of unease, at best, or fearfulness of failure at worst.

Another, very different, shaft of academic enquiry has delved into this question – and carved out a seam of theory which has become known as the 'affective revolution'.

'Affective' is academia speak for 'emotional', and the reason it is deemed revolutionary is that, for eons, emotions in the workplace were seen as just noise or as troublesome elements that got in the way of the real business of cognitive precision. Since about 1990, though, that has been shown to be some way off the mark.

Emotional contagion

One of the pioneers of the sub-discipline was the Wharton Professor of Management Sigal Barsade, who died of a brain tumour in February this year, at the age of 56. In a New York Times obituary, she was feted as the academic who "argued that it's OK to show emotions at work".

One of Barsade's most enlightening contributions relates to the concept of emotional contagion. To a remarkable degree, what one person is feeling within a working group can be not just perceived but internalised by those around them, so they start experiencing it, too. As she phrased it, "We are walking mood inductors" – and the consequences can be good or bad.

In one experiment Barsade assigned the same task to different groups but, unbeknown to them, had arranged for an actor to be in each of them. Although that person's verbal contributions would be consistent, they would vary their emotional body language group by group – leaning forward and smiling in one, leaning back and scowling in another. Both positive and negative emotions proved to be contagious but, significantly, the positive-emotion groups came to a consensus faster and with less conflict.

Barsade also took issue with the perception of emotions as noise. "Emotions are data" is one of her many arresting axioms – because they can tell us how a person is thinking and, more importantly, how they are likely to behave.

The real question here is why more of us – not just CMOs – don't come into our daily marketing work zones ready to infect others with our positive, generous, life-affirming emotions, while we can.

But some of her most insightful original research was achieved in the years before her premature death. In a co-authored 2019 paper, she explored the roles of group hope and group fear in businesses that were facing serious difficulties, to assess which was more likely to achieve an 'escalation of commitment' to the troubled venture. In an interview that year she summed up the findings in three words: "hope trumps fear".

That might be something CMOs might want to think about. I have seen all too often cultures where the underlying emotional current is one of unease, at best, or fearfulness of failure at worst.

How is it that CMOs who preach the gospel of empathy when it comes to consumer understanding can be oblivious of the tensions they themselves are seeding within their own workplace, even when it's written on everybody's faces? In good times, but particularly in bad, a more smiling, positive leadership emotional palette can make as much difference to the team as virtuosity in the discipline.

Marketing teamwork

As I trawl through Professor Barsade's work, which I came across as part of the research for a book I am writing, I am given to waves of emotion myself. Watching her in a Wharton interview on YouTube, filmed in mid 2020, shortly after her diagnosis, is an experience both saddening and sobering. Uplifting, too, though, as you are drawn by her eloquence, scholarship and enormous passion for her subject – which is, itself, contagious.

Barsade's output, and that of the affective revolution school, was not, of course, confined to marketing but spoke to the workplace more generally. But I would argue that it impinges more strongly on marketing than other disciplines because we are all about teamwork, and because we often have to make exposing, non-linear decisions that require high-stakes personal judgement. Who needs undercurrents of fear or anxiety, when it is tough enough already?

So, I suppose the real question here is why more of us – not just CMOs – don't come into our daily marketing work zones ready to infect others with our positive, generous, life-affirming emotions, while we can.

Source: *MarketingWeek*.



# NIGERIA: Losing the brand equities of nation-state?

**T**ime there was when the name, Nigeria, was tantamount to 'black power', the land of 'milk and honey', and the 'pride of the African continent'. Then Nigeria was coveted in the comity of nations as its currency was strong, its economy growing and so its national influence.

Nigeria's brand equity was positively strong such that one of the first questions an African was asked on getting to Europe or America was whether he was a Nigerian or Ghanaian. Wittingly or otherwise, the Nigerian brand, immediately post-independent, benefited from the competition and drive for development brought about by the federal system of government which was operated. That was the time when Western Nigeria, one of the three federating regions that made up the Federal Republic of Nigeria, brought the first television station in Africa to Nigeria and implemented a mass education programme termed, free Education, among many such developmental strides. The Eastern and Northern regions, the remaining two, were similarly developmental.

The military coups of the 60s, 70s and 80s saw a dent in the perception of the Nigerian brand as the unitary structure introduced by the military and other such policies killed competition, and innovation and turned the federating units, now states, into rent-seekers rather than centres for productivity and innovative wealth creation. Things degenerated further in the 80s with the introduction of the Structural Adjustment Programme (SAP) by the Babangida administration which plunged the economy into a recession.

The attendant result of the loss of creativity, innovation and productivity was the ebbing of the nation's brand equity. The Abacha years when Nigeria became a pariah nation signalled the nadir in the nation's reputational loss and brand equity depletion.

The efforts to rebuild Nigeria's reputation and equity commenced anew in 1999 with the return to democratic rule. The decision to have Olusegun Obasanjo lead Nigeria and concede the presidency to the Yoruba of South West, the kinsmen of MKO

Abiola, winner of the annulled 1993 presidential election which was adjudged the freest and fairest in Nigeria, all bore the imprint of brand management. Obasanjo's 'baba' positioning in global politics, efforts at corruption fighting and running a private sector-led economy seemed to pay off in Nigeria's image management. This was evinced by the foreign direct investment portfolio in Nigeria, economic revival, global interest in the country and the subsequent debt forgiveness by the Paris Club.

However, recent developments have led to Nigeria's brand equity plummeting to an all-time low, even beyond the level of the Abacha years. Starting from the waning years of President Goodluck Jonathan's administration, a period reputed for financial graft and lack-lustre performance so much so that he was termed 'clueless' to President Muhammadu Buhari's even worse handling of the nation; the last twelve years have seen Nigeria pulled down on its knees by insurgency, insecurity, corruption, nepotism so much so that Nigerians in war-torn Ukraine would rather die there than come back home.

The situation is so bad that were Nigeria to be a commodity brand, most Nigerians would not patronize it.

Thomas Hobbes the philosopher, in his theory of the State has said that man, entered into a contract with the state to avoid the chaotic condition of constant fear where life was 'solitary', 'poor', 'nasty', 'brutish', and 'short' and secure self-protection and self-preservation, and to avoid misery and pain. For these, he surrendered to the suzerainty of the State. It, therefore, follows that whenever the state is unable to provide security, it has failed to fulfil its part of the contract thereby leaving the man to look elsewhere for protection. The new rearing of the Biafran flag and calls for Oodua State should therefore be understood from the Hobbesian perspective.

It is a government that is alive to the responsibility of protection of lives and property, giving all citizens a level playing ground to realise their potentials and rebuild the Nigerian brand anew that can stem the tide.

And 2023 seems to be the deadline.

# Nwanne Di Uto campaign, clarion call for Igbo unity

**O**bu'ro etu mmadu ji gbu agazi na ahu ka'oge ji gbu agizi nor na'anya', so says an Igbo adage that is translated – when you kill a fly on your body you do not use the same vehemence and energy when the fly is perched near your eyes. The adages enumerate the wisdom behind using diplomacy to manage sensitive issues rather than resort to violence which can sometimes manifest into self-inflicted pain.

The current violent situation being reported in the South-Eastern part of Nigeria is one of those, abnormalities initially unknown to Igbos, where a lot of diplomacies are required to establish a lasting resolution in the once very peaceful and well-known home to one of the most industrious people in the planet.

No matter the reason behind the spate of violence, one fact remains eternally true – 'an idle hand is the devil's work shop.' Known for hard work and meritorious individual achievements, the Igbos undoubtedly have done well in providing employment and infrastructure for themselves.

Many believe since the Igbos are the major importers and exporters of goods in and out of Nigeria if the ports in the Niger-Delta region are renovated and upgraded the Igbos could turn the SouthSouth and South-East regions into major business hubs just like Lagos. Ports such as Warri, Sapele, Koko, Burutu, Degema, Calabar, and Toki are within the catchment areas of Igbo land and will organically spark growth and provide employment for people in the two regions.

This could also crash the cost of goods and reduce inflation in the country as the cost of transporting goods from Lagos, an extreme edge of the country, to other parts of the country would drastically reduce to the benefit of the consumers if more centralized and alternative ports are accessible. Igbos are known as builders and blessed with entrepreneurial skills.

This talent in business has seen many young Igbo Boys benefit from the popular Igba Boi initiative.

The initiative is a subset of the internationally acclaimed Igbo Apprenticeship Scheme that is currently being studied by various first-class universities around the world such as the Harvard Business School. The Igba Boi initiative has received overwhelming support from Hero Lager, a product from the stables of International Breweries, a proud member of the world's biggest brewer with more than 400 beer brands, AB InBev.

Hero Lager, popularly called, the pride of the East and "O'Mpa", is a cultural brand mostly preferred by Easterners and those who appreciate quality beer. The Igba Boi scheme being supported by the lager brand has seen many Igbo apprentices receive millions to start up their businesses as graduates from the tutelage of their trade master.

This has reduced unemployment among the Igbos and empowered many more that depend on the success of the beneficiaries of the Hero Igba Boi initiative.



Hero Lager Nwanne Di Uto campaign which was launched recently in a brilliant style promotes unity amongst the Igbos because without peace and love there would be no thriving community or business. The campaign is tagged 'Nwanne Di Uto', which means – 'Brotherhood is Sweet'.

Nwanne Di Uto brought together Igbos from various walks of life in one location where they all embraced one another in unity and love. The Igbo brothers were reminded of their rich identity as Igbos and musicians from Igbo extraction such as P-Square, IllBliss, Zoro, Nkem Owoh, and White Money, among others, performed and thrilled the large crowd of Igbos.

Nwanne Connect, a fore runner to Nwanne Di Uto, is the celebration of the Igbo legacy of brotherhood. Hero Lager brand is known for celebrating the Igbo culture, promoting brotherhood, kinship, hard work and culture. Nwanne Connect is riding on the heels of a successful Ahagiefula! meaning 'May Your Name Never Be Forgotten' campaign, organized last year by Hero Lager.

Nwanne Di Uto brought together Igbos within and outside Nigeria. It served as a highly needed soothing balm to Igbo land. Nwanne Di Uto seeks to remind every Igbo man, the peace-loving people from the East of the benefit of living together in peace and love and more importantly as brothers.

Igbos symbolise heroes everywhere they go. It is said that wherever you travel and you cannot find an Igbo man living there, then no one can survive in that environment, leave while you can.

Igbos add value to any community they live in and it is also said that after the host indigene of every community in Nigeria the second largest tribe is the Igbos because Igbos are the most peaceful and embracing visitors. Igbos need to bring back some of the peace home.

# Advertisers' strength is in knowledge, not budgets

## – ADVAN President

Osamede Uwubanwmen is the President of Advertisers Association of Nigeria (ADVAN) and Regional Vice President, Africa, World Federation of Advertisers (WFA). He is an exceptional commercial thought leader, with marketing and media communication experience, and a seasoned sales and financial services professional, with over 20 years track record of successes, in providing cutting-edge, result-oriented solutions in brand marketing and media communication, FMCG sales, financial management and banking operations. He brings all of these and many more to bear on his views on issues relating to the marketing communications industry in Nigeria and the association which he presides over, among other things, in an exclusive interview with *MARKETING EDGE's* FELICIA NWOSU and OGHALE MAFURU. Below is an excerpt of the interview

### **H**is assessment of the Marketing Communications industry in Nigeria

My assessment is that we are work in progress. We understand the basis and so when you get the basis regarding the consumer, the things around delivery and execution is where we need to get better at. So, I will say we are work in progress; I will say we have been able to do lot. When you hear about Nigeria's top brands, there is a group of people like us ensuring that those names are in your head and in your mind all the time. You know that when you buy a product off the shelf, basically you are buying the brand promise, trust, purpose and what we have been able to assure you. I will say the industry is good; but I will also like to encourage our members to do more. Sometimes when you tell people they are doing well, they feel relaxed. I am always good at challenging people; so I think they should do better.

Like I said earlier, we understand the basics. If, for instance, you talk to a marketing person, he should be able to decipher who his target market is. He could segment them; he could even go as far as knowing their daily life. That is how good we have become. So, we can say where will customer X be at 12 o'clock? What would he be doing at 4 o'

clock? That is how deep we have gone into the knowledge of our customer which is the basis of marketing, using all the different Ps and all that.

Thus, the team is strong in Nigeria and we are acknowledged even when we have counterparts from outside to come to work in Nigeria. They always look at the market and say yes you guys got what it takes and all that. Also being on WFA as Vice-President representing Africa, we have interactions and they always see Nigerians as going well and doing well. Locally and internationally, we have been able to show our worth. Therefore, I think the industry is where it should be and can be more.

### **His assessment of the industry in terms of value delivery and contribution to the nation's GDP**

The value is there, though we have not been able to put an amount to it because I believe that even in the Europe and America what \$1 of IMC does to the GDP has been calculated. We have not been able to do that; so it is something that I think our regulator, APCON is really looking at in conjunction with other sectoral bodies. We will try and get the figures so that Nigerians will understand that for every one naira you put into advertising, marketing communications or whatever, what it does in the greater ecosystem in terms of GDP. For example, when you spend

an advertising naira, may be on a running ad on a TV station, then that TV station pays salaries; people then use their salaries for other stuffs. Maybe somebody is setting up a business from the salary he had received, etc. Therefore, you see the ripple effects. It does not end as one naira to the GDP, it becomes multiple.

In terms of value, like I said, the big brands you hear about is because we are delivering values. It is the message, the promise that people buy into, that is fulfilled when they buy the product. You go out there; you deliver value by saying what the brand stands for. This is how it is used; this is how it is produced. You can decide to go into a product ad as against an emotional ad. The bottom line is that we have been able to deliver value and that is why you hear a lot about big brands in Nigeria and people know a lot of brands in Nigeria because we have been able to get the message to where it ought to be. In terms of value, therefore, we are doing it and I just want us to get better at it.

### **On some of the challenges that exist in this industry; and how practitioners are responding to them.**

Challenges in the industry, for me, will be data. It is not only in our industry because we need more data. Good enough, even the



**Osamede Uwubanwmen**

government is looking at it as there are lots of projects that are ongoing. There are talks around audience measurement by which we can now tell what we are really getting as value. If you place an ad on a TV station, who is watching you? There's a whole idea about how effective or otherwise the campaign is. We really want to know because if you know how effective it is, then you will want to take it to the next level. You know if you can up your game, you will know what the percentage is and where you want to be. Talking about challenges, therefore, I will say it is about data.

Another area I want to look at is that as an industry we need collaboration. Different sectoral groups should come together and work together to see how we can move up the game. For me, too, we need regulation. This is because the regulation I see that we do is the regulation that allows the ease of doing business. In addition, however, the regulation that ensures that we do right by law without being hampered by our day to day activities; that is the way I see regulation.

For me, regulation is to ensure that people are not going out deliberately to harm the environment, society or to cause discord; but as they go about doing their business, they are doing it effectively and most importantly they are within the ambit of the law. Regulation that stems from the need is also a very good one. So, what do we need? Do we need data, people to come together or have people play fair? Do they play in the right way? My answer to all those is yes. As such, for me, it is data and then collaboration in the industry and, last but not the least, right regulations in place.

**What he identifies as a major shift in the industry that accompanied the pandemic period.**

The pandemic meant that people could not

leave their houses. The question was now how do we get into their homes. How do we get our messages across and make our products available to them?

For us, we move from everyday normal life around how we do stuffs to then do stuffs with whatever restrictions we had. Like I said, the beauty of the marketing and communication industry is that the knowledge of the consumer is so huge. Getting to know what customer X will be doing at 12 and 4. Now you will know that customer X will be at home. Most of the stuffs we did is that we went digital in our communication. We had to also come up with certain schemes. People, for instance, had to do dispatches to get them the products. We then had to sell most of our products online. We get these products; we have to get people that will dispatch. Good enough, the government was also kind enough to allow certain things move and certain people move at those points where they were authorized and all that. So, we tried to work in line with the law and also making sure that we deliver.

It was a challenge; but I will tell you for free that we are in an industry in which what we live by every day, is challenge. You get into the office and you find out that you have a million plus packs that will be expiring in six months. What do we do? We have to come up with things like promotion, I need to up my game, I need to communicate more; ask questions like why are we not selling, etc. Basically, therefore, every day is challenging for us. You know that in our industry, there is no monopoly. The fact that you can analyze and understand gives an advantage because it is what we do every day.

**On the impact of technology on the marketing ecosystem; and how practitioners are responding to metaverse, and**

**virtual reality technology**

My first romance with digital and direct marketing skits was far back in 2003/2004 when the brand I was with then sent me on training for those kinds of conversation. You find out that you get aware of certain things before the general public. Even the whole augmented reality, AI, and all that are things we are vast in; we know how it is done. We know the impact for our brand and we always work with it. For us, therefore, when things come, most times, we are prepared.

Another thing that marketing communications does is trend analysis. We analyze trends so well that we analyze the next five years, ten years: where will people be? What will they be doing? What kind of product will people need? So, product development is part of what we do. When the virtual reality, metaverse and AI stuffs came, we were already prepared for them. We knew how best to make it happen. We knew a lot of technologies at play. So, you will find out the type of format we used for advertising were formats that could go into technologies. I will say with all humility that we were ready because we understand trends.

**His projection for the advertising spend this year**

Because we also have to analyse, I was reading purchasing managers index; it is something having regards to the input that companies go for; there are a lot of companies with the hope and with the perception that a lot will go well; there is also the whole GDP projection that is looking good as against the previous years, so it is going to be huge, and also you know, with political climate gearing up, a lot of advertising will be done, so it is going to be huge. The advertising space is going to be big, there is going to be a lot of spending in advertising. That is my projection; it is

going to be a good year for the advertisers. Advertisers are very hopeful with the prospect of the economy. We will get a lot in terms of input materials to be able to produce, and at the same time advertise products. The fact that it is an electioneering year, there will be a lot of spend. It is a very good time and also the right time to be in this industry.

**On the reason why some clients are having in-house departments that create their own advertising**

Like I keep saying, in marketing, we are very good at analyzing; we even analyze what we need. I have personally worked with a brand, where we had an in-house agency, and the reason why agencies in Nigeria did not know that we had an agency was because it was a multinational brand. The in-house agency did not even sit in Nigeria; it sat at the head of office of the brand.

So, you find out that because it is a multinational brand in Nigeria, it won't have an in-house agency, here. Most multinationals have (in-house) agencies, even though they have external agencies, too. Thus, there are things that you just need done. So, I will just be open and explain to everybody so that people will get it clear because I know that your readership is wider than just the marketing and communications industry. We pay for time slots for these agencies because there is time sheet; so how often they work for you is what ends up determining how much you pay to them. I will rather give them a tactical high earned job, long duration thematic campaign like for whatever months I like to run. I'd rather give them a huge challenge that I have, rather than minor things like just getting an in-house flier, to communicate internal marketing, I will rather shift that up to the internal agency, no matter where they sit, because also, they understand better, they are also part of the whole in-house conversation, and so, whatever you are delivering, for in-house in form of communication, you see the value as against going to brief an external body, and start trying to like get them to think the way that I will think as a staff. People need to also understand that sometimes, it is also a spend conversation, rather than to have to pay for, because we pay them also in terms of the time-sheet, which depends on how many hours they put into your work; then reason into the monthly retainerhip that most of them get. So, understanding the mix, on how to be effective with your time usage of your agency is key. Sometimes, too, you should also listen to the conversation of cost; the more you use them, the more you pay to them,

I would rather get them to sign a

contract, say at the beginning of the year; I'd say okay, this is what I want to do with you; meanwhile, I would have done my deliverables for the year, know my activities that I want to run, know what and what I will need them for, and then get them locked in that close conversation. Then shift the minor works like the internal communication and all that to in-house agency for the value in return. It is a win-win; it is a value-driven conversation. Will I get more value using the external guys during my internal piece or the little work? I will rather use them for the major jobs and then have an internal agency, so you have to decide.

Like I said, in marketing, we are always analyzing the numbers and the trend; so the number also helps us come to a position that we can say okay, I need the external people, or I don't need the external people, and the reason why I don't need the external people is because of the industry I sit in, and this is how I can handle it. You see, nobody will say no to something that is working. But then, if more brands are moving into in-house agency, you then need to ask yourself why? So, when you analyse that trend, I understand what is going on, you can say okay, we need to top up our game, or we need to have more conversation or we need to know what is going on. Nobody will say no to something that is working and is good; that is my belief. But when it is not working and there are issues around it, then you have to do something. You have to find out what is going on, that is why we are in marketing and communications industry. It is always about research and data; so they should do the research, if they need people like us, we can sit down with them and help to analyze what is going on and why there is a shift; but like I said, most multinationals have in-house agencies though they might not sit in Nigeria but outside to help carry out some business stuffs.

**His position on AISOP**

I was really not heading to AISOP when I made my last statement; but to the entire industry. If we have anything that we are saying and everybody is like, oh! They are not happy, it is not only AISOP. There are internal conversations, and there are things that even sectoral groups will do that come to my knowledge. Let say this: the AISOP is what it is because it is like the regulator; but we have internal conflict; yes, we do.

For example, ADVAN will say, maybe to OAAAN, you cannot do this, this is not right, our members are not happy with you, and OAAAN just sits down and will not address it, I think most people are aware of the AISOP because it is the regulator; but I am telling you, we are always working out on our relationship; there is always a conversation;



**Another thing that marketing communications does is trend analysis. We analyze trends so well that we analyze the next five years, ten years: where will people be? What will they be doing? What kind of product will people need? So, product development is part of what we do. When the virtual reality, metaverse and AI stuffs came, we were already prepared for them. We knew how best to make it happen. We knew a lot of technologies at play.**

there is always ADVAN, you guys have done this, we don't like it, and we say, okay, no problem, let's talk to our members; so there is always that to-fro situation. The only thing that most people will talk about is the internal peace around different conversations. I have said all the above to emphasize that it is not just AISOP that we have problem .

My position with AISOP is that as at today, we have met with all the sectoral groups; everyone has said that there is a need to look at what the conversation is, and what areas are to be looked into, because when I chatted with some of them, there are other people that also say there are some areas they do not understand. So, it was not only ADVAN. You know that when you sit down in a group, you hear everybody's conversation. The first thing I did when I became president of the association was meeting with every single association, in the whole ecosystem – media buyers, AAAN, outdoor practitioners and EXMAN. I sat down with all of them. It was a jaw-jaw not war-war conversation; so everybody was able to point out areas that should be looked into.

We then took the entire conversation into the heads of functions. First, there were different EXCOs; after that, we took the conversation to heads of sectoral bodies. There was an agreement that we need



to look at certain things on the radar. We also had a sit-down with the regulator who said okay, we should come up with whatever recommendations. That was also the agreement with the heads of sectoral groups as a body. These are the areas that we have appealed with the regulator to have a second look at. For me, I think conversation works a lot, and people just need to hear what you have to say so that they may understand. This is better than just assuming or having a feeling that you are on this pattern or not. AISOP is being handled from the HASG angle and not through any of the associations.

### **On what ADVAN is doing in synergy with other sectoral groups**

Good question. This year and in this tenure, we had an EXCO meeting, and part of what I was telling them was that we are going to be having our training. We normally have trainings for members; so we have a strong group, a sub-committee that will be training and educating some of our people.

At the last deliberation with the EXCO, I realized that we needed to get this people into this premise. ADVAN members will definitely be enrolled free of charge; but others will have to pay because ADVAN members have paid their subscription. The thing is to share the knowledge which we have, and as I said, it is that knowledge that makes ADVAN unique; a knowledge that comes with years of training.

Someone in the EXCO suggested a school (I won't want to mention the name of the school; it is one of the most expensive schools in terms of higher learning kind of training); he (the EXCO member) said he would be sending all his people, everybody in his team to attend that training to get the knowledge that they require, and I was like, oh, you are really getting your people equipped! By the time they get to the positions of heads of brands, managing directors, etc, just go and read their CV and you will be amazed about what you are seeing. I am talking now about marketing communications, But, that is how we are because we have to indulge in other things because we will use them.

Most people see marketing communications; what they do not see is that are able to do what we do because our learning cuts across different perspectives. We learn a lot. We have to, because we are going to be meeting diverse people in different locations.

Now, we will be opening our training to other members and sectors of the industry, including MARKETING EDGE.

### **On how he is leveraging his position as regional vice president of Africa, World Federation of Advertisers, to optimise the value proposition?**

WFA has a lot of researches which they are carrying out. When you look at the knowledge and participation of other countries in the global space in terms of Integrated Marketing Communications, compared to Nigeria, you will not believe what you are seeing. As the VP of Africa, what I have always been doing is that whatever they do over there, I will ensure that Nigeria is included so that I will get the data, because we need the data of the researches. Those researches actually come free of charge because we are part of the body. Some other major brands outside have paid for the researches.

### **His assessment of the ADVAN of today compared to when he was not an executive member**

We have a lot to do. Just to bring some conversation in, we had a meeting with some very senior fellows in the industry, and it came to the issue of audience measurement system, led by the former APCON Registrar. I was amazed at what I heard that some of these projects have previously been presented by ADVAN as far back as 18 years ago. I was shocked. So, I left that meeting with the mind that we are stepping into big shoes. For the past leaders of ADVAN to have championed things that would

revolutionize the industry like this, it means they knew what we needed in the industry and we were ready to work with the regulators to try and get it.

To me, in all honesty, the ADVAN now, with what I have heard and seen, I could sense the size of the shoes; so I will say we have big shoes to fill. I will also say, the ADVAN now, is nothing to compare with, from what I have heard. We have moved forward, with increased membership, commitment, there is a commitment, but we need to focus more on how to improve the industry with more quality contents. We need to do more.

### **His agenda for ADVAN**

Before I came out to vie for this position of service, I asked myself, what can I do to change the ways things are done. I told myself that I needed to sit down and carefully review whatever is on ground and what would need to be done to help move the industry forward. Again, I said that I needed to be committed to doing

that, knowing that even the past leadership, as far back as 18 years, was also involved in this kind of thing; and how do I ensure that these things are done now.

When you are in the industry and you hear that what you are (now) trying to achieve someone else has tried it, you should ensure that it is done better now.





## Digital Advertising Regulation:

# A possibility or a hoopla ?

**R**ecently the Chief Executive Officer of Advertising Practitioners council of Nigeria, APCON, Dr. Lekan Fadolapo disclosed that the agency under his supervision will soon begin to regulate digital advertising in order to guide against the unlawful advertisement that goes on digital platforms. He made this disclosure during a programme tagged “Brands ‘N’ U” organized by Classic 97.3fm. The APCON Registrar further revealed that the council has taken steps to guide against what he termed illegal and indecent advertisement on digital platforms. Commenting further, Fadolapo said there are three pillars that make advertising business clients which are called advertisers, who are the ones that pay the bills, digital agencies, who are the strategists and media buyers as well as digital space owners. He stated that it is an offence when an advertisement is posted on digital platforms without APCON approval.

The Registrar noted with worry that the influx of digital penetration without regulation on various platforms is posing a new threat of unethical and provocative advertising in the country.



He added that most online platforms, without due consideration of ethical standards, have been proliferating the Nigerian digital media space with all sorts of advertisements, some of which are in violation of the Nigerian Code of Advertising Practice, pre-exposure vetting and ethical requirements of an advertisement. This, he noted, would have a negative effect on the country, its economy and value system, if ignored.

### His words:

“**T**hese days, many people are bloggers and influencers offering themselves, their services, blogs and media handles as platforms for product and services to be advertised on without recourse to accepted principles and ethics of the advertising practice. The sharp increase in violation and infraction of the Nigerian Code of



Advertising is not only worrisome but also portends danger,” he said.

Dr. Fadolapo said the spate of unguided practice has caught the attention of both the general public and lawmakers who called for a stringent control over the digital space.

“APCON has been inundated with petitions over unethical advertisements exposed on online media platforms targeting the Nigerian market by both the primary and secondary digital media platform owners. Sadly, we have had complaints and petitions from the general public to call online media platform owners to order because of some reprehensible advertisements such as those promoting rituals, patronage of private parts enlargement, breast enlargement, love portions, money charms, concoctions to provide political powers, and many unimaginable things not worthy to be mentioned in the public media. Some others have claimed the ability to cure all manner of ailments with one particular product without scientific proof. A particular advertisement has offered the ultimate solution with one product for getting rid of piles, HIV, diabetes, COVID, stroke, cancer, etc,” he revealed.

Since he made this disclosure, there has been an unease and a general air

of discontent in the industry especially amongst digital agencies who are strategists and the brand owners.

Reacting to the APCON plan to regulate the digital advertising platforms, the President of the Association of Digital Marketing Professionals (ADMARP) and Snr. Vice President Product Marketing and Growth, Terragon Group, Mr. Oti Ukubeyinje said his group will support APCON’s proposed plan to regulate the digital advertising space in Nigeria.

Ukubeyinje made this known in an exclusive interview with *MARKETING EDGE*, while noting that it is going to require lots of effort and hardwork to be able to sanitize the Nigerian digital space. He said that with determination and collaboration among advertisers and the regulatory bodies, it can be achieved.

“It is very difficult to regulate digital advertising; we need to continue working to improve the standards, but I won’t say APCON’s approach is suddenly going to transform it. It needs very coordinated and collaborative approach across SMEs’ communities, sensitization of advertisers that employ quacks who pose as digital marketers. I am very happy to work with the regulator as ADMARP to see how we can support regulating and controlling the state of affairs as far as digital is

concerned,” he said.

The digital expert, however, added that APCON has been on the same topic for over two years but yet to achieve its aim.

“APCON has been talking about this for over two years now. It is difficult to say when something is advertising and when it is not because unlike the traditional media where if a brand puts something out there, then it is either advertising or good will. But for digital advertising, it is not always black and white,” he said.

Speaking on how to regulate the digital space, the digital guru noted that the move will help curb quacks parading themselves as digital marketers and also working with platform owners like Meta, Google and other digital platforms will go a long way in curbing unauthorized ads.

“The challenge is complex and the volume of advertisement that is going on digital, not just from big brands but medium and micro organizations, is difficult to control. I have said this before, you need to be working with the platform owners at the technology level to be able to implement any checks because they already have their policies. So, the only way to do this is to regulate it on a geographical level, but it is a tough one,” he noted.

“If they are able to work with the Facebook, Google, online advertising platforms, the big publishers, etc to develop more localized market-driven or geographically designed policies, then it will be difficult because somebody will have to be affected. But APCON should know better and should really be striving for prevention rather than taking a reactionary approach,” he concluded.

Laudable though the APCON plan appears to be, not quite a few are still apprehensive as to how the regulatory agency will overcome the challenge of manpower resources in guaranteeing effective monitoring and regulation.

While industry watchers are not unmindful of the benefits of regulating the digital space, concerns have also mounted as to the limits of regulation. Questions have been raised as to how APCON would want to regulate?

How will this regulation be achieved? What happens to brands which are not domiciled in Nigeria but have online presence in Nigeria? Is it every tweet that

will go through regulation? Is this another hoopla or a real possibility? How soon will this plan manifest? These and many more are questions agitating the minds of industry stakeholders.

## Views from Abroad

In the United States, digital advertising is regulated by federal, state, and municipal laws, as well as self-regulation. At the federal level, The Federal Trade Commission (FTC) regulates the content of digital advertising and disclosures made in privacy policies through Section 5 of the FTC Act, which prohibits “unfair and deceptive acts or practices.” At the state level, a wide variety of laws address the requirement of a privacy policy, the content of privacy policies, mandatory data security safeguards, and notice requirements in the event of data breaches. Self-regulation, such as the Digital Advertising Alliance (DAA) Principles, supplements federal and state regulation and requires additional commitments from participating companies.

The most prominent requirement to be aware of as an advertiser or marketer is Section 5 of the FTC Act, which states “unfair methods of competition in or affecting commerce, and unfair or deceptive acts or practices in or affecting commerce, are hereby declared unlawful.” Advertisements or claims that misrepresent or omit information that would be material to consumers could be considered “deceptive.” Ads that cause economic injury could be considered “unfair.” Advertisers must be able to substantiate advertising claims, express and implied, with “competent and reliable” evidence, including scientific data in some circumstances. The FTC has issued guidance to help advertisers comply with the Section 5 requirements. Additionally, the FTC recently updated its Dot Com Disclosures. These were first released in 2000 to provide guidance on how FTC statues, rules, and guides apply to online advertising and sales. In 2013 the guidance was updated

to account for technological changes from the preceding 13 years and further establish the FTC’s criteria in evaluating online advertising and sales.

Publishers and app developers should be aware that claims made on a website or app also are subject to FTC enforcement authority. The FTC has applied its “unfair and deceptive” standards to disclosures and omissions in website and app privacy policies. To comply with FTC law, commercial websites and apps must not misrepresent, omit, or mislead consumers through their privacy policies. The FTC provides case highlights from previous consumer privacy consent orders to help companies better understand acceptable online practices.

In regards to mobile app policy, the FTC has published a guide to help mobile app developers adhere to basic privacy principles. Outlined in the guide are basic principles that should be considered when developing an app. They include, but are not limited to, the following: tell the truth about what the app can do, disclose key information clearly and conspicuously, build privacy considerations into the app from the start, offer choices that are easy to find and easy to use, honor your privacy promises, protect kids’ privacy, collect sensitive information only with consent, and keep user data secure. For a comprehensive list of these guidelines and a detailed explanation of each, please refer to the FTC’s guide “Marketing Your Mobile App, Get It Right from the Start.”

While there is no overarching federal law requiring website operators and app developers to have a privacy policy, there are some sectoral laws that require it. For instance, the Children’s Online Privacy Protection Act (COPPA) requires that entities collecting personal information from children under 13 must post a privacy policy that contains specified disclosures. Financial institutions that collect financial information are required by federal law to post website privacy policies. There are also specific

requirements regarding the collection of personal health information. However, even if these federal requirements don’t apply, both as a best practice and to be in compliance with various state laws and industry standards (discussed below), most website operators and app developers now post privacy policies.

Several states have passed laws requiring websites that collect or sell personal information of state residents to have publicly available privacy policies on their site. The most prominent example of this is the California Online Privacy Protection Act of 2003 (CalOPPA) which requires website operators and app developers to conspicuously post a privacy policy that, among other things, identifies the categories of personally identifiable information collected about the site visitors and the categories of third parties with whom the website operator or app developer may share the information. Other prominent state laws are highlighted below.

EU institutions have recently reached a political agreement on the Digital Markets Act and Digital Services Act. These regulations are set to have far-reaching consequences for the digital economy, particularly on how data is collected and processed for online advertising.

The European co-legislators intended to address the online advertising industry, which collects massive amounts of data and bolsters a market imbalance that favors a small number of large technology companies.

“We are optimistic that the DMA and DSA will address the gross imbalance of market power by a few large tech companies. The majority of the impact will be on the ability of these companies to continue profiling and targeting consumers across their digital lives,” said Chris Pedigo, Senior Vice President at Digital Content Next, an association of premium publishers.

# Why consumers choose one brand over another

By **Ralph Tathagata**

**S**eth Godin, an American author, marketer and entrepreneur, defines a brand as a set of expectations, memories, stories and relationships that last, taken together, account for a consumer's decision to choose one product over another.

The foregoing Godin's definition summarizes exactly the true meaning of a branding performance and the forces behind it. To win the game of business, consumers must choose one brand over another.

Branding is complex. For a product to experience success, the forces behind it must, therefore, adopt a carefully planned, tested, and ultimately optimized strategy.

In his book, *Branding with Brains: The Science of Getting Customers to Choose Your Company*, Tjaco Walvis from the Netherlands formulated what he calls the 'algorithm in the brain' that makes the brand choices, in much the same way Google uses an algorithm to search the web. According to Walvis, this brain algorithm has three criteria that guide consumer choices of one brand over another, which includes relevance, coherence and participation.

While relevant brands are better linked to the dopamine or reward system in the brain which strongly influences consumer behaviour, brand coherence means repeating the same message over the years and across all customer touch-points. This makes it easier for the brain to retrieve the brand and make it a winner in competition with others.

On participation, the more interactive the branding environment created for customers is, the more likely it is that the brand will be selected by the brain's algorithm.

As brands and businesses continue

to expand their horizons in the post-pandemic era, agencies in the integrated marketing communications sector cannot but resolve to be forces of creativity and ideas for existing and prospective clients.

In this *Forces Behind the Brand* edition of *MARKETING EDGE*, our esteemed readers are served with profiles, reports, stories and interviews of how agencies are tasking themselves in the face of the unfolding challenges.

The dwindling of agencies, invasion of new media and content creators into the marketing mix mean that only avant-garde agencies would remain relevant in the post-pandemic era.

In this edition, the profiles of agencies that are demonstrating readiness to play in a post-pandemic world of emerging market opportunities are featured. They are the agencies that have demonstrated in recent times a refreshing vibrancy and readiness to compete despite the stiff competition in the marketing communications industry in Nigeria. They are the forces behind many successful brands. Samplers:

**Watermark & Victoria** is an experiential marketing agency, which style involves aligning a brand's DNA to engagement activities with the aim of influencing consumer patterns through unforgettable brand experiences.

The agency turns strategy and insights into compelling brand experiences while designing a strategic approach for how a brand should behave across its entire ecosystem and win space in the customers' mind.

**Aster Integrated Marketing Limited** (AIML) is a full service marketing, brand building, training, experiential and event management agency with a focus on delivering innovation and excellence. With over 20 years of experience working on various brands across Nigeria and Africa, AIML brings together a team of dedicated

professionals working to bring a profitable and exciting edge to brands.

**Ogilvy Nigeria** is a full service marketing agency that doesn't consider individual channels when working with brands, but looks at the full customer purchase journey when proposing solutions. The agency has a team of Nigerians who understand Nigerians and Nigeria, and utilises data, creativity and insights to create content that reflects its diverse and colourful culture in order to humanise brands, bringing them closer to consumers in the right medium, at the right time.

**Starcom Media Perspectives** is one of Nigeria's media planning and buying agencies. The agency was founded in 2001 and officially launched its services to the public in 2005. Since then, it has grown in size and reputation and is now a member of the Starcom MediaVest Group, the largest media advertising network in the world.

**Mediacraft Associates** is a full-service Public Relations and integrated brand communications consultancy firm in Nigeria. The agency prides itself in providing bespoke communications solutions to a discerning clientele. Since opening shop in 2003, Mediacraft has grown steadily to become one of the leading PR firms in Nigeria. It is the exclusive Nigeria affiliate of the FleishmanHillard global PR network and a registered member of The Public Relations Consultants Association of Nigeria (PRCAN), the umbrella body of PR firms operating in Nigeria.

We bring the above mentioned forces behind the brands and many more essential news and features for your interesting reading delight. Gently sit back and enjoy the compelling content. Stay tuned!

# At Ogilvy Nigeria, we count milestones based on our client's business success – Henry Akpede

*Henry Akpede, an experienced creative leader with a demonstrated history of working in the marketing and advertising industry, is the Country Manager and Chief Creative Officer of Ogilvy Nigeria, a member of FirstPrimus Group, and a full-service agency which, in its own words, doesn't just consider individual channels when working with brands, but looks at the full customer purchase journey when proposing solutions. He spoke exclusively to MARKETING EDGE on recent developments in the advertising industry, in general, and his company, in particular; while connecting these to a pre-election year that this (2022) is and to the future.*

**T**he advertising industry has been ushered into this year by such developments as the APCON industry reform efforts and some new corporate kids on the block which gave a good account of themselves at the last LAIF Awards. How would you respond to those developments?

I believe this is a good move as it fosters the development and growth of the advertising industry. It does this by forcing the traditional and legacy advertising agencies to sit up, which provides the young and upcoming

agencies the opportunity to compete favorably on ideas, execution, and business performance. The clients will also be better for it as it presents them with a lot more options on channels, audiences, content forms and ultimately gives them the power to decide on the agency that is best suited to help them bring their vision to life.

**What do such developments portend for marketing communications firms, like yours, going forward?**

It means we have to put in a lot more work, a lot more creativity and produce a lot more profit provided we deliver on the business objectives.

We projected this development for a while now which made us position ourselves as one of the most creative and innovative agencies in the industry today. We are aware that our clients only want to see results, so it is imperative for us to make sure that our strategy reflects our understanding of the consumer which then informs the sort of channels we use that will cause our audience to be influenced and for us to experience a change in their behaviors or perspectives as a result of our creativity.

**The Federal Government has also intensified efforts to provide for the industry reliable and**



Henry Akpede, Country Manager and Chief Creative Officer of Ogilvy Nigeria, a member of FirstPrimus Group,

### scientific audience data, what are your thoughts on this?

As we are moving towards a more digitized society, there's an increase in better data and technology that are being used to better understand consumers' behaviour, reasons for those behaviours and ways to alter said behaviours in a way that'll benefit our client's campaign and visions. The availability of these types of data will reduce the shots-in-the-dark so that campaigns going viral will translate to people buying the product. This will also help us better understand the opportunities available within the Nigerian market, consumer, industry and segments.

### The era of digitalization and internet penetration has democratized the media industry with a rapid evolution of consumers, what can agencies do to sustain relevance and growth?

- \* *Focus on building internal capabilities.*  
By being a learning organisation, agencies can weather any change in technology, tools and clients' requirements. New channels and economic dynamics are changing everyday and we cannot afford to be static. Agencies need to focus on continuous and consistent learning. Every week we get ourselves together to share knowledge and best practices that will help us in our work and relationship with clients.
- \* *Hire and retain the best talent.*  
Finding exceptional talent is hard and retaining them is becoming harder by the day. Agencies should either hire the best talent available to them or turn their talents into exceptional resources.
- \* *Stay close to the clients.* We believe we are an extension of our clients

marketing department. If we must succeed, we need to work closely together. If we want to win, we need to help our clients do their best work with us.

### How does Ogilvy Nigeria see itself in the light of all these developments?

- \* We have partnered with key global/regional clients like Mondelez and Coca-Cola to find local relevance and get a foothold in the Nigerian market
- \* We use our global network not only for our global clients, but also add value to our Nigerian clients' businesses.
- \* Part of the global network plus is that we have the advantage of recruiting resources/talents from other markets to work with our local team – making it an unbeatable combination working for our clients.

### As an iconic brand with a global foothold, tell us some of the milestones recorded by your agency in the out gone year to help your clients achieve their marketing objectives?

At OgilvyNigeria, we like to count milestones based on our client's business success. Such success stories like the successful launch of the Darling Hair "Black Girl Magic" tvc (television commercial) with Patoranking; the Cadbury TomTom Breathe For It Summit with top music industry talents and authorities; leveraging the Unified Payments and Payarena's "Who Wants To Be A Millionaire" lead sponsorship; successful launch of the new Telemundo series "Lolli's Luck", and increased the "Passionista" fan base and social media engagement by rewarding loyal followers with Passionista incentives.

Basically, we revisited our approach to addressing clients' business latching on global tools and an enhanced operational unit that helps in resolving brand issues. Simply put, we have new solutioning tools and we are super proud of the talent that delivers so much great work.

### Despite the challenges in the country, Ogilvy has



*Otunba Seni Adetu, Group CEO, First Primus Group.*

**demonstrated resilience and in-depth knowledge of market insights. What did you do differently last year as an agency to help your clients survive the harsh economic times?**

- The times may seem hard but smart brands play a purposeful role in the lives of consumers. We encouraged our clients to relook current strategies and play a supportive role to the consumer in a time they need them the most. We encouraged empathy messages, empowered programs via a value-driven partnership, and new initiatives that give consumers meaning to keep going.

A clear example of this is what we are doing with the TOMTOM Breath For It campaign that has morphed into a music career platform for young Nigerian talents.

**In terms of value addition, innovation and connections with brands' overriding marketing objectives, what are your agency's strategies and offerings to remain a formidable force behind the brands in its portfolio, this year and into the future?**



- We will be challenging our clients to go beyond their comfort territories. Innovation and digital harnessing will be our go-to-market strategy to WIN. We would expose our clients to the newest ways to deepen connection with consumers, especially in a metaverse world, and keep them ahead.
- We will continue to add value in terms of patented brand building tools like Brand Ideal, several market research insight tools.

**How would you expect this year preceding general elections to impact the marketing communications industry?**

Every election year presents the marketing communication industry an opportunity to support in creating a better Nigeria. Our role as professionals is to play that important role in setting the best agenda and coming up with messages that inspire and connect. We need to look beyond the fat budget but be part of the social cause that will make Nigeria a great place.

**What future do all of the above hold for the industry?**

The ability to be respected locally and globally as an industry that landed a message (via the best candidate) that delivers citizens' expectations.

**How is Ogilvy Nigeria navigating into that future?**

We are deepening the way we work closely with our research, media and digital team to keep abreast with market developments and customer insights which largely benefit our clients.

In addition to local insights and learnings, we are also investing in cross market learnings and insights from similar categories. This also involves taking learnings from markets which are ahead of the curve in similar categories, to avoid pitfalls and gain from their best practices.

We will continue to draw from our global network in getting the best resources and tools from our network to work for our clients. It's not uncommon for us to set up a global/regional team to work for a certain project for our clients



# Our current CSR initiative is creating a level playing ground for Nigerian women at the bottom of the ladder – Uwadoka

*Victoria Ndidiamaka Uwadoka is the Corporate Communications and Public Affairs Manager, Nestle Nigeria Plc. The award-winning marketing communications Amazon and respected corporate reputation manager speaks extensively about the company's latest Corporate Social Responsibility initiative and reviews the Nigerian business environment, especially the Fast Moving Consumer Goods, FMCG landscape in this exclusive interview with FELICIA NWOSU and OGHAE MAFURU.*



**W**hat do you consider to be the challenges in the Nigerian FMCG space; and how have you been able to navigate these challenges as one of the leading companies operating in this segment of the market

I don't think that the problems that we have within the business environment today are peculiar to those in food and beverages subsector of the economy. I think that every company has to deal with the current challenges which I think are actually exacerbated by the Covid-19 crisis and are even made worst today by the on-going war in Ukraine; and that is the problem with the supply chain such that more and more we are witnessing challenges with the supply chain, the congestion of the ports, and the time it takes to bring in the raw materials that are needed to manufacture. Incidentally, that is also impacting even the raw materials that are sourced locally because prices are really going up very exponentially and that is something we all have to deal with.

Yes, the business environment has problems with infrastructure; there is a problem with our access to the raw

materials, access to skilled staff; and what have you. All these are problems that we all deal with in the business environment. And, as a player within this market, we all need to find a way to navigate around these challenges and still keep our business profitable

**As an inventive company, that constantly seeks ways to excite your consumers, what is Nestle Nigeria doing in terms of improving on its product offerings this year?**

Our product innovation is a constantly evolving process for us. We are always checking what the consumer needs; how the consumer is interacting with the product that we have out there in the market; their experience with it and even meeting their nutritional needs. Categorically speaking, our innovation and renovation of product is really a constant; right now yes we are working on some products, but this is something I can't reveal to you right now, so, you wait and I am sure you will be one of the first to find out when the new offering is out in the market.

**Nestle Nigeria is committed to empowering individuals, families and communities and you came up with an initiative with Women in Focus which is geared toward Nestle empowering rural women in Nigeria. Can you tell us the impact so far?**

So the Nestle empowering rural women in Nigeria project is something that was developed within our company to ensure that we make contributions in very significant ways to women who are already a part of our value chain. We looked at these women who are at the bottom of the pyramid and sometimes the challenges with expanding their businesses, especially access to finance, and they know how to drive their business; and so we decided to empower them not just with a grant or with products but also train them so they will be able to leverage the opportunity of the training and the grant we provide to grow their businesses.

Now, we know that women are challenged in so many different ways – access to finance, access to land when it comes to agriculture, and all of that; but more and more organization like ours are giving opportunities to women to actually scale up and maximize their potentials in the business environment and especially

women who are already enterprising. These are women who are already distributing or retailing Nestle products and so we took them on and we are scaling up their businesses working side by side with our implementation partner and the women themselves

**What kind of training and mentorship are available to these benefactors?**

They get trainings on marketing, including merchandising, customer relationship management; they also get training on book keeping which is very critical. We find out that there are things we have always been taking for granted by assuming that people know; we find out that is a key challenge.

We also train them on basic business management principles which include how do you staff, how do you position, how do you conduct your marketing search, how do you ensure that you are turning over your profit in a way that helps you to actually grow it and help you to be more productive? These are some of the training that they take part in. But we don't normally train them and leave them alone; we train them and offer them a mentorship one-on-one coaching for three months to ensure they are able to leverage the knowledge that they have gained during this training to actually scale up their businesses. We found out that it works!

As you may know, we piloted this in August last year in Abuja and areas around the federal capital territory, FCT; and the pilot showed us where there were some gaps. Of course, we learnt from that; we have then launched the program in the south west, in Osogbo town, to be specific. We brought women together from different areas around there to train them as well and what we found out was that as the mentors work with them some were not able to really leverage the training that they received. Some had challenges with stocking, getting products on time, and all of that. We were there working side by side with them to ensure that any challenge that they had was addressed easily and promptly. We are also helping them to build a relationship with our sales team, bearing in mind that they are part of our eco system; and so beyond the training and mentorship for three months we are going to have a relationship with the sales people who will keep supporting them and keep ensuring that they have access to the products.

This three months process enables us to build that relationship and to ensure that it is something that would move forward

from there. Interestingly, the feedbacks that we have gotten from the women in Abuja were very positive and it is based on that feedback that we launched in Osogbo. We have now launched in the South East – in Nsukka, Enugu state.

Women from Nsukka and all the areas around there were part of this and we are still receiving video testimonials from the mentors who have been working with them for the past three months since we launched; and we are looking forward to going to Port Harcourt and one more location before this year runs out.

As we speak, we have reached out to one hundred and fifty women; but our target is three hundred women and we are sure we will be able to achieve it within this year

**As you are targeting 300 women, do you hope to cover the entire six geopolitical zones of the country?**

Yes of course. The next launch is going to be in the South – South, Port Harcourt to be precise. The next (after that) is Cross River state if I am not mistaken. I don't have that detail right now but the next one will be somewhere in the South-South to be sure we have covered all the geopolitical zones of the country.

**Is there a template with which you assess the transformational impact of this new initiative of the beneficiaries, aside the fact that they send videos and all that?**

Yes. The women were targeted based on their sales records and these sales records are evolving. Based on their sales records, they were selected to be a part of the program and as beneficiaries; they are still tracked within those sales records. Month by month we are looking at their progress.

Remember that I told you earlier that they were at the bottom of the pyramid and we see them coming up the ladder, selling more products, ordering for more products so that is the growth and that is how we are able to evaluate that the program has been successful apart from the mentors who are with them and apart from the video testimonials that they send to us

**Can you describe the impact this initiative has had on the various communities?**

Knowing that these are women, they

have children, they have families and if their income is limited, then the support they can give to their families is limited as well. Paying school fees, rent, getting medical attention when needed will be much challenging if you don't have enough resources. With what is happening now, the results are actually growing. Their output income is actually growing and so they are able to get access to better education for their children, better health care for their families and better nutrition, of course.

Remember that if you don't have enough funds, you are not able to make the right decision when it comes to nutrition; these are the changes we are seeing and I know that on the long run we will begin to see the impact on their communities and their environment; but we are happy to see the changes that are happening within their homes right now and their ability to take care of their families and to support their husbands in taking care of their families. Our trust is that in the next few months we should be able to see that spreading into the environment as we empower more women; as they create more employment. Of course, as they grow, they will be able to create rooms to absorb more people or train other women and showing them how to start and how to be a part of the process as well.

### **Why was your focus on women retainers and do you have plans to extend this same gesture to male retailers?**

It is an interesting question; and you know every time I get this question about why worry about the women? What about the men? You know it has been about the men long enough and we want equity; we are not saying balance we are saying equity. If I am shorter than you, I need a taller ladder, you see what I mean? The men have had some opportunities that have been an advantage to them. We want to create equal playing ground so that women will be able to scale up.

Remember that traditionally, women don't have access to finances, resources and funds, and all of that; and some of the time they are also impacted by the years that they take off to care for the kids. It is normal. A man can't breast feed the child, it has to be the woman, such that the time she is at home, her business feels the impact.

As such, we are just trying to level the playing ground and trying to build and equitable platform where everybody can excel, and if eventually, we have achieved that equity that we are looking for, then maybe, the door is not closed to the male folks.

Remember, too, that this is not the only intervention that we have; the sales force is always on the field supporting the retailers, distributors and everybody within our value chain. This is just an extra to help those who are at the bottom of the value chain to step up; that why it is focused on women for now.

### **Tell us the vision and mission of Nestle Nigeria for this and next years; and how does the CSR initiative align with the company's goals?**

Our purpose as Nestle for next year is to unlock the power of food, to enhance quality of life for everyone, today and in generations to come; and that speaks to everything that we do. Basically, from sourcing our raw materials locally, to helping to build our environment and the economy, to producing locally, providing employment, distributing locally, from working with small and medium scale businesses within our environment, within our logistic processes, within the distribution processes, we are able to build the economy. This is simply because once you grow the middle class; you will be well able to actually increase the opportunities for job creation and all of that within the environment. We are doing all of that, tied to that same purpose as



we unlock the power of food.

We want to enhance the quality of life for everyone. We can't enhance the quality of life by only providing the food; you have to intervene in other areas, especially the area of education. That is the critical element. So, we are educating and sharing; we are sharing best practices, we are supporting, we are building, we are having them create world class businesses. We want to enhance quality of life for their families. How best can we do it, if not helping them to improve and increase their household income? That is how it fits within that vision.

### **What would you say is the unique selling point of your company, Nestle?**

I think for us it is about doing good; we are a force for good at nestle, and everything that we do, from the development of the product itself, starts with focusing on the consumer. What do the consumers need and how can we support their needs? How can we meet the needs? That is where it starts from; and we want to do good in that way to ensure that we are providing access to nutritious food products that you can trust. Nestle, I must say, is all about trust. Any product that has the Nestle logo or mark, you can trust for quality. That is something that we don't compromise for any reason at all.

So, what our unique selling point? We are a company you can trust us. We are a force for good. Everything we do is about good. It is about providing good food for good life. It is about being good within the environment, for the planet and to be sure we are doing what is good for individuals, families and communities; and what is good for the environment. At Nestle, our key selling proposition is that we are a force for good.

# Amber has changed the narrative in Nigeria's energy drink segment

## - Titilola Adedeji



*Titilola Adedeji, a Nigerian entrepreneurial Amazon, is the Founder and General Manager of Amber Energy Drinks Limited, a corporate brand that has been disrupting the energy drinks market in Nigeria with its Amber energy drink brand since its inception, two years ago. She is a dynamic Business Growth expert and a serial entrepreneur with vast experience in negotiations, building successful business models, manufacturing, international procurement, providing exceptional customer experiences and managing HNIs.*

*Her company's flagship brand, Amber took the nation's energy drinks sector by storm in 2020 and inspired a paradigm shift and instant disruptions in the sector as a result of which the sector has not remained the same again. She has been responsible for developing strategic direction and building equity for the flagship brand, since its launch in 2020. Under her watch, the brand is living up to its positioning as a legacy brand.*

*A product of Ivy League schools, Ms. Adedeji holds a Bachelor of Arts in Business Management from the University of Cape Coast, another qualification in Event Management from Canterbury Christ Church, UK; and Certifications from Harvard Business School and IMD. Her interaction with people in different cultures and locations has opened diverse opportunities for her to deliver on seemingly impossible targets. In this exclusive interview with **FELICIA NWOSU** and **OGHALE ABIKELE MAFURU**, she reviews the Nigerian energy drinks sector, zeroing in on her product, its performance and projects into the future.*

## How will you assess the growth of the energy drinks market so far?

I think the growth is okay. Though it is not as fast as we would want it to be; but people are beginning to understand what an energy drink is and why you should have an energy drink. So, in terms of growth, I will say it is okay. It can be faster but we will get there.

## We understand that the Nigerian business environment has some fears and uncertainties; but Amber energy drink is doing great in the market. Tell us the secret behind your success.

I wouldn't tell you the secret; but I will just tell you a bit of what we are doing. Because we understand the market and we understand who Nigerians are, Amber is made for Nigeria and for Nigerians. We have taken time to understand what our market is, who our people are and how do we deal with these people. So, that is the confidence we have in knowing that Amber is here for a long time and it is a legacy drink so you are going to see us for a long time.

## What are some of the challenges you had to grapple with when you decided to get into industry where you are now one of the big players?

We had the problem with roads, security and exchange rate that is always skyrocketing; and right now it is election period and the situation is even worse. We know these problems and it is important that we just maneuver our way through and around it. Thankfully, the NAFDAC and Customs are doing better now. So, it is a bit easier for us; but overall, we are still battling these problems but we are masterfully maneuvering our way around them.

## How is Amber energy drinks responding to the decline in consumers' disposable income and purchasing power?

As part of the few things we do to support the economy and Nigerians as a whole, we have what we call the *Amber empowerment programme* where we give people trade finance loans to start their businesses and

it helps them get their lives on because, as you know, the unemployment rate is off the roof. We also do some CSR where we help various sectors of the economy to do better. We also help some government parastatals, like, FRCN; we help the health sector, and we are literally educating people and making them understand that even if there is a down time now, it will still get better. In terms of pricing and the cost of product, because we are not compromising on quality, it has never been cheaper; nonetheless, it has always been affordable and at par with what the economy is saying at the moment. With all these things we are doing at the moment, people will still be able to afford our drink, especially because it is by Nigerians, and, quite naturally, you going to support your own.

## In the area of technology, how much of it have you explored in driving your business goals?

We are very techy. In terms of tracking our products, and our staff, there are technological tools that we use that make life easier for them and for us. In terms of advertisement, putting ourselves on the map, we use social media, the blogs and digital media. Basically, what we do it to ensure that every medium available for advertisement, we are on it and we are reaching our target audience. We understand who our target audience is, how they communicate and what they think.

## Amber energy drink is on top gear to go pan Nigeria; for the Northern parts of the country where you have currently extended your reach to, what will you identify as some of the challenges you encountered?

The first thing was educating them about the brand. Why the brand is good for them. A lot of people think energy drinks are bad for their health; some think it is too alcoholic; while yet others think they have some weird things in them. While it is true that some have brands fit into those descriptions; but for Amber, the story is practically different. We had to let them know that Amber is packed with vitamins, amino acids and we use guarana which is the by-product of caffeine. So, it is natural for you as a consumer.

Secondly, we needed to let them know

it is "Alah" and not "Allah", because Allah is a very big Name for them. We very much respect their religion and culture. So, we communicated that to them and as for the language barrier, we had to go and understand how they communicate because they have various dialects. We were able to communicate with them and reach people that they reverence and make them understand that this drink is actually good for them and it is not addictive like the other substances some people take. What they are looking for was energy and staying alert, not feeling weak but letting your body do what it is supposed to do. Amber can do that for you.

## How did you navigate the barrier of language, culture and religion to get the attention of Northern prospects?

I won't tell you precisely because I know a lot of my competitors are listening; but I will tell you that we were able to understand them and we communicate with them in the way they will like to be communicated to and help them see that this one is not alcoholic. Everyone can consume it as long as you are over 18.

## How will you assess the penetration of Amber energy drink in other parts of the country?

As at today, if I am not mistaken, we should be available in over twenty states in Nigeria and before the end of this year; we should be available in about twenty-eight states. We are not available because we want to be available; it is because the market is asking for us. So, when you turn to every corner in those states, you will find Amber. We are very deliberate about availability making sure that the people that need us have us.

## How much is Amber Energy drink contributing to the nation's economy?

First, we are creating employment. We are reducing the number of people on the streets because of unemployment and getting people on their feet. We have done this through the Amber Empowerment Program, AEP. I cannot really say how much we have done in terms of GDP but I know we are contributing our own quota. We are only less than two years old; so, we cannot boldly say we have done X amount



for the economy as a whole; but in terms of little bits, we can tell you that in each state, we have employed people in terms of making their lives better because our employment packages are really good and in terms of giving the country a drink that is good and can rival any drink around the world. I think we are one of the first or the best to do that.

**Where do you see Amber energy drink five years from now?**

First, Pan African, and, then, global.

**Let's talk about activation; how would you describe the impact of technology on your activation activities?**

Because of technology, say we are at Asaba, for instance, we will amplify it on the digital media or social media so that everyone around the world can see that. That has helped us amplify whatever we are doing in a selected area space. Therefore, in terms of activation, any time we are activating something, it is amplified everywhere.

**Are there any other CSR initiative you plan to explore this year?**

Yes, we will be supporting the health sector; some government parastatals and people in general. People will win stuffs. We are always giving people stuffs.

**There have been some health concerns associated to the intake of energy drinks, how would you respond to this?**

That is why we take education very important in Amber. Every sales person goes out to educate before we sell. We let people understand what we have packed up for you. We have vitamins, minerals and we don't use synthetic caffeine. We use guarana whose bye-product is caffeine. That is the way we deal with these complaints in education. We constantly let you understand why Amber should be consumed by them. Those heart palpitations and hot flushes you get, you won't get with Amber because it does not have synthetic caffeine in it.

**Tell us how you ventured into the energy drink market and if it wasn't energy drink, what would it have been?**

It would have been energy drink. Everybody keeps saying 'you'. It is 'we'; it is a collective effort. We came up with this because we realized that Nigeria has always been a dumping ground. So we wanted to change that narrative and it started with energy drink. Energy drink isn't so novel but when it came to Nigeria, it was a big thing and so nobody took the time to find out what they were consuming and after

a while everyone started feeling the hot flushes and the palpitations. Unfortunately, there really was nobody willing to do anything about it. So we decided we were going to change that narrative and develop an energy drink that is worth consuming by Nigerians. Quality will rival anything else in the world; and the packaging to be as beautiful as anything you want to see or consume.

**Amber came on board at the most critical time which is the period of the pandemic, what spurred you into that venture at such a time?**

It is our resilience. It is the Nigerian in me. You know Nigerians are very dogged. So what do you do when people are down? Do you stay down with them or you tell them, 'you know what, we can always get out of it'. So, Amber decided to respond to that down time by saying 'even though we know it feels like this, there is a way out. If you come with us on this journey, you will always go up'.

**How will you assess the different campaign initiatives introduced by Amber such as the Amber empowerment scheme and Amber free BRT buses initiatives?**

Those were remarkable. Again, the BRT came when COVID hit and people didn't have money. They literally couldn't get to work. So we were concerned about Nigerians not the way they are consuming but how they live, their quality of their lives. So, we thought we could help them by giving them a free ride to work or from work and they enjoy the drink while they go home. It was so good. It was something I enjoyed doing and the people loved it. They are asking for it again; but we will come up with something better.

**What is Nigerian about Amber?**

First, it is created by Nigerians. So, from the creation, that is the intellectual property and the design of the can and the people behind it as well are all Nigerians. Even when we go pan African, there will always something about Nigeria in there.

**What is your brand philosophy?**

Do not compromise on quality. I will never compromise on quality.



# Nigerian advertising must leverage on our Music and Movies to birth a Renaissance – Jude Odia

*Jude Odia is the Managing Director of Starcom Media Perspectives, a digital-first integrated media solutions company, and member of the Insight Redefini Group. A respected thought leader on the Nigerian and international media advertising landscape, Jude brings his 360-degree work experience across client and agency divides to bear on his insightful responses to MARKETING EDGE's questions in this interview.*

**T**he world has changed so much in the last two years. In your own perspective, do you think the advertising industry is doing enough?

Let's dimension it. Advertising from both global and local perspectives, I think, the one thing that really fundamentally re-shaped

advertising is technology; it's internet and its possibility around it. Some two three years ago, we started hearing block chain, AI and now, it is Metaverse. Globally, in terms of response, their practice has faster response time; but for obvious reasons, they are more matured in terms of the back-end technological frameworks and in terms of skillset, I think they are also miles ahead.

As a market, we are trying, within the

available hard and software infrastructure, in and around Nigeria, advertising practice and practitioners are bracing to the realities, and I want to say that, as things rev up in terms of regulations, sectoral bodies, scaling up capabilities, we will be seeing some faster moves, in order to embrace technology and bring home to advertising in Nigeria.

**Aside the fact that we are beginning to witness a rapid adoption of technology, what is that major development you can identify in the industry**

Locally, of course, we have seen the maturity and the globalisation of our music. Nigerian music is the pride of the world right now. In terms of equity, monetisation, by 2025, our music equity will be worth billions of US dollars. Afrobeat, specifically, is now the global pride played and enjoyed across the world; they have accepted our music; same thing with Nollywood, well, maybe not at the same pace, but I think they are also trying. The way they are beginning to put a lot of rigour into the production in the telling of Nigerian stories, is commendable, the creativity and craft put into it is an intelligent way of selling Africa and Nigeria in particular.

Now, the important thing is that advertising must begin to creatively leverage these two platforms that I just told you now because at the centre of these two things is our culture; and you are best when you are original. Our advertising must be originally and authentically Nigerian and African, that is the best way we can sell or have an export value. You can't be whiter than the whites.

Our advertising needs to look at our music and see how they can use music to bring that renaissance in our advertising, the same thing with movies, and begin to craft compelling advertising concepts and ideas that can go global even if it is locally made; that for me, is the new thing that we need to leverage on because, music did it with little or no structure. So, we don't really need to have so complex structures in our industry to do it, if music and movies can do it, advertising can ride on the same and leverage it effectively.

**What is the place of storytelling in connecting with the new age consumer?**

New studies have shown that consumer's retentive span is dropping, showing that on an average, typical consumer sees nothing less than a thousand plus videos in a day; I mean, audios in thousands. The questions is, how can we effectively connect with this guy, that has fragmented media all around him, especially when you now add the social media platforms, the blogs, and all of that.

The only solution to it is storytelling, the ability to tell people difficult things in simple story like formats, and I believe that Africans can only be best in storytelling. I think storytelling is our first endowment, we should tell stories more than the whites, because while growing up, we had this storytelling culture more as an inheritance, that we got from our fathers and mothers;



so let us go back to those times where we begin to tell our advertising in story formats, that is the only way people can really be engaged and they can see or watch your ads without any constraint to time because you are telling it in a story format. And, I would like to add that the best way to achieve this is to capture it in serialized formats; meaning that you must not tell a long story in a short period, trying to squeeze everything; but instead, serialize it. People are ready to watch series a thousand times, if only the story is compelling and it is told in a way that it can drive curiosity and suspense.

**Talking about understanding the new age consumer, we need to have access to accurate and reliable data; and as you already know in Nigeria, data is a huge challenge in the advertising industry. How would you assess the availability of data as it is at the moment?**

We are trying to improve on what we have; but it can be better. Unfortunately, there are lots of research companies today, data based companies, that have more data on Nigeria than even Nigerian companies, such that you are beginning to see agencies or Nigerian companies going to source for Nigerian data from international surveys or database companies. Like I said, we can do better; and for me, it is a question of understanding the importance of it.

I want to commend the Federal Ministry of Information and the Nigerian government for that drive. One only needs to support that venture to see how we can really birth it and

let us start using it.

I also know there are some efforts from sectoral bodies to organise some things. Let us just understand that it is for the good of all, and people should come out and support it. It must not be a question of competition, because that is what happens some of the time. People see it from the point of I want it to be mine so that I have competitive advantage; but, to me, it makes the pie smaller every time we think that way. So, let us think about, how we can do something big, and how we can make the pie bigger for everyone. I think where we are today, is better than before; but it can be improved upon if we learn how to collaborate.

**Another aspect to access to data is the rising concern for privacy; do you see that becoming more like a challenge to access to accurate data that actually works for the advertising industry?**

Yeah, we have seen global big giants and the kind of challenges they have with privacy right now. The truth of the matter is that people are a bit concerned when they know that you know virtually everything about them and the typical question is, what is the motive behind having that, for what reasons are you having this? Are you going to explore it to my disadvantage? These are concerns and questions that have not been answered and global economies, governments, and even locals are concerned about it.

The best way I see it is, the ability for those people with that kind of access and information, to find a way to convince the consumers or the people that it is for the



“ New studies have shown that consumer’s retentive span is dropping, showing that on an average, typical consumer sees nothing less than a thousand plus videos in a day; I mean, audios in thousands. The questions is, how can we effectively connect with this guy, that has fragmented media all around him, especially when you now add the social media platforms, the blogs, and all of that.

The only solution to it is storytelling, the ability to tell people difficult things in simple story like formats, and I believe that Africans can only be best in storytelling. I think storytelling is our first endowment, we should tell stories more than the whites, because while growing up, we had this storytelling culture more as an inheritance, that we got from our fathers and mothers; so let us go back to those times where we begin to tell our advertising in story formats, that is the only way people can really be engaged and they can see or watch your ads without any constraint to time because you are telling it in a story format.

”

common good and be seen to be doing that. But the concerns will not stop, and the more these tech companies have access to this kind of database, and the more they use it to do some very disruptive things that sometimes border on humanity and the essence of life, the more the concerns will be. However, some of them are doing some great initiatives to ensure that they balance the cause and the perception from consumers.

**What are your thoughts on the future of a cookie-less world which is what we are discussing; some advertisers are looking at first party data to get access to consumer insights, what is your take on that?**

First party data is more like looking for a more sustainable plan for doing business and staying relevant in the near future. It means you have platform that can guarantee you to engage the consumers without going via a third party. But it requires some investments, expertise, and time.

I was speaking with a colleague and I

said, look, putting up a platform is not as easy as we think. Some of the platforms that we have today, like some of the blogs that are doing very well, like Linda Ikeji, when they started, I am not sure that they saw the future the way it is today. Sometimes, when you start these things, start it for a cause that is higher than advertising or monetary value, start it for a bigger cause so that people can see themselves in it; and you have to give it time to seed and grow. As such, developing it is not a short term thing you can achieve; you have to give it time. It is for people who are always long term in their views; who understand that to win the game is not a sprint, it is not a hundred meters’ race, it is a marathon. So, getting first party data requires investment, the right expertise and time.

**Talking of harvesting first party data; we understand that it also helps to build relationship between the brands and the consumers in terms of personalised communication, because when you know your consumer, you can adequately**

**connect with them. Could you harp on that side of it so that our readers can better understand some of the advantages of first party data as opposed to third party data?**

The other word I use for it is intelligent marketing. What it means is, if somebody has access to consumer first data, you cannot only tell what is good for the person now; you can tell what is good for the person in the next three months to one year, because you know the person. I will give you an instance, when people visit sites, they are telling a story about themselves, the sites they visit, the time they spend on each of those sites, what they purchase, all of that is telling you who the person is, it gives an idea of the person’s choices, it gives you an idea about the person’s essence of life; for example, how you spend your money tells me what your priorities are in life; the brands you buy, to a great extent, can help me profile who you are today and potentially tomorrow.

What it does is that if I see your choices today, I can best know the kind of ads to

serve you tomorrow. If I know that you buy brands that are a bit conservative, in terms of their delivery, I know the order of other services I can serve you – like insurance, college education, financial planning services and stuff like that. I know that this kind of person will love this kind of stuff. But if I see that this person visits sites that is on the fast pace, such as mobile phones, crypto, etc, it also profiles me in terms of the kind of things that I should be telling the person, even the kind of tonality and the message. Conservative people are known to be risk averse as against people who are on the high pace, those ones like risks. The kind of language or the kind of messaging can be deciphered if you can intelligently read the person's profile depicted from how he or she behaves on line. Now, it can also help me to begin to say, in the next two years, what should I be serving this person.

For an example, a newly wed in the next six to nine months, should be served with things that have to do with babies and home keeping and things like that. A man who just graduated from the university, and he is out looking for job, you know the kind of ads that you should be serving him, ads that have to do with career, and stuffs like that. So, it is intelligent marketing, where you can get to core precision marketing, where you can really say, oh, I am serving this guy with the kind of ads that he really needs and that is why you see that engagement is higher at this point, because you are telling him exactly what he really wants to hear as against mass broadcasting.

### **How effective has influencer marketing been in disseminating the information that the brands convey?**

Influencer marketing for me, is an interesting marketing component that opened up locally, some five years ago, accelerated by Covid-19 pandemic, the pandemic helped us to fast track its relevance.

I call it influence marketing, the ability to influence behavior and, here in Nigeria, brands have embraced it; but I think we are still very much at the learning stage, and I see a lot of trial and error.

One question that I have been longing to ask is there any metrics set before and even after, do we measure success based on the metrics? That would have been an interesting stuff, so that you have a basis to begin to say that it was successful to this degree or it was not successful at this degree. The market is embracing it. One thing I know about logic is that, if people are tuning to a very particular trend, it is either they are

tuning because they are seeing something good in it or it is popular at that time, because AB and CD have done it, right?

My curiosity would be, can we try and put a science to this? What am saying is, before we start a campaign, can we have some kind of objectives set, to say, we want to achieve this, based on the brand's objective and this is how we are going to measure it at the end of the day, and if possible, draft sales targets into it – and then measure it over time? That way we can begin to codify the growth of that aspect of marketing; and, where possible, be able to improve on it, because what you don't measure, you can't improve on.

### **In terms of delivering results empirically, there seems to be an observable mismatch of brands and influencers in several case; that is, the influencers not been quite aligned with brand values and propositions. What do you say to that?**

It is part of the learning. In our culture, there is this bandwagon effect that we all have, meaning that, if we see people running in this direction, the tendency to follow suit without even asking what is happening, is always there. In that culture of doing same of the same, you are going to see things like that; where because a man or woman was used for this, and people liked it, so let's use the same man for this. It might even be a very wrong comparison which will be dead on arrival. What I tell people is this, put some science behind it. For example, what brand are we talking about, what objectives or targets do we want to achieve, what are the challenges we have to overcome, etc. Now, these influencers are brands on their own too; profile them both qualitatively and quantitatively, ensure that you have a correlation between both brands at all times. Don't just use popularity as the only metric, there are other qualitative metrics, too, that will help you achieve your objectives faster than just going through quantitative.

If you do this kind of profiling, supported by strategy, then, you now say to yourself, how do I communicate this to the consumer? I see a lot of money go into actual influencer marketing engagement, very little go into leveraging it. One of the reasons behind the success of Heineken and Champions League sponsorship is the power of leveraging. You discover that really, you could actually get a celebrity endorsement for millions; but if you don't carefully leverage it, then the brand will suffer for it. That is one area I need our people to pay some attention to – effectively leveraging – because the

story around it, and how you take it to the consumer, is a critical success determiner for that campaign.

### **Recently the Advertising Practitioners Council of Nigeria, APCON, decided to regulate the digital advertising space; though it has been on for years, but this time, the Council has to put its foot down. What will be your take on that?**


It is not strange because there is nothing that we want to do today that has not happened before somewhere; all you need to just do is search.

When I heard that, I said to some people, let's go from known to unknown; if you just want to do it from the perspective of it is Nigeria, we have it enforce it; we may not get it so right. Let's ask, a market where this had happened, how did they work it, and what was the strategy behind it? The peculiarity of the social media that we see is that it is a free world.

You are the media, and you know that before, you had to take content to the people designated as media. Now, you are still the media, you are the content, but there is now free access to broadcast. How do you drive regulation in that area or space? Apparently, you know that it is not the same regulatory framework used to regulate other media; you just know that it is not going to be the same. We have to think, understand this social media space and be able to develop a workable framework for it because if it is not workable, you will begin to see frictions that will not help the practice; frictions that will not even help the business of the practice.

To me, therefore, it needs a lot of consultations; and I love the way they are going about the implementation of this new regime; it's been fantastic, and you could see the market is already getting some traction from it. I also want them to work and collaborate with other people, the stakeholders.

One of my mentors told me something one day; he said your stakeholder is anybody that can make or mar your set plans. That sounded so powerful to me; it means that, a driver, a janitor, if not well managed as a stakeholder, can make or mar your plans. If we begin to wear that kind of cap, to understand that there are other people that we might have to start considering now, it is a different ball game and if we do that, definitely success will be very close to us.

A professional portrait of Victoria Adewunmi, a Black woman with long, straight dark hair, wearing a black top and a gold necklace with three pearls. She is looking directly at the camera with a neutral expression. The background is dark and textured.

**Today's  
consumers  
are driven by  
experiences  
more than  
value and  
functionality  
– Victoria  
Adewunmi**

**VICTORIA ADEWUNMI** IS THE MANAGING DIRECTOR OF WATERMARK & VICTORIA, A BRAND EXPERIENCE COMPANY THAT UTILISES DIFFERENT ACTIVATION VEHICLES AND EXPERIENTIAL ASSETS TO DRIVE AND DELIVER IMPACTFUL MARKETING AND BRAND EXPERIENCES. OPERATING IN 32 STATES SPREAD ACROSS THE SIX GEO-POLITICAL ZONES OF NIGERIA, WV, AS IT IS SIMPLY CALLED, WORKS FOR BRANDS IN NUMEROUS SECTORS OF THE NATION'S ECONOMY, INCLUDING FAST MOVING CONSUMER GOODS, FMCG; AVIATION; TELECOM; PHARMACEUTICALS; DIGITAL, AMONG OTHERS. IN THIS INTERVIEW, THE VERSATILE SYSTEMS ENGINEER AND TRAINED PROJECT MANAGER WHO ALWAYS BLENDS PRECISION WITH CREATIVITY, SPEAKS EXTENSIVELY ABOUT EXPERIENTIAL MARKETING IN THESE DAYS OF FAST CHANGING CONSUMER BEHAVIOUR AND TECHNOLOGICAL EXPLOSION; AND, OF COURSE, HOW HER COMPANY IS LEVERAGING BOTH TO THE BENEFIT AND SATISFACTION OF HER EVER INCREASING CLIENTELE.

## What is your assessment of the marketing communications industry in Nigeria and the experiential marketing sub-sector in particular?

The industry is still kicking off, and some might argue that it is in its teething stage. The narrative for decades has always been that advertising, among other sub-sectors in the MC industry, leads the pack; but that is not entirely true. Experiential marketing has been around for as far back as we know. Remember the three orange men campaign? These three orange-looking men walked the streets of Lagos having people believe they were aliens. That year these men were the talk of the town, and everyone had questions and thoughts regarding who they were and where they came from. For those who don't remember, that was a Mirinda campaign and it was one the highlights of experiential marketing in the early days of experiential marketing in Nigeria.

It is great to see experiential make a comeback and take center stage in the IMC industry. Brands are beginning to understand the role of sensorial experience coupled with immersive storytelling in today's consumer journey. With the advent of new channels and technologies, consumer interaction and engagement has taken a new and unique turn with digital media and platforms owning the front stage to convey new experiences to consumers and connecting them with brands.

It cannot be denied that the Integrated Marketing Communications (IMC) industry has one of the most significant potentials for growth in the Nigerian economy; however for this growth to occur, there is a need for synergy between all its sub-sectors and stakeholders.

### How will you assess the impact of experiential in the marketing mix?

In Nigeria, experiential marketing has had a long drive from being an add-on in the marketing and communications industry to leading the pack in almost all campaigns today. Brand managers and executives understand this and are now channeling a bulk sum of their marketing budget towards experiential campaigns to create unique activations that will help to drive brand awareness, talkability and ultimately drive return on marketing spend.

Today's consumers are driven

by experiences more than value and functionality; they would rather opt for a product because of the way it makes them feel than the price or the functions it serves. These other factors are also important in consumer purchase journey; however, the very first impression that attracts consumers and gets them to consider the brand must be delivered with an experience. Consumers no longer want to be passive in their engagements with brands; they want to be part of the conversation and see that their actions, whether in making a purchase or signing up or referring another person, as their own way of contributing to a greater good.

Experiential marketing therefore helps marketers connect with their consumers through immersive storytelling and innovative engagements that resonate with consumers, helping brand owners juxtapose all other elements of the marketing mix into one unique integrated brand experience delivered across multi channels.

### What are the challenges that exist in experiential marketing?

One of the many challenges in experiential marketing is the dynamic and sometimes swift changes in consumer behavior, especially with today's audience, where consumers are quick to pick up and drop trends as they happen. Some experience might fail to deliver the promises it made to consumers due to many reasons like cultural bias, cancel culture, moral ethics, and influencer preference, among others.

Brands with a strong heritage and pedigree usually have more work to do, to remain top-of-the-mind and relevant especially if they are competing in a market saturated with new entrants who are willing to go above and beyond to win market share.

In spite of these challenges, experiential marketing remains the bridge that connects consumers to brands. New technologies and innovations today make it easy to use consumer data and insight to develop winning immersive experiences and campaigns.

Another constraint is the inverse proportionality of client's budget and their visions and goals. Brand managers and agencies can dare to have lofty ideas and plans but the problem has never been the scarcity of ideas, the marketing budget has always been the limitation to delivering flawless experiential campaigns. We will continue to have new technologies that defy traditional marketing; but the question is if brand owners will be willing to go all out and invest more in experiential marketing.

### How are practitioners responding to these challenges?

Innovation is now a necessary requirement in the evolution of experiential marketing. Businesses need to stay innovative in a rapidly changing market to adapt to the accelerated consumer shift. That is the only way to be ahead of the curve.

The COVID-19 pandemic has had a lot of brands and businesses rethink their approach to some of their marketing ideas and activations. Agencies that will thrive in this light will need to stay innovative, constantly tilting the boundaries of creativity and pushing the reins of what ingenuity is.

### How will you describe the impact of the pandemic on experiential marketing?

I think it's a two-way thing. It has a positive and not-so-great aspect to it. For the latter, it would be the screeching halts it brought to all plans and marketing activity. Remember that the bulk of experiential marketing before the pandemic was happening physically. The regulations and restrictions meant that this could no longer happen; and brands and agencies needed to find new ways to deliver brand experiences to consumers.

On the fair side, it opened new waves of thinking that might have stayed locked for a few years. Some studies showed that the pandemic resulted in a 20-year technology leap, meaning that the tech and innovations we see today would have only been available in the year 2040, if the pandemic didn't happen. It brought us faster to creating unique digital experiences integrating the offline and online channels in one experience.

New innovations in extended reality like AR and VR have opened our world into new realities and experiences, charting the course to what the future of experiential marketing will look like.

Asides that, the pandemic also brought us into the era of remote work and work from home, where we got to spend more time with family resulting in the recent need for family experiences and engagements.

There is also a rise in parity of experience. Creating an equitable experience for all audiences is critical to brand success. At the top of mind for brands is making sure experiences are accessible to a diverse audience, whether it's a hard-to-reach audience, a marginalized one, or one that is live and virtual. The pandemic changed and helped to reconfigure how brands could reach and connect with all of this audience.



### **What significant shifts in experiential marketing are occasioned by the pandemic?**

At the beginning of experiential marketing, brands believed that “the bigger, the better.” Suppose you could create a nationwide event and get as many people as possible; you were on the right track. This is changing as the consumer now seeks more personalized experiences that focus on their community and are unique to them; experiences that fit into their culture, immediate society, and the things they hold dear. Large, bogus out-of-the-world events will create a general interest, but personalized events locally and explicitly targeted at a demographic audience will generate more conversion.

Also, in the early days of the marriage between marketing and technology, the goal was to use as much technology as possible. Brands and retail agencies wanted to seem up-to-date without careful thoughts about the tech solving real problems for the consumer or helping to heighten the experience and drive conversion.

While this is still obtainable, and many brands want to incorporate virtual and augmented reality into their activations, the pandemic has shown that we need to be more concise and defined in our strategies and use of technology. We need to think of the bigger picture and what smaller pictures we can use to make it up.

### **What is the impact of digitalization and increased technological adoption on experiential marketing, especially brand activation?**

Technology has transformed marketing by helping to create ecosystems and frameworks that allow brands to interface better with consumers. It has helped and is helping brands deliver their promise and value while impacting their bottom line.

During activations, whether they are happening physically or online, technology has become a veritable tool to help brands drive their desired intent. With digitalization and increased technological adoption, experiences can meet you wherever you may be, regardless of time zone or distance.

These factors have also created and heightened a shared sense of social experience, where consumers can connect and interact with others.

### **What will signpost the success of experiential agencies this year?**

Unique engagement with the consumer would have to top the list. Yes, brands are big on engaging with the audience and interacting with them, but to win the crown would be to create and curate new unique ways to engage the consumers.

Ultimately, one can say, agencies will often find themselves co-curating

marketing concepts that have strong organic, user generated contents, steered by marketing influential triggers that are geared towards achieving its set marketing objectives. Simply put; the best brand experiences are seen to come from the collaborative synergy between the brands (creating an interactive platform) and consumers (steering the experience their way).

### **How are practitioners positioned ahead of the metaverse boom and virtual reality technology?**

People couldn't connect in real life when the pandemic came and a new world soon emerged. Digital and the natural world collided; brands could reach an audience they never imagined. The crisis gave rise to innovation, and this trend will continue.

The metaverse got real with consumers spending more time in the virtual world and now, people expect more digital immersion. Digital twin, an alias for the real-time digital counterpart of a product or process, is at the heart of the next wave of virtual and transmedia experiences and will boom as the metaverse becomes more tangible. We expect to see more experiences set in immersive metaverse and gaming environments using branded avatars as characters. This will undoubtedly give rise to more possibilities with branded NFTs.

Experiential marketers are ready to take over the endless possibilities that the metaverse and virtual reality technology offers. Nigerian experiential agencies are not left behind; and as the metaverse unfold so will the new wave of experiences.

### **In an age of short consumer life span and increasing need for immersive communication for marketing campaigns, how can experiential agencies optimize consumer engagements to yield the desired outcomes?**

Storytelling and a thorough understanding of the target audience. We have established that consumer behavior is changing at an accelerated, alarming speed, yet the need for immersive experiences remains insatiable. Consumers are the reasons brands and businesses exist, and to continue to do so, they must always meet the consumer at the point of their need.

What we do at Watermark and Victoria is first to carry out a detailed research about the brand we're partnering with and their industry. We consume as much data as possible to determine what part of the story we want to tell. Once this is done,

our next bet is to understand the target audience; we want to explore their mind; how do they think? How do they act? Where can we find them? What is their pain point? What would make a difference in their life?

Once we have underscored this, we begin to tell our story most excitingly. Humans love stories, and they are the singular asset that has existed since the dawn of time. We find creative and audacious ways to tell the story, and this forms the base of the engagement we invite our consumers into.

The engagements could be things they are open to every day, but due to the story we have drafted around it, they see it in a new line, and this helps to optimize and heighten their interaction and engagement with the brand.

Consumers are the bane of these experiential campaigns. There needs to be a collaborative effort on both the brand's and the consumer's needs so that the brand can provide the experiences the consumer is looking for. In the early days of marketing, there was a cynical belief that consumers were about their needs and wants, but even then, that could overlap. With the rise of tech and to give credit to the Gen Zs, they know what they want and what they are after. Their needs and wants are deftly defined, so brands need to find ways to drive a consumer-centric collaboration to ensure they stay relevant to the consumers. There's no more significant time in history when the statement "Consumer is King" rings louder and more accurate.

Consumers are finding their path and making their journey, and because they live in an age run by digital and technology, they are flexible and changing. People believe that influencer or peer marketing is the "in-thing," but this is increasingly false. The younger consumer demographic is skeptical about trying products based on someone's reference. They want to make the journey themselves and remain confident that the choice or choices are informed by their findings; that is a fact we need to begin to consider when creating our strategies.

### **Watermark & Victoria started as a strategy consulting firm; tell us about your growth trajectory over the last eight years?**

Watermark was borne out of the need to solve problems. From an entrepreneurial perspective, we were looking at how we could help businesses succeed within the African market space. So, we started as a strategy consulting firm focusing on

SMEs. Although the term was "strategy consulting," we believed what we were offering then were core business principles that would help anyone scale above. We looked at pillars of business and organisation and how we could ensure that all of these were created in ways that they could succeed.

We looked at the brand as a distinct element from the business and thought of ways we could humanise the brand and make it more relatable to consumers. In hindsight, we were not just a strategy consulting firm; we were a brand consulting outfit.

It was not an easy journey because as we know, SMEs have monetary challenges, so we usually had budgetary issues, but we always found a way to ensure we delivered value; that was our goal. Soon enough, more prominent brands began to see what we were doing and they came to us. Around 2017, we began to add more clients to our portfolio and take on a different look. We began to take a deeper dive into marketing, focusing on consumer experiences.

For us, the goal is to be flexible enough to adapt and grow with our clients, the needs of the consumers and the ever-changing market space. We want to stay innovative and able to provide value. Interestingly, our strong background in strategy and brand consulting, has given us an edge. We are not creating over the head ideas but unique strategies that are tailored to the brand story and the consumer needs, all unified to ensure business objectives are realized.

Right now, we work for a number of multinational brands as well. From starting as a one-person business, we've evolved into a full-service experiential agency with a 20-man team and over 1000 field agents pan Nigeria.

### **You worked on several indigenous and multi-national brands; tell us how you have been able to assist these brands to achieve their marketing objectives as a force behind them?**

As earlier stated, what we do at Watermark & Victoria is that when we take a brand, we want to understand the fabric that ties it together. Though we are an experiential agency, we do not limit ourselves in thinking. We think about how to input different subsets of the IMC, digital, PR and publicity, and others.

We look at a brand and the brief we've received and think about the primary objective to respond to and how we expect

the consumer to react at the end of the day. We think of ourselves as the machine's engine, the mitochondrion to the cell of brands, the hidden powerhouse helping to drive consumer-oriented solutions.

We have been able to work with both indigenous and foreign brands because our works speak for us. We believe that good work will always speak for itself, but it is not enough. Strategy is good, but executing the strategy outlined is even better, and consistency in hitting that peak point is the best. This is how we've been able to stay ahead of the curve and help our clients achieve their objectives.

### **Despite the myriads of challenges confronting practitioners, Watermark & Victoria has demonstrated resilience and in-depth knowledge of market insights; what did you do differently last year as an agency to help your clients survive the harsh economic times?**

Every year comes with its challenges, and last year was no different. To survive the harsh economic realities of doing business in Nigeria, we looked into three things: making our clients a priority; two, developing innovative practices and managing our staff.

All of these strategies are juxtaposed together such that one cannot exist without the other, which is what made it easy. For clarity, a happy and satisfied employee can drive forward and future thinking and how best they can be executed. Creating these ideas and their subsequent execution make our clients pleased and satisfied. These are the strategies we employ to stay above and to ensure the belief our clients put in us does not diminish.

### **There is an increase in technological penetration and digital advancement in all forms of communication; how is Watermark & Victoria responding to this shift in delivering optimally to its clients?**

The pandemic accelerated the growth of technological innovations, and we do not expect that to drop. We want to use this wave of technology to create a new model of experiences that appeal to the different brands we serve.

There is an inherent synergy between technology and communication. We have seen the rise of various communication

**For us, the goal is to be flexible enough to adapt and grow with our clients, the needs of the consumers and the ever-changing market space. We want to stay innovative and able to provide value. Interestingly, our strong background in strategy and brand consulting, has given us an edge. We are not creating over the head ideas but unique strategies that are tailored to the brand story and the consumer needs, all unifying to ensure business objectives are realized.**

channels, which marketing is now tapping into. Digital is changing communication as we know it; we have podcasts, social media, emails, and others.

What we are doing to meet this shift is first to train and retrain our staff to ensure they can sit and handle communication on a global scale. We have partnered with several academies to teach and train our staff on these communication models and channels springing up.

For our clients, we are continually updating and bringing them into the loop of how digital technology is penetrating our communication experiences so that they can see the vision and work with us.

**Watermark & Victoria as an innovative brand is constantly evolving in its service offerings to its clients; what are you delivering to your clients as a force behind them this year?**

Our service offerings stay the same; we create value, and drive solutions. Our clients trust us and keep coming back to engage our business. We do not create strategies for campaigns that are not rooted in data and insights. Our performance record goes to prove this.

We will continue to deliver to our portfolio of clients a value that cannot be denied and workable solutions that will consistently help them win. We will not sacrifice that, no matter what.

Also, we do not limit ourselves to one space. We do not think only of experiential marketing. We think of creative marketing solutions, and that's the uniqueness that our clients appreciate. We think innovation. We think about technology and how we can harness its power for the good of our clients.

Internally also, we had to ensure that the business was re-engineered to meet all of the changes that were happening. Our business itself had to adapt and be flexible to all changes. Rather than boxing ourselves and our heads in a given space,

we try to be like water, take on any form and meet the demands of businesses.

**You currently have footholds in the country's six geopolitical zones; what are your plans in terms of expansion, and what other areas are you planning to explore this year to improve your brand strategic positioning?**

Our goal is growth. As I mentioned earlier, we are looking to push the boundaries of what marketing is in Africa, and this is not limited to just experiential marketing. Yes, we currently have our footprint in large part of the country's geography, but we are not resting or sleeping on our oars. We will continue to push and drive to grow beyond where we currently are.

We plan to expand to become a full-service creative outfit, not limited to BTL. We already have our hands in a few ATL and digital campaigns. We want to become the global name for creativity and ingenuity. We want to be the hub for creative brand strategy and creation.

As earlier mentioned, we have our tentacles in all of these already. We do not want to limit ourselves or the business to just one sector in the industry. We plan to play into that space, whether it's digital advertising, PR and publicity, design and branding, radio and TV advertising, or core business strategy.

**With the gradual ease of COVID-19 restrictions, where do you see experiential marketing this year?**

Experiential is billed to grow beyond the five senses into the infusion of tech. So, technology has a huge role to play in how we deliver experiential campaigns; artificial intelligence. Also, consumers no longer want to go to a central location to get these experiences. They are looking for convenience. They want to get all of this from the comfort of their home.




For example, a noodles brand wants to launch into the market. With the infusion of technology and the convenience that the consumers want, we can create a "world of noodles," so to speak, and in there, you can engage your five senses; see how the noodle is being cooked, get the flavor profile and perform other activities, all from the comfort of your home.

Pivoting from COVID-19, there is no experiential without retail. Often, the agency wants to drive retail engagement because the brands want to sell. So, how do we channel some of our ideas from creating unique experiences to driving that compelling factor that pushes consumers to purchase? How do we get people to see the brand's benefit in their daily lives and make a decisive buying statement based on the experiential architecture?







# We've re-defined our business direction and processes – Tolu Medebem

Tolulope Medebem, one of Nigeria's foremost Experiential Marketing professionals, and one of the pioneer females in this field, is the Chief Operating Officer/Lead Consultant of Aster Integrated Marketing Limited, a leading marketing communications and experiential marketing agency in Nigeria. In this interview, she . . . .

**W**ith everything Aster Integrated Marketing has learned over the past two years of COVID-19 pandemic, would you say you're much better positioned to find innovative ways of engaging with consumers in 2022?

Truth is that the past couple of years have been very enlightening and educative for us as a business and we have learnt quite a lot as a business (a new business at that).

Honestly, re-innovation is the only way to survive in any industry right now. Covid or not, the need to innovate as a business is important and now even more than ever. As AsterIML, we have honestly had to 'redefine' our business direction as well as processes to ensure that we are able to partner with our various clients in an all-encompassing manner that ensures we continue to deliver world class executions, on time and reasonably.

**Many speculated the death of tradeshows at the height of the COVID. Do you see a full return of shows in 2022, especially in Nigeria?**

Most definitely, as you would have noticed anyway. What we have now is the fact that COVID-19 (learnings, lessons and whatever you might call it), has fueled innovation within the events sector (all over the world); it's certainly not limited to Nigeria. With the right planning, precautions and technical implementation we will see and are actually experiencing the events/experiential industry (as well as pretty much everyone else) confidently stepping into a new era of socially responsible physical and hybrid events.

Like I said earlier, shows have 'fully' resumed as humans, as social beings, MUST definitely congregate, it's the precautions that we put in place that ensure we are well and good.



**In keeping up with Gen Zs, we create unique memorable experiences that address their interests and preferences, especially what (you perceive) they value. You must identify that they do not want to blend in but stand out independently and believe that they are capable of causing changes in the world around them. This is what brands need to do, reflect these values and support their cause.**

**With the relaxing of most COVID-19 restrictions, would you say hybrid experiential event marketing will continue to grow and improve in 2022? Given the expanded role of technology, how does your agency intend to weave tech into your experiential marketing events?**

Personally, I believe (and say this often enough) an event in its optimal form requires the hybrid elements especially as we continue to develop the industry post pandemic as various elements would impact an otherwise packed and 'sold out' venue e.g. social distancing could affect attendance BUT a hybrid approach can and could mitigate this, with the introduction of a remote audience., same could be done with speakers from all over the world, and so on.

Essentially, what this means is that this hybrid gives room for innovation and scale. Quite naturally, a physical activity allows people to network whilst virtual presents the 'safety' of a remote location (thus giving guests a choice).

Personally, I see and welcome the growth and development of hybrid activities as part of the necessary and

needed innovation.

As I mentioned earlier, the new normal dictates that however we experience this (virtual or otherwise), it needs to be an EXPERIENCE. In essence, as part of moving with the times and developing to ensure consumer satisfaction, we must and need to bring these experiences 'where the consumer is' essentially, creating opportunities to transcend distance and boundaries and this can obviously only be done, by incorporating tech as best as we can.

The experiential eco system obviously has transcended venue or space constraints and these would essentially be integrated into creating these experiences as we move along.

**What would you say is Aster's USP in helping brands engage with consumers in creating curated memorable experiences?**

As AsterIML, we try to find and create the experiential magic in outsourcing our inspiration. What this means, essentially, is we enlist the help of 'colleagues' around the world and draw from a large pool to offer diverse solutions and this is at the center of who we are (Diversity, Relevancy, and Authenticity).

So we get to pool all of these resources together to fit the brands and the kind of solutions we intend to provide. Such expansive artillery is what makes Aster unique in addition to what I said earlier, 'adding that extra and personal touch to all that we do'. We believe that human experiences are important and if you give them memorable ones drawing from their individual backgrounds and rationales, you have hit the mark. This is why we say our team is diverse. We ensure our output is relevant to the consumer and what we sell is also authentic.

**Generation Z cares deeply about brand values, and has become the economic powerhouse of many brands. How is your agency catering to their needs while delivering values for clients?**

In keeping up with Gen Zs, we create unique memorable experiences that address their interests and preferences, especially what (you perceive) they value. You must identify that they do not want to blend in but stand out independently and believe that they are capable of causing changes in the world around them. This

is what brands need to do, reflect these values and support their cause.

At Aster IML, we recognise that they are a core part of the target audience and therefore in our campaigns and experiential activities, we are about creating an engaging community that allows for them to connect with others; shared experiences that are authentic and transparent, the behind-the-scenes to our outputs and constantly improving with new techniques and technology.

There is no need to be fake or unreal; one must know that this Generation will see through your adverts and hyperbolic promises; which is why again we must be authentic and transparent in our approach.

### **How ready is your agency to experiment with interactive technology to deliver brand experience?**

Honestly, it's a work in progress for us. We are ALL learning this together and working to make an impact as a company.

### **Influencer marketing trends are increasing exponentially because of their engaging connection with consumers.**

#### **How much of it has your agency incorporated into your marketing mix?**

Like you rightly said, influencer marketing has grown to become a key part of brand marketing strategy in recent times. These are folks whom people have grown to love and adore and can buy into their opinions on specific issues. So it actually makes sense as an agency to always find ways to incorporate that where necessary.

At Aster IML, we work with influencers, taking into consideration their niche (content et al) as it relates to our brand or client. That audience is the influence that we target and we have worked with quite a number of influencers across various social media spaces and sectors for our clients over the last few years.

We measure our returns by the engagements and responses we get afterwards as well. You know, every marketing activity has a target in mind. There are influencers to be used if you want to simply create a buzz while there are some that work just for the sake of persuading consumers to take action, so



depending on the nature of the brand at that moment, we decide the influencer to engage.

### **In a sea of advertising noise, how is your agency cutting through the competition and fatigue?**

Values! Values are very dear to us as an agency. We will always get the job done once we have agreed to take the job (regardless). We ensure that we have met our set targets and even surpass them with every job that we take. We are conscious of relationships too, knowing that our work will always speak for us with each client. Therefore, we take client service seriously and try to understand what exactly it is the client wants, introducing our expertise and reconciling it with what the consumers' needs are. I believe the final thing would be that we are constantly looking for new, innovative approaches. The world is evolving daily and we must too.

### **As the Vice President of EXMAN,**

#### **what are your sectoral plans for the year?**

The idea essentially is to develop and grow an association that adds and continually adds value to and for its members and these are some of the plans that are currently in process as presented by the President at the beginning of his tenure.

We are working on bringing and showcasing EXMAN as a trade association that adds and will be adding value to the experiential industry within Nigeria, Africa and hopefully beyond. Maybe, you would have noticed a new series that we have started as EXMAN - it's the ABC of Brand EXP essentially putting our industry out there and getting people to engage more with what we do and who we are. In March we kicked off with the Women in Experiential edition and quarterly, we will be showcasing various elements of the industry as it relates to the general populace, essentially creating a visible association with a hope to make better inroads within the marketing

# Nestlé Nigeria kicks off 4th phase of empowerment scheme

**I**n line with the mandate to empower rural women across Nigeria, Nestlé Nigeria, fast moving consumer goods, FMCG company has kicked off the 4th phase of its empowerment scheme in Port Harcourt, Rivers State, South-South Nigeria.

The empowerment scheme tagged: Nestlé Empowering Rural Women in Nigeria which is designed to equip retailers with requisite knowledge and support to scale up their businesses admitted an additional 50 women, bringing the total number of beneficiaries to 200.

Speaking at the training and induction session in Port Harcourt, Mr. Khaled Ramadan Nestlé Nigeria's Commercial Manager, said, "We are happy to fulfill our promise of expanding Nestlé Empowering Rural Women in Nigeria Project to reach more women in other parts of Nigeria. We are pleased with the progress made so far by the 150 women currently benefiting from the project. The beneficiaries who currently enjoy the training and mentorship provided by Nestlé and her implementation partners –FDCConsults, are reporting faster turnover and increased revenue as well as stronger visibility of their outlets within their locations. We are therefore confident that these additional 50 selected retailers in South South, will also reap the full benefits of the support we are providing through training, mentorship and grants".

Speaking in the same vein, Mr. Phranklin Audu, Head, Partnerships & Training at FDCConsults while commending

the initiative said, "The Nestlé Empowering

Rural Women project is such an amazing initiative. The progress and growth recorded by the women in the several states where the project is already ongoing is quite refreshing to see. We are talking about visible growth. Grade-C retailers are moving up the distribution ladder and more importantly these women are doing more sales turnovers thereby earning higher incomes for themselves. We must commend the visioners of this project and the entire project team for staying true to cause".

Expressing her appreciation, one of the beneficiaries, Mrs. Joyce Nwaiwo, said, "I feel so happy about this opportunity. I still cannot believe that this is true, because it is just like a dream. I want to say a big thank you to Nestlé."

The Nestlé Empowering Rural Women in Nigeria Project started in August 2021, in North Central Nigeria, with the induction of the first 50 women beneficiaries into the project from the suburbs of Abuja. The project moved to



*Khaled Ramadan, Commercial Manager, Nestlé Nigeria PLC, addressing the beneficiaries in Port Harcourt*

the South West and added an additional 50 beneficiaries, selected from the axis of Oshogbo, Ede and Ilesha in Osun State. In the South East, 50 women were inducted from the Nsukka and Obolo-Afo axis of Enugu State.

The program aims to reach 300 women across the country before the end of 2022.



*Cross section of beneficiaries of the project in Port Harcourt.*



*Phranklin Audu, Head, Partnerships & Training at FDConsults facilitating the trainings for the beneficiaries*



*A beneficiary asking a question during the training session*



*Beneficiaries displaying their hands-on demonstration of the training on Merchandising.*

# World Milk Day: Nigerians Laud Peak Pledge Not to Skip Br

**T**housands of Nigerians took the Peak breakfast pledge on World Milk Day - June 1 as Nigeria's foremost dairy brand, Peak Milk, from the stables of FrieslandCampina WAMCO drove massive engagement with its consumers across the country through a disruptive digital experiential campaign tagged 'Missing Breakfast is a Crime.'

Peak Milk started the week leading to June 1 with National Breakfast activities, especially the #PeakBreakfastPolice rally, where a fictional character of authority dramatized the 'Missing Breakfast is a Crime' concept with consumers and created a mass arrest of breakfast defaulters across different locations. The arrested defaulters got bailed with nourishing packs of Peak Breakfast and took a pledge to never miss breakfast again.

The brand also provided dairy nutrition knowledge, communicated the importance of breakfast for optimal body performance and offered breakfast solutions to consumers with different morning lifestyles.

On World Milk Day, FrieslandCampina WAMCO took to the streets of Lagos, Enugu and Kano and served nourishing Peak breakfast to over 10,000 Nigerians. Peak Breakfast cafes were set up at bus parks, traffic stops and marketplaces. In attendance were celebrity guests, including popular Nollywood actor, Kunle Remi and ex-BBNaija housemate, Adeoluwa Okusaga (Saga) whose presence added fun and elegance to the celebration with consumers.

During the activation, the brand encouraged consumers to be breakfast abiding citizens and emphasized the benefit of proper nourishment at the start of each day.

When queried over her breakfast attitude, a Lagos consumer, Mrs. Biola Fayemi, said "I pledge to never let anything get in between me and my breakfast. So help me Peak.

At the end of the campaign, over 10,000 consumers reached online, in stores and at activation points took pledges to enjoy dairy with a Peak breakfast.

In a statement to the media, Omolara Banjoko,



L-R; Chris Wulff-Caesar, Marketing Director Sub-Sahara Africa, Friesland Campina; Ben Langat, Managing Director Sub Saharan Africa Cluster FrieslandCampina; Bukunmi Adeaga-Ilori (KieKie) Celebrity Guest, Aikhuemelo Tope-Philips, Human Resources Director Sub Saharan Africa Cluster FrieslandCampina and Bandele Temitope, Sub Saharan Customer Supply Chain Director FrieslandCampina at the internal celebration of World Milk Day at FrieslandCampina WAMCO Head Office Ogba Lagos



L-R: Elue Lilian, Brand Manager Peak Milk, FrieslandCampina, Okusaga Adeoluwa (Saga), Celebrity Guest and Banjoko Omolara, Marketing Manager Peak Milk FrieslandCampina at the activation Celebration of World Milk day, Maryland Lagos.

# Milk Campaign, Breakfast

Marketing Manager, Peak Milk said that the World Milk Day provides an annual opportunity to raise awareness about the benefits of dairy in healthy diets.

She said, "As a socially responsible corporate organisation, we are spreading the message of having a nourishing breakfast that includes milk to optimize our physical and mental potentials throughout the day. Have a Peak breakfast today; take

a pledge never to skip breakfast and your body will thank you for it.

"Breakfast still remains the most important meal of the day and Peak, being committed to quality dairy nutrition since 1954, aims to constantly and consistently revive the waning breakfast culture in Nigeria," Banjoko concluded.

World Milk Day was first launched in 2001 by the Food and Agriculture

Organization of the United Nations (FAO) to celebrate and increase public awareness about the nutritional and economic importance of milk and milk products around the globe.

**Ore Famurewa**

*Executive Director Corporate Affairs*

June 2022



L-R: Senior Brand Manager Peak Milk- Kassim Moninuola, Senior Brand Manager Peak Milk-Igwe Chioma, Kunle Remi, Celebrity Guest, Bandele Temitope, Sub Saharan Customer Supply Chain Director and Obafemi Esther- Cluster Head of Digital, Media and Insights FrieslandCampina Sub-Saharan Africa at the Celebration of World Milk day activation at Berger Lagos.

## About FrieslandCampina WAMCO Nigeria PLC

FrieslandCampina WAMCO Nigeria PLC has been a necessary part of most Nigerian homes since 1954 through its iconic brand Peak Milk. Our Company is a multinational manufacturing company and an affiliate of Royal FrieslandCampina of the Netherlands, one of the largest dairy cooperatives in the world. We are the makers of Peak, Three Crowns, Coast, Olympic and Nunu brands of milk in Nigeria. Guided by an inspiring mission of "Nourishing Nigeria with quality dairy nutrition," we are unwavering in the provision of quality, nutritious milk products to Nigerians. To further increase its local content and support Federal Government's initiative to grow the Agriculture sector, FrieslandCampina WAMCO pioneered the Dairy Development Programme (DDP) in August 2010 in Nigeria. This is gradually developing into a full national programme as the Company is dedicated to making the initiative a success by ensuring the transfer of technology know-how on milk production to Nigerian farmers. The Company plans to further train and consult with farmers, with the support of the Government and other key partners. See also: [www.frieslandcampinan.com.ng](http://www.frieslandcampinan.com.ng)

# Budweiser Smooth Kings Remix returns with more entertainment

**M**usic lovers and consumers of premium lager, Budweiser, are in for an exciting time as the second season of the highly successful Budweiser Smooth Kings Remix Show returns.

Budweiser premium lager, from the stable of International Breweries Plc, is set to feature 20 Nigerian stars including talents such as the Holy Father crooner, Mayorkun, Finesse hit banger, BNXN (formerly known as Buju), among 18 other hot music acts for Budweiser Smooth Kings Remix Season 2.

RnB Music sensation and former BBNaija Housemate, Vee, alongside MTV Base OAP, Ehiz, are teamed up as hosts of the Budweiser Smooth Kings Remix Season 2 Show which premiered on YouTube with the first episode featuring

BNXN AKA Buju and Lojay with a remix of the classic, 'Kukere' by Iyanya.

Budweiser Smooth Kings Remix is a premium entertainment show for consumers who fancy world-class music. The show features an array of sought-after music stars who pair up to render unique versions of Naija music hits by Kings of the art. These artistes will be dropping a remix track every week for 10 weeks.

Speaking about the show, Marketing Director, International Breweries Plc, Tolulope Adedeji, said: "Budweiser knows how much its consumers love their music, and the idea is to cater to this need for premium entertainment by bringing together some of their favourite artistes to perform classic Nigerian music hits. The first season of the Budweiser Smooth Kings remix Show was a huge success with acts such as Niniola and Chike, this season's anchor, Vee and YCee, as well as Teni and

Johnny Drille teaming up to render their versions of some renowned Nigerian songs and we knew we just had to be back again for a second year running."

According to the Marketing Manager, Budweiser, Olajumoke Okikiolu, "Consumers and music lovers across the country shared plenty of positive feedback about the first edition of Budweiser Smooth King Remix, and we knew we had to go bigger and better to impress them again."

Budweiser Smooth King Remix Season two telecast is expected to be watched by millions of music fans and Budweiser consumers across the globe.

Streaming of all the spectacular performances by the artists comes via <https://www.youtube.com/hashtag/budweisersmoothkingsremix>.

Enjoy Responsibly. Not for sale to persons under the age of 18.



# Trophy Extra Stout launches 'No DNA Needed' campaign



**T**rophy Extra Special Stout has launched a new thematic campaign called 'NO DNA NEEDED, ORIGINALLY BLACK'. The new thematic campaign is targeted at celebrating exceptional leadership and originality traits in Nigerians and Africans by extension. Trophy Extra Special Stout is from the stable of International Brewery Plc a proud member of AB InBev, the largest beer maker in the world.

The novelty pro-identity campaign titled 'No DNA Needed' is built on the ideology 'The Originals'. This ideology rides on the platform that, like Trophy Stout, there are born rulers in Nigeria and Africa as a whole, who walk their paths by creating and innovating in their fields and become leaders despite the hardship and challenges of a third-world country. The rulers still triumph and compete with innovators in first world countries and beat them at their game. The campaign is directed at Nigerian inventors who are originals in their sphere of business

and pass on their leadership from one generation to the other.

Speaking on the launch, the Marketing Director, International Breweries Plc, Tolulope Adedeji, said, "People ask why we chose the name 'No DNA Needed, Originally Black'. It is an inborn attribute of Africans to be natural leaders. Leadership is taken very seriously in Africa and this is taught to the child from birth to adulthood. The typical Nigerian believes he or she is capable of anything they want to do. They never have to prove their identity and do not need a DNA test to identify themselves anywhere they go. The growing need to ensure the black identity is not lost gave birth to this preposition and our new personality – the Modern Leader."

"These Modern rulers are top of their games, with followership that is legendary. This is visible in all our Brand Ambassadors: Tacha, Tubaba, Simi Drey, and Made Kutu. They do not fade out but grow more fans as they become living legends such as Tubaba and they excel across all fields and

demographics. This is the reason these ambassadors were carefully featured in the TVC to push the 'NO DNA NEEDED, ORIGINALLY BLACK' position into the minds of our consumers."

On his part, Marketing Manager, Trophy Stout, Bamise Oyebami said, "We do not just sell brands, we sell movements, these movements assist in building on our cultural heritage and affirm our love for who we are. Trophy Extra Special Stout is an extra special product brewed in Nigeria with plants grown locally. It is something we are proud of as it's part of our heritage.

Trophy Extra Special Stout is billed to storm Abuja and Lagos, in the coming weeks with its 'Black Parties' themed the 'Future of Black'. The Abuja and Lagos parties are still an extension of the 'No DNA Needed' campaign unveiling.

About International Breweries Plc.

International Breweries Plc (IBPLC) is a proud part of the world's largest brewer, Anheuser-Busch InBev, (ABInBev), the world's largest brewer with over 400 beer brands.

In Nigeria, IBPLC is the proud producer of Trophy Lager, Trophy Extra Special Stout, Hero and Budweiser and other popular beer brands, while having a non-alcoholic malt beverages portfolio that includes Beta Malt & Grand Malt.

IBPLC was established in December 1971 and was listed on The Nigerian Stock Exchange in 1995. The company, ABInBev consolidated its business stakes in Pabod Breweries Limited, Intafact Beverages Limited into its majority ownership of International Breweries Plc in a merger that was concluded in December 2017.

As a proud part of ABInbev, International Breweries shares culture and heritage of dreaming big. A dream of building a future that everyone can celebrate, and everyone can share. A future with more cheers.



# Inspiring Nigerian youth for entrepreneurship, innovativeness, the Grand Oak's new approach

*Grand Oak through its Lord's London Dry Gin flagship brand is making significant investment in inspiring and encouraging the Nigerian youth to keep striving by believing in their dreams and determined to achieve goals in spite of challenges. This, the brand believes will result in a domino effect on the economy. Daniel Obi looks at the brand's approach and its expected impact.*

The maxim in Nigeria that 'the future is bright' could only be rhetoric if actions are not triggered. For several years, Nigeria's economy has been on a vicissitude trajectory, with stakeholders trusting the youth as the solution. The Nigerian youth is presently on the rise in spite of challenges. This is basically one of the reasons that informed Lord's Achievers Award by Grand Oak Limited, marketer and distributor of alcoholic and non-alcoholic beverages.

The positive energy, resilience and boldness displayed by Nigerian youth, aged 20 – 40 in various fields in recent times, indicate that with encouragement and support, the future is bright. No wonder, the premium spirit manufacturer, under its flagship brand, Lord's London Dry Gin introduced Lord's Achievers Award to celebrate young achievers in Nigeria. Ten innovators are recognised and awarded each year. This number could increase, depending on needs.

The award introduced in 2019 is to recognize young exceptional and outstanding individuals between the ages of 25 and 40, who have recorded notable success in their chosen endeavours, inspired many with their innovation, placed Nigeria on the map by others' recognition of their skills and displayed resilience.

From Fintech industry such as Andela and Co-creation hub, CC hub in Lagos to Aba shoe industry, software development centres across the country, to music, carpentry, medicine, fashion, agriculture and to publishing, young innovators have dotted the space, making great strides. The Lord's Achievers Award is therefore designed to stimulate and encourage them for the overall interest of the economy.

## Why Achievers are celebrated

Obinna Ike, Director of Marketing and Innovation of the company explained that the award is to "recognize and celebrate the young ones who are excited to take on a new challenge because it presents an opportunity to learn or impact the world".

The award also casts "spotlight on those who hold themselves responsible for the excellent delivery of solutions, ensuring the positive impact of their activities on the end-user; execute robust plans in the face of barriers, and stay unflinching in the face of challenges, as they chart unfamiliar territories".

Not only does the Lord Achievers Award celebrate young Nigerians that inspire, the platform seeks to raise a generation of youth confident in their abilities to take on challenges.



*Director of Marketing and Innovation, Grand Oak Limited, Mr Obinna Ike and other members of staff at the 2021 Lord's Achievers Awards.*

Basically, the Achievers Award is pushing the Nigerian youth to display more resourcefulness in spite of the unfriendly environment. Minister of Youth and Sports Development Sunday Dare once acknowledged that the Nigerian Youth is not only important but endowed with positive trait and resourcefulness that inspire out-of-the-box thinking.

"The new generation are full of new ideas and the ability to visualize all the possible ways to achieve what they desire", he said in a report. Identification of this resourcefulness, ingenuity and creativity among Nigerian youth to reward them, as being done by Lord's Achievers Award, will not only inspire the youth but influence others.

The award is not only moral boosting, but an inspiration to do more and impart others especially in a society with endemic



L-R: Debo Adebayo, creative art; Chioma Fakorede, Community Service; Moyosola Kara, Professional; Henrihi Bankole Akomolafe, Business, Lehle Balde, Media; Michael Sunbola, Social Impact; Victor Boyle Komolafe Innovation at the Lord's Achievers Award



Guests at the Lord's Achievers Award organised by Lord's London Dry Gin held in honour of outstanding innovators in Lagos

infrastructure challenges and where every odd appears to be against innovation, bravery and audacious steps. Nigerian youth who therefore go out of their way to create solutions that inspire others and contribute to the development of the nation deserves path on the back as initiated by Grand Oak.

Obviously, the Lord's Achievers Awards, as admitted by Ike, stands out from contemporaries in the country for a multitude of reasons including its selection process, its strict judging criteria, and the calibre of members on its council of Lords. Most importantly, it is a recognition-based platform and not a popularity competition. The honorees that go through rigorous selection processes are those truly deserving of the title of a Lord's Achiever. They are individuals who have made significant contributions in their respective fields and to the community at large.

### Who is Lord's Achiever

Putting it directly, Obinna Ike described the Lord's Achiever as a young and vibrant individual whose bold and audacious idea disrupts their market and chosen field of engagement; he or she is confident and unflinching in his/her resolve to develop innovative solutions and ensures that his end goal is impact.

Expatriating on the award, Ike said the achievers work behind the scenes to deliver solutions to humanity's needs without recognition. "Hence, we established this recognition platform- the Lord's Achievers Awards to encourage resilience and boldness, and to champion innovation amongst our target audience, giving individuals more reason to keep at their craft".

He was quick to remind stakeholders that Lord's London Dry Gin is a premium Gin brand of distinctive character created for distinguished gentlemen and women, successful individuals,

inspiring distinction, and with unapologetically distinct personalities. "The Lord's Achievers Award therefore celebrates young Nigerians between the ages of 25-40 who live and radiate the Lord's Gin DNA- Distinct, Unique Inspiring, Vibrant and Young", the Director of Marketing and Innovation reiterated.

"These people have made an impact in their chosen fields, inspired many with bold and audacious innovation, placed Nigeria on the map by others' recognition of their skills, and displayed the reward of perseverance and resilience. These are values that align with our core at Lord's Gin DNA", Ike emphasised.

The Lord's Achiever is therefore outstanding and exemplary in leadership; he/she lays down processes for sustainability of his/her platform and ensures the transfer of glory trans-generation and the awardee is strong, resilient and chooses to fight on despite the increasing brain-drain in Africa.

This award, according to a report "comes against the backdrop of Africa's increasing brain-drain, and mounting pressure to usher in a new era of ease and prosperity. By championing this event Lord's London Dry Gin seeks to encourage youth whose work continue to make impact while kindling within others a desire to contribute to national socio-economic development".

In 2022, the award categories were expanded to accommodate more sectors and celebrate more young Nigerians doing great work. The celebrated honorees of this year's awards cut across a broader scope of the Nigerian ecosystem, as they challenge social issues and deliver innovative solutions.

Some of the awardees this year include Tosin Olasiende, the Founder/CEO of Ladda and Money Africa, a platform that enhances financial literacy and investments leveraging technology. Akintola Adensami, Co-founder and CEO at Spleet Africa, a property tech solutions company whose work realizes a basic amenity needed by all – Shelter. Jennifer Onyebuagu, the Co-founder and Chief Commercial Officer at Voriancorelli, also won by solving food insecurity by bridging the gap between actors in the agricultural value chain.

### How are Lord's Achievers Selected?

A Lord's Achiever is selected based on the innovative and audacious skill, resilience and placing Nigeria on world map by others' recognitions. Other important elements include: reach and scope of their work; duration since they commenced the work or initiative; and the potential for scale and future impact on wider socio-economic outcomes.

However, the Achiever is selected by the Council of Lords- an eight-man executive jury of agency experts, business professionals, and social impact advisors, set up to determine a shortlist of final nominees based on the initial recommendations/nomination of perceived achievers by a sample size audience.

Ike threw more light on the long-term impact of the award program on the youths. He said the platform seeks to raise a generation of youth confident in their abilities to take on challenges, as they are handed the batons for success in a race to greatness. Every year, a different set of young achievers are recognized and other youth, across the country, join in the celebration with raised hopes and renewed vigour to discover their own passions and do more. "We hope that they, in turn, become achievers, inspiring the next generation".

Nigeria, like other ailing economies, needs help. Fingers are pointed at the youth, Lord's London Dry Gin's efforts in showcasing the energy, skills and innovativeness in these youths brings to the fore their importance in assisting to turn the economy around. This Lord's Achievers Award initiative needs encouragement to explore and sustain the burning spirit in the Nigerian youth.



# APCON: *setting the pace in regulatory excellence*

**A**dvertising Practitioners Council of Nigeria, APCON is the regulatory agency of the advertising industry in Nigeria.

Established 34 years ago, the agency exists “To promote responsible and ethical advertising practice, acting as the conscience of society and watchdog for the consumers; whilst managing the needs and interests of stakeholders in Nigeria’s Advertising Industry” and has as its mission the following:

- **Advertising Self-regulation:** Encouraging responsible practice and the acceptance of advertising self-regulation.
- **Professional development:** refocusing professional development through world-class education and training for the marketing communications industry of tomorrow.
- **Industry Forum:** providing a forum to debate emerging professional practice/social issues and their consequences in a fast-changing Nigerian environment.
- **Advocacy:** speaking for, and advancing the freedom of commercial speech and consumer choice.
- **Value of Advertising:** promoting the critical role and benefits of advertising as the vital force behind all healthy economies and the foundation of diverse, independent, affordable media in an open society.

## ITS MANDATE:

The mandate of APCON as provided in the Act No.55 of 1988 as revised by Act No.93 of 1992 include:

- Determining who is an advertising practitioner
- Determining the standard of knowledge and skill required to be attained by persons seeking to become registered members of the advertising profession and reviewing those standards from time to time.
- Conducting relevant professional examinations and awarding certificates or diplomas to successful candidates
- Securing in accordance with the provisions of this Act, the establishment and maintenance of a register of persons entitled to practice advertising in Nigeria and determining acceptable standards of all advertisements exposed in mass media in Nigeria.
- Regulating and controlling the practice of advertising in all its aspects and ramifications.
- Performing the other functions conferred on the Council by this Act.

Since APCON came under the leadership of Dr. Olalekan Fadolapo on September 1, 2020, the regulatory agency has undergone well-intended and sharply focused self-reinvention

which has rejuvenated it in virtually all areas of its institutional essence and operations.

Perhaps drawing from his many years of close connection to, and involvement with APCON in his erstwhile 28 years long service as Executive Director/Chief Executive of the Association of Advertising Agencies of Nigeria, AAAN, one of the umbrella sectoral bodies in the industry, Fadolapo has demonstrated very deep knowledge of the sector and has connected very professionally and proactively with all the strategic stakeholders and even the general public.

His depth of knowledge has also enabled him to be courageous and daring in some of the steps taken, so far, by APCON in re-defining and re-redirecting its essence and offerings.

In less than two years under his leadership, APCON has:

- Been pushing for a review by the National Assembly, of the Act that set it up.
- Introduced new syllabus for prospective admen
- Been strident in its call for and commitment to professionalism across board
- Revitalized its operations in line with the new digital age
- Held webinars and conducted examinations and trainings
- Intervened on challenging industry issues such as Pitch fees
- Instituted Advertising Industry Standard of Practice (AISOP), geared towards repositioning the industry for inclusiveness and growth.
- Been galvanizing the industry for local creative production
- Inducted new practitioners and Fellows after a 10-year hiatus
- Pushing for insurance policy to enhance the welfare of practitioners
- Signed MOUs with various bodies on capacity building for practitioners
- Kicked off the 6th edition of the Advertising Code
- De-registered debtor practitioners
- Been cracking down on quacks
- Introduced new vetting regime
- Sanctioned advertisers for offensive advertisements
- Gearing up to regulate digital advertising.
- Been partnering with relevant agencies of government to curb financial crimes in the industry.
- Apprised stakeholders of vetted and rejected adverts over time
  - And many more!



# Driven to create a unique connection for each brand

Its story began in 1997; an agency was birthed to create integrated marketing communications solutions that speak to the audience in a language they understand. Two and a half decades later, we still continue to do that. DKK Nigeria takes pride in being one of the leading marketing, media, and advertising agencies in Africa; a 360 agency, with competence in Digital, PR, and experiential marketing.

Though the road wasn't always an easy one, it has always strived to be better and stronger. Exactly ten years ago, after years in the doldrums, DKK was rebranded, and new management, under the leadership of the indefatigable Temitope Jemerigbe, steered the agency back to prominence.

At DKK, the passion has never been to advertise for brands primarily, as brand connectors, the team is driven to create a unique experience for each brand and connect them to their unique audiences while providing solutions to the clients. For every brand, it develops tactics that will resonate with the target and deliver on the business objectives. Its passion to build strong brand messaging (through advertising) with the right reputation (through PR), and creating the right experience (through event/activation) remains unwavering and it is able to offer its clients the best value for services that constantly blow their minds.

DKK's clients find it easy to partner with because the agency parades people's people; with experience, garnered over the years on brands such as NLPC, Mastercard, MaineOne, MTN, Wiscar, Effects Best Perfect Solutions, Visafone, Samsung, and EcoBank among others. It beats its chest for being capable of working with brands across a broad range of sectors.

Staffed with people from diverse backgrounds and every employee having the opportunity to be their most creative self, the team's collective knowledge allows it to pull on the right marketing tactics for the right projects and tailor its services to each client.

DKK has been recognized with multiple awards, including LAIF Awards, Nigeria Brands Awards, and MARKETING EDGE awards, among many others.

Popularly called "The Mistress" because it has mastered its craft - the

craft of helping to unleash its client's true potential through powerful thinking and idea execution strategies – its people, it maintains, are its greatest assets.

In its words, "By the way, when we get down to business, you'll want to do one of two things: keep us on the side to satisfy your special needs or just go steady with us. Whatever you settle for, it's perfectly okay because we've got only one desire: to bend over backward to please you".

Elucidating on its clients and the great works it's been doing for them, DKK has the following to say:

## The Company We Keep

We keep great company. The range of brands we handle is quite eclectic. And it speaks to the experience we have garnered over the years, working on these brands, solving their problems, and charting their success.

## MASTERCARD

Mastercard is one of our flagship accounts. Our relationship goes back almost ten years now and it's been rewarding in terms of the experience for us and the impact we have made with regard to brand success.

Last year, 2021, as part of its Dining Series, Mastercard premiered The Kitchen, in collaboration with Lost In A City. The Kitchen is a first-of-its-kind show designed to discover Nigeria's best restaurateur.

Four finalists emerged from a large pool of contestants. The finalists were then charged with hosting a three-night pop-up restaurant for 20 guests to enjoy a three-course meal each night. The guests and judges rated them based on 3 pillars – Food, Ambience, Service, and overall experience. The deliciously tasteful series ended with a winner, who went home with 2-million-naira prize money.

The entire process was documented with a film crew that followed the contestants during each of their weeks.

This comes on the heels of the award-winning SME series, which premiered in 2020. At the time, Mastercard wanted to support small- and medium-scale businesses in Abuja and Lagos that were struggling with the tough dynamics of COVID-19. The objective was to bring support to these businesses by garnering attention towards them and getting

customers actively involved while simultaneously reigniting the customers' passions for dining. Customers benefitted by enjoying 3-course meals at discounted prices and the businesses made profits!

These solutions were simultaneously customer-focused and business-oriented; with the Restaurant Week being the B2C solution and the SME Series being the B2B solution.

Collaboration was key and the partnership with Lost in A City allowed us to use traditional ATL in conjunction with digital, social, and even ambassadors to connect with customers.

For the SME Series, some restaurant owners granted interviews that put faces to brands and showed the struggles/challenges in light of COVID-19. This created an empathetic bond between customers and restaurants after the lockdown was systematically lifted and showed the import of Mastercard's support to their businesses.

Restaurant Week idea was deployed simultaneously in Lagos and Abuja such that the customers were able to enjoy quality food, fine ambiance, and wholesome dining experiences at discounted rates.

The campaign proved successful by helping to sustain restaurant businesses that could have otherwise gone under and simultaneously ushering food lovers into the post-pandemic world.

With a combination of OOH, radio, and digital, we had the following results:

- Digital and social media generated 316,000 clicks against the projection of 72,000 (A 415 percent markup).
- We also had an online click-through rate of 7.54 percent which is thrice the industry standard for such campaigns.

For us, this experience was unique and enriching as it helped showcase how the human spirit can thrive in the midst of adversity.

## MAINONE

MainOne, which recently became an Equinix company is another good company we keep. A leading West African data center and connectivity solutions provider with a presence in Nigeria, Ghana, and Côte d'Ivoire, MainOne is by miles, a leading player in its field, and for 5 years

running, DKK has been privileged to serve as the marketing communications agency for MainOne. A relationship that has seen us undertake a couple of high-profile projects for them.

Among them are the introduction, launch, and communications plan to amplify the MDXi Appolonia Data Centre in Ghana and the newly completed Lekki Data Centre in the media and target markets. We also have handled the marketing communications plan of Nerds Unite. Every year, MainOne's flagship event, Nerds Unite, brings together IT professionals, influencers, and decision-makers to engage in networking, learning,

collaboration, and the discovery of new trends and techniques in the global IT field. DKK Nigeria has been tasked with the job of amplifying, driving attendance, and sparking conversations about the event.

Just recently, we were tasked with the brand updates and design concepts for the Equinix acquisition of the brand.

### NLPC

One of our oldest and most valued partners is the NLPC. NLPC Pension Fund Administrators Limited (NLPC PFA) is a registered pension funds administrator trusted by many.

The founding of the company is

premised on a mission to secure a brighter future for workers by ensuring a steady stream of income at retirement through efficient and safe management of their pension savings, employing and motivating the right people using appropriate technology for excellent service delivery.

Over the years, we have worked with NLPC on numerous campaigns, promotions, and branding. With the recent unveiling of its new management team, led by the Managing Director, Mr. Samuel Abolarin, we are confident that NLPC is prepared for the future as we are.



**W**etherheads Advertising is a 360-degree advertising agency offering creative solutions and value to brands and businesses so as to attract, engage and convert consumers.

Driven by insights, fuelled by data, and armed with strategic intelligence and talents, it is a constantly evolving advertising agency committed to building brands to gain new heights.

For over 25 years, Wetherheads

Advertising Group Limited has been at the forefront of providing marketing communication solutions to various clients in the private and public sectors by driving exponential growth, leveraging on its pedigree of excellent service offerings that convert consumers into loyal customers.

The Advertising Group has a great history as one of the leading marketing and communication networks in Nigeria for over two decades. The company's reputation and leadership position have been built by providing strategic brand management and innovative 360-degree communication solutions to major clients across various categories

in both private and public sectors of the economy.

The company brings its wealth of experience in advertising and brand management to create marketing communication solutions that meet the needs of any industry; and driven by excellence to provide big-picture thinking and strategic brand management with result-driven media exploitation to connect with consumers, thereby finding the right voice for brands to build solid equity.

Some its clients include FCMB, UAC Foods, Linkage Assurance Plc and several others.

**A**B InBev's Hero Lager beer is the premium beer brand developed, produced and marketed specifically for the Igbo people of South Eastern Nigeria.

Following its launch in 2012, AB InBev deployed a marketing strategy and campaigns that identified the brand with the Biafran struggle and positioned it as the Igbo beer brand. This catalysed the topography of the beer market, selling a record breaking number of 10 million bottles within the first four months.

Hero beer's performance also got international recognition as it was awarded the prestigious MONDE award for taste and quality.

The handlers of the Hero brand continue to explore cultural and historic affinity between the beer and the Igbos thus inspiring consumers to take ownership of the brand. This is evident in the ground breaking campaigns that resonated deeply with the Igbos such as 'A New Hero Has Arrived' (signifying the Birth



of another Ojukwu), 'Mmanyam' (My Beer), 'O'Mpa' (Oh My Father), 'Land Of Heroes' (referring to prominent Igbo cities as The Land of Heroes), and most recently, 'Aha GiEfula', which translates "may your name never be forgotten".

During the recession occasioned by the Covid 19 pandemic, Hero beer's growth trajectory was sustained because,

according to analysts, the beer's brand positioning is so strong that consumers rely on it for solace during trying moments. Hero was knighted with a new crown cork -a Red Cork and the title of "Mmanyaejirimara Igbo." In an activation that was graced by His Royal Majesty Obi of Onitsha, one of the most revered symbols of royalties and culture in Igboland.

Also during the Russia 2018 World Cup, the brand rallied consumers behind the Super Eagles with a brand activation campaign tagged "fearless" which was inspired by the gallantry of the team at USA 94 World Cup.

Last year, Hero launched a new TV campaign to further entrench its positioning and market share in the South-East and South-South of Nigeria.

The brand has earned a sizable share of the market especially in the east where it has risen to become the dominant lager brand.

# Mediacraft Associates, delivering world-class professional services in the PR ecosystem



**M**ediacraft Associates is a leading full-service Public Relations and Integrated Brand Communications consultancy firm in Nigeria. With a mission, “To consistently deliver value to our clients through the delivery of prompt, effective and qualitative services, and in conformity with the highest ethical and professional standards, while remaining a sustainably competitive and profitable business”, and a vision “To be a knowledge-based and solution-driven company – the Public Relations consultancy firm of choice in Nigeria – delivering world-class professional services, backed by cutting-edge technology and processes”, the agency prides itself in providing bespoke Communications solutions to discerning clientele.

The agency, which has been operating in Nigeria for close to two decades is the exclusive Nigeria affiliate of the FleishmanHillard global PR network and a registered member of The Public Relations Consultants Association of Nigeria (PRCAN), the umbrella body of PR firms operating in Nigeria.

Mediacraft Associates has unassailable competence and capability to deliver across the broad spectrum of Public Relations activity, including, but not limited to PR Research & Counseling; Reputation Management; Media Relations; Brand & Marketing PR; Digital Marketing & Communications; PR Crisis Management; Corporate Social Responsibility; Event Management; and Thought Leadership

Quintessentially, Mediacraft Associates provides Creative ideas and solutions to enable brands connect effectively with their stakeholders; it deploys the Right Mix of communication channels and tools to ensure seamless engagement with critical audiences; and adopts an Integrated Communication Approach

that promotes and monitors the brand conversation across both traditional and digital channels.

And, for every brief, the agency uniquely combines its extensive experience with current trends and insights on consumers/target audience; and with research-based insight, it delivers strategy driven tactics through carefully selected platforms meant to ensure maximum impact and engagement. Little wonder that its results are evident, measurable and consistent for all its clients.

Among its current and recent clients are: StanbicBTC; Olam; USSoybean Export Council, USSEC; Interswitch; Western Union; Sanofi Aventis; Oando; Boston Consulting Group; Kirusa; Mastercard; SAP; Norwegian Seafood Council; Vestergaard; Coventry University; UBS; Renmoney; Nigerian Breweries Plc; ICAEW Chartered Accountants; trucaller; Konica Milota; Barclays; and Mobil.

In its almost 20 years of operation, Mediacraft Associates has grown into a group of companies on marketing communications ecosystem in Nigeria with a number of thriving subsidiaries which include: TouchPointXM, an experiential marketing and event management company; Digicraft Solution, a cyber surfer online monitoring company; and BizWatchNigeria, a sector-based online news and business intelligence portal.

Driving the Mediacraft Associates dream is John Ehiguese, its Founder/ CEO and one of Nigeria’s brightest PR practitioners cum entrepreneurs. In a career spanning over thirty years, Ehiguese has garnered extensive cross-functional experience in Marketing, Broadcasting, Advertising and Public Relations. The former President of the Public Relations Consultants Association of Nigeria (PRCAN), the umbrella body of practising PR consultancy firms in Nigeria has, in less than 20 years, taken the agency from the scratch to its current heights; ad he has his eyes set on a future that will see the agency on yet higher pedestals.

**M**ultiChoice Nigeria, owners of DStv and GOTV, is the pioneer pay TV service provider in Nigeria having launched the first digital satellite broadcasting service in 1993.

Right from the get-go, Multichoice has been using the power of entertainment to enrich lives. It achieves this goal through showcasing compelling local and international stories, which bring people together around a shared passion.

As Africa’s leading entertainment company, it creates and secures the rights to phenomenal content from all over the world. This gets delivered through the Direct to Home (DTH), Digital Terrestrial Television (DTT) and online video entertainment services.

Its entertainment platforms are DStv, GOtv and Showmax – a hub for approximately 14 million people across 50 countries.

DStv, as one of Multichoice entertainment platforms, an arm of South African media giant, Naspers, is the digital satellite service. As the leading and most popular pay TV platform both in Nigeria and across the African continent, DStv is seen by its subscribers as the leader in offering premium and life-changing pan- African contents across its various channels.

The pay TV platform offers world’s best programmes on M-Net and wide access to leading international news on CNN, BBC, Bloomberg, CNBC Africa and more. Its dominance is due to a mix of its diverse content portfolio which ranges from exclusive rights to popular sports leagues to long-running investment in entertainment and movie content.

Backed by Naspers, Africa’s most valuable company with a market cap of over \$100 billion, very few competitors can match DStv’s deep pockets. With more than 12 million subscribes DStv’s market share exceeds 50%, according to a report made available by Sa Eva Nebie, a research analyst with Dataxis, a market research firm.

Beyond soccer, the brand has remained on top of its game and the rating ladder, due to its significant investment in original local content, especially the hugely popular Nollywood, through its Africa Magic channels. These have also proven a major draw for more devout and faithful subscribers and movie buffs. Its grip on this segment of the viewership is further consolidated by its broad offering of high-profile Hollywood content including movies and series as well as popular Indian soaps and Mexican telenovelas. DStv's dominance is also attributable to its wider reach and retail infrastructure which are all products of extensive investments in people and many years of experience.

Yearly, DStv organises workshop with Media Independent Practitioner Association of Nigeria (MIPAN) to reveal some of its contents that consumers want to watch and keeps the industry abreast of latest trends, how viewers are evolving and what platforms they are watching content in realising that data-driven advertising assists marketers to take appropriate decision which, in turn, increases Return on Investment.

In September 2021, the popular cable tv services provider, DStv launched its own internet service for users beginning from its home country, South Africa. Which is part of an unsurprising evolution from its traditional cable entertainment business in the face of competition from streaming platforms like Netflix and Amazon Prime.

In October 2021, MultiChoice launched its new DStv Business Packages for businesses and corporate organisations of all sizes in Nigeria, which offer them more significant control over their staff and customers' content consumption and experience.

Seeing as small and medium businesses in the country face a range of challenges from accessing funds to contending with regulatory hurdles, the multiplicity of taxes, and high operating costs, providing business solutions that help them overcome these hurdles and increase revenue has become imperative.

MultiChoice Nigeria, however, is offering a helping hand to ease their burdens by revamping its DStv business packages with curated content at a great value to suit various businesses.

A review of the revamped packages reveals SMEs to be excited about; from features that support their sizes to additions designed to help them spend less while getting more value. These incredible packages come in three categories – DStv Work, DStv Play and DStv Stay.

According to MultiChoice, the Work Package is best suited for corporate organizations and schools; the DStv Play package is designed to meet the demands of businesses such as pubs, restaurants, bars, clubs, café and betting houses, while the DStv Stay package is best for hospitality businesses expected to be a home away from home.

DStv also organises DStv Premium Golf Day in understanding that golf tournaments provide enormous thrill for DStv Premium subscribers through some of the most important games.

DStv bagged MARKETING EDGE Leadership Award in Satellite TV Broadcasting in 2021. And also consolidated its position as the number one African media brand for the second year running.



**D**evon King's cooking oil, is a trusted quality oil from the stable of PZ Wilmar Food Limited. For more than a century, this unique brand has stayed true to its heritage, as a pioneer oil brand that is the genesis and epitome of 'everything vegetable oil' in Nigeria. King's oil, as it is popularly called by its consumers, has become a trusted household name for donkey years.

Having served Nigerian consumers faithfully with its brand promise as an imported product, the popularity of the brand and high demand by consumers forced the producers to establish a plant in Nigeria in 2018.

Since then, PZ Wilmar has added more value to Devon King's oil as it is now locally produced in Nigeria,

giving consumers the opportunity to enjoy cooking oil that is fresher and offers the best value for money. The introduction of Devon King's oil into Nigeria's market has eliminated the fear of consuming expired oil which is associated with imported oil brands where some of them expire in transit before getting to the market.

Devon King's cooking oil is produced and hygienically packaged in a world-class, clean manufacturing environment to ensure the cooking oil isn't adulterated. With a packaging seal, strict and tamper-proof security packaging, consumers are completely assured of the purity and originality of the product. Devon King's 5L Jerry Can testifies to this commitment to quality.

The iconic oil is very affordable and comes in a wide range of pack sizes and variants. In response to market intelligence and to avail the Nigerian consumers more choice, the company has expanded its product offerings to include Refined Palm Olein (Vegetable Oil) popularly known as red oil.

From Pillow Pack to Jerry Can, Devon King's cooking oil comes in various pack formats and in various sizes. The 100ml pillow pack, for just 50 Naira.

Devon King's cooking oil is the quality oil that is ideal for baking, cooking and frying while Devon King's Cooking Margarine, the margarine spread from the Devon's stable offers a fluffier texture, more buttery taste, unmatched quality and peerless freshness. All Devon King's products are NAFDAC-approved.

To properly position itself in the minds and consciousness of the consumers, this leading brand has deployed some strong campaigns that resonated with the consuming public. The campaigns include: 'King of Street Foods reality show, 'Devon King's Delightful Sessions' and the recent 'Less is More' campaign aimed at sensitising Nigerians on the inherent dangers in the consumption of unbranded cooking oil.





**P** peak milk, the premium dairy brand and flagship product from the stable of FrieslandCampina WAMCO has been a symbol of quality for over sixty years. Committed to addressing the three global challenges of nutrient security, sustainability and support for farmers, Peak Milk, through its parent company has ensured that its operations in the Nigerian economic space remains making quality dairy nutrition affordable and accessible. This is strongly rooted in the company's mission statement of nourishing Nigerians with quality dairy nutrition.

This mission is made possible by the company's innovation and extensive distribution network across Nigeria. As the pioneer of local manufacturing of evaporated and powdered milk as well as fortified milk-based products in Nigeria, FrieslandCampina WAMCO's leadership status in the segment is unwavering. Backed by creative and customer-engaging advert campaigns, Peak evaporated and powder milk, enjoy extensive brand awareness and brand loyalty across Nigeria. The products are fortified with important vitamins and nutrients that are beneficial to health.

The range has recently expanded to include peak WAZOBIA- evaporated (liquid) milk in sachets – a technological breakthrough.

It is no wonder therefore that the leading dairy brand emerged winner after a rigorous research survey conducted in Nigeria between October and November, 2016 by ICERTIAS International certification Association, a Swiss based organisation. ICERTIAS measures the experience and level of satisfaction expressed by surveyed participants with the quality of marketed product and services. The brand was

named Number one in top quality rating by Nigerians in a Qudal-Quality medal survey released at the time.

Its many campaigns, like the 'Share Love, Share Nourishment' campaign, 'Peak Ramadan' campaign, and the recent "Missing Breakfast is a Crime," coupled with its many corporate social responsibility initiatives have continued to endear the brand to its customers and give it top of mind awareness.

To celebrate the World Milk Day this year, Nigeria's foremost dairy brand, Peak Milk, aimed to revive the declining breakfast culture of Nigerians, drive good dairy nutrition knowledge and debunk breakfast myths with its #BreakfastPolice rally.

The brand engaged its consumers across different touch points on World Milk Day through a disruptive digital experiential campaign tagged: "Missing Breakfast is a Crime," a creative way to drive the importance of milk and breakfast as the ultimate meal of the day. The campaign and celebration began May 23 as the National Breakfast Week and led up to the World Milk Day on June 1.

**B** acked by the PZ 135 experience of trading in, and making fast moving consumer goods like personal care, hygiene and baby care products, Cussons Baby, has been the darling baby product range choice for Nigerians since the colonial days.

Adept at building brands that cater for the delicate skin of the baby, Cussons baby is a global baby's brand that is committed to sharing the life-time journey right from conception to growing age with its customers through the provision of a range of premium baby products caring for the different skin needs of babies. These product ranges are enriched with essential natural vitamins to nourish, moisturise and protect baby's lovely and delicate skin. The avowed purpose of Cussons Baby is to make the happiest babies and most re-assured mums, and the company has kept faith with this.

Founded on the pillars of innovation, focused on building brands for life, which is for today and for future generations, to enable



include the Cussons ay mild range which is formulated for delicate & supple newborn baby skin and enriched with Milk and Chamomile. The range is made up of Cussons Baby Mild & Gentle Baby Wipes, Cussons Baby Mild & Gentle Hair and Body Wash, Cussons Baby Mild & Gentle Jelly, Cussons Baby Mild & Gentle Lotion, Cussons Baby Mild & Gentle Oil, Cussons Baby Mild & Gentle Soap, Cussons Baby Powder Mild & Gentle and Mild & Gentle Gift Pack.

The other range is the Soft & Smooth range which is enriched with Almond Milk, Almond Oil and Rose

Oil.. It comprises Cussons Baby Soft & Smooth Baby Oil, Cussons Baby Soft & Smooth Baby Wipes, Cussons Baby Soft & Smooth Lotion, Cussons Baby Soft & Smooth Powder, Cussons Baby Soft & Smooth Soap and Soft & Smooth Gift Pack.

Indeed, "For every baby, there's Cussons Baby and "Cussons Baby cares and protects"



**S** TAR Radler, a refreshing beer brand from the stable of Nigerian Breweries was launched to extend the frontiers of the STAR brand and cater

for a new market segment. it is a blend of premium STAR lager beer and Legend Extra Stout.

First brewed in Germany in 1922, Star Radler was introduced into the Nigerian market as a premium brand in 2015 and it has proved to be another major accomplishment of the brewing giant.

STAR Radler is one of Nigerian Breweries' 19 beverage brands which include Heineken, STAR Lager, Climax Energy Drink, Gulder, Goldberg, 33 Export, Amstel Malta, Maltina, and more.

STAR Radler comes with a unique blend of beer and pure citrus juice (orange and lemon). The unique beer brand is naturally brewed, and contains only 2% of alcohol which makes it an easy choice for consumers who are new to the beer category and beer loving women. The packaging of STAR Radler brings to life the refreshing, thirst-quenching and tasteful benefits of the special beer.

In 2019, STAR Radler unveiled Tiwa Savage as its brand ambassador. The beer is the darling of the womenfolk.



**M**amador was launched in 2013 by PZ Wilmar, as a health conscious brand with cooking oil as the core product to help consumers take care of their hearts against cardiovascular diseases.

The brand boasts of the most uniquely sparkling and transparent oil which is achieved through the relentless pursuit of its commitment to healthy living and the brand's avowed resolve to make every form of cooking more rewarding.

Mamador Oil is triple filtered to ensure removal of all impurities, as well as fortified with healthy vitamins such as A&E to enrich the body. Unlike other brands, Mamador does not clot and does not contain artificial additives, but

instead, essential Vitamins which help the body maintain a strong and healthy immune system to help contribute to maintaining a healthy heart.

As an empathetic brand that understands consumers' financial constraint, it has packaged its products to be affordable by all categories of consumers by making its product available in various sizes. The crystal nature of Mamador oil is a signpost that it is produced and packaged in world class manufacturing facilities (Refinery & Packaging) thereby guaranteeing freshness and hygiene. Mamador is a pan-Nigerian product.

Mamador thinks of safety by ensuring 100 percent quality and 100 percent purity in the manufacturing process. This is why Mamador oil is 100 percent factory-packed and sealed.

Furthermore, all Mamador packaging formats are tamper-proof to prevent adulteration. this means that they all have a seal/cap (or shrink sleeve in the case of the 3.8ltrs bottle) that guarantees the product hasn't been tampered with.

To validate its incontestable quality and health benefits, the oil leading brand has received endorsement from the Nigerian Heart Foundation (NHF), when it unveiled an initiative to promote healthy living among consumers. This endorsement has given Mamador the required partnership platform to do more for Nigerians through Mamador Million Heart Mission.

As a demonstration of the company's commitment to food safety and quality policy, it has invested \$80 million in crude palm oil refinery. The investment was in line with the company's backward integration programme aimed at developing local capacity in palm oil production and restoring Nigeria's position and visibility as the number one palm oil producer in the world.

PZ Wilmar, the producer of both Mamador and Devon King's is all out to ensure that through the processes, the consumers in Nigeria will have access to world-class quality edible oil, as quality assurance and safety of food is prioritised by the company.

Having touched the hearts of consumers, with its flagship oil brand, consumers are today yearning for more quality products which Mamador responded further to with product extension, by offering a range of other quality products for household needs which includes: Mamador low fat spread, a rich creamy spread with buttery taste cholesterol trans fat free that is available in: 250g & 450g; Mamador seasoning cubes, that comes in three variant flavours, classic, chicken and beef, and it is available in: 5g x 144.



**W**idely regarded as the "King of beers", Budweiser, an American Lager from the stables of ABInBev's launch into the Nigerian market kicked off a major triangular beer war in 2018. It is a beer with a rich flavor, crisp and brewed with the best barley malt and a blend of premium hop varieties.

Known for optimism and celebrations, Budweiser is the official sponsor of the English Premier League and the Spanish La Liga.

From rewarding its teeming customers through its smart and innovative campaigns to crowning kings through its "Game of Kings" promo, Budweiser has continued to position itself as a consumer-centric legacy brand.

Some other groundbreaking innovations include Budweiser Smooth Kings Remix, a premium entertainment show which features an array of sought-after music stars who pair up to render unique versions of Naija music hits by Kings of the art; and the Smooth Kick-off Campaign, launched with the intent to celebrate and uniquely reward Budweiser consumers.

In 2021, the beer was named the Premium Lager Brand of the Year during the 2021 edition of MARKETING EDGE's annual Brands & Advertising Awards of Excellence.

Nigeria became home to the top quality lager beer in March 2018 and since then it has been crowning kings nationwide with its expertly crafted beer brand. Budweiser's exclusive Beechwood aging process produces a crisp taste, smoothness and drinking pleasure reserved for Kings.



**FAIRMONEY  
MICROFINANCE BANK**  
– *Building the mobile bank for the next 2 billion*

**F**airMoney Microfinance Bank was founded in 2017 by Laurin Hainy, CEO, Matthieu Gendreau and Nicolas Berthozat with the vision to be the leading mobile bank for emerging markets; bringing financial inclusion to unbanked and underbanked people, making access to credit easy for those excluded by traditional financial institutions and reducing reliance on cash.

It started out as a digital micro lender, providing small loans to individuals for business and personal needs, then transitioned into a full fledged credit-led digital bank; providing full banking services while upholding the promise to make digital banking all inclusive and available to everyone.

The bank’s vision is driven by the single purpose of bringing financial inclusion to unbanked and underbanked people. It is building the mobile bank for the next 2 billion.

FairMoney Microfinance Bank’s above stated vision is anchored on the core values stated below in its own words:

- Starting with the Client: We are passionate about improving access to financial services in the emerging world; and go into exceptional depth to understand our clients’ pain-points.
- Own, don’t rent: We are radical owners who claim 100% ownership for a task, and do not rest till we accomplish our goal. We think of owning a task like owning a property.
- We are all Scientists: No matter our domain, we follow a systematic approach towards problem-solving through reduction, collaboration, and iteration.
- 70/30 Principle: We believe in speed over certainty, and avoid over-analysis by making decisions based on 70% of the available data and a 30% margin of error.
- Fly High, Fly Low: We fly high to strategize and make bold plans, then fly low and get our hands dirty to ensure the quality

- and comprehensiveness of the implementation.
- Focus (2.5): In a fast-paced environment, it is always important to know what NOT to focus on. 2.5 projects per week are all that we can handle to balance depth and workload.
- Growth Mindset: Talent is just a starting point that can be exponentially enhanced through the application of curiosity and hard work, while iterating on problems.
- Direct Feedback: We value the power of regular & direct feedback, as this helps all of us grow. The ‘How’ matters: Being courteous and good-natured costs nothing.
- Churn 9 to 5: We LOVE our work and measure output in terms of goals achieved. The 9 to 5 mentality is a vestige of corporate where employees don’t like their jobs.
- Talent has no Passport: Talent is distributed equally across the world and we value & embrace adding different cultures, nationalities, and genders to our team.

Currently serving the Nigerian and Indian markets with an operational office in Paris, France, FairMoney has recorded over 5 million app downloads and over 3 million bank accounts opened. In July 2021, the bank raised \$42 Million in its Series B funding, and as at December 2021, had disbursed over N117 million in loans.

Understanding that the majority of the population are still financially underserved, FairMoney MFB for over its 5 years of operations has continued to provide top notch financial services ranging from banking, savings, lending and investments; leveraging technology to democratize financial services in emerging markets, making it available to everyone irrespective of status, hence the “Fair Banking For All” mantra, signifying the evolution from a lending only platform to a credit-led digital bank, having secured a Microfinance Bank license in 2021.

**FAIRMONEY PRODUCT OFFERINGS**

FairMoney provides banking; savings, lending and investment services to its

customers. On the FairMoney platform users and potential users have access to enjoy a plethora of products including:

- Quick and Easy Loans in 5 Minutes without collateral.
- FairSave; Flexible savings with 10% interest p.a on savings, Daily Interest, and no penalties on withdrawal of interest and principal.
- Zero Charges on Bank Transaction - up to 100 free transactions a month.
- 3% Discounts on Airtime & bill payments.
- Free Debit Card, delivered FREE to preferred location.
- Up to 19% interest on Fixed Deposit Investments
- SME loans of up to 5 Million Naira.

**FAIRSAVE, ITS NEW REVOLUTIONARY PRODUCT:**

FairSave is one of the newest additions to FairMoney’s line of innovative financial solutions. FairSave is a savings product on the Fairmoney MFB app that allows users to save money securely while gaining 10% interest per annum on their savings. FairSave rewards users with daily interest and gives them the flexibility to access their money at any time without withdrawal penalty. This is revolutionary because it’s an all in one savings suite that puts power right back in the hands of the customers, and money in their pocket daily.

Significantly, FairSave is for all classes of people; the financially and not so financially savvy Nigerians that want to “make money everyday”. The upwardly mobile young Nigerian with a fresh outlook to life, who wants to save and grow their finances automatically, while chasing their hustle. It’s for the student or Corps member just starting out their savings journey, with long term plans and financial goals; the worker who wants to save and secure a portion of their monthly earnings, watching it grow as they go about their daily engagements. It’s for the parents who want to manage their finances properly and ensure that after the unending expenses they have to sort out, they have money not only kept safe, but growing daily.

This product (FairSave)’s competitive advantage is its high interest rate, daily interest alerts that help subscribers to monitor the growth of their savings, the flexibility to access the savings daily without penalties and its user friendliness.

It is instructive to note that: FairMoney processes over 10,000 loans per day; one FairMoney client gets a loan every 8 seconds; and it takes 5 minutes to get a FairMoney loan.



**11** PLC, formerly known as Mobil Oil Nigeria, is the sole authorised distributor of Mobil fuel and lubricant brands in Nigeria. It also produces and markets petrochemical products such as gasoline, motor oils, lubricants, marine fuel and jet fuel.

11 PLC is the proud inheritor of the over a century-long history which started in 1907 when Socony Vacuum Oil Company began marketing operations in Nigeria, through the sale of Sunflower Kerosene. Mobil

Oil Nigeria, later Mobil Oli Nigeria Plc, on being quoted on the Nigerian Exchange, changed its name to 11PLC when NIPCO Investment Company acquired 60% shareholding of ExxonMobil in October 2016.

As the sole authorised distributor of Mobil fuel and lubricant brands in Nigeria, and one of the six major petroleum products marketers in the country, 11PLC has over 250 retail outlets located in all 36 states of Nigeria; these include many state-of-the-art outlets. The company boasts of a fuel facility and an ultra-modern lube oil plant in Apapa Lagos, with a capacity of 300,000 barrels per annum. This is regarded as one of the most sophisticated in Africa. The products marketed by the company include: Premium Motor Spirit (PMS) otherwise known as petrol, Automotive Gas

oil (AGO), also known as diesel, Household Kerosene (HHK), Liquefied Petroleum Gas (LPG) known as cooking gas and Aviation Fuel.

11 PLC is respected in the industry for its high ethical standards and adherence to safety, health and environmental standards. It also plays a leading in the promotion and sharing of best practices in the downstream sector of Nigeria's oil and gas industry.

As a caring corporate organization, 11 PLC Corporate Social Responsibility (CSR) aims to support health and malaria control, science and mathematics education, youth and women empowerment and other charitable programs especially for the less privileged within the immediate community and beyond.



**L**ASAA has been one of the agencies that drive the Lagos Smart City project by ensuring strict and proper regulation and control of advertising and signage displays in Lagos State. The Streetscape Optimisation Process and System (SOPS), the master blueprint for Lagos's streetscape, including, signage of all forms, outdoor

advertising and street furniture within the State boundaries conform with the Smart City project is LASAA's smart tool in carrying out this onerous task.

LASAA's Vision is to be an International Leader in Signage Control Outdoor Advertising Regulation and Civic Beautification, while it is to modernize, standardize and Regulate Streetscapes so as to benefit the State, citizens and visitors alike. Branded to sustain excellence in service delivery that draws upon individual and collective performance that is empowered to continually innovate, improve, grow and develop in character.

This is because the Lagos State Signage and Advertisement Agency

(LASAA) believes that outdoor advertisement medium can be used as a tool for supporting infrastructural developments. For advertisement to run from dawn to dusk, infrastructures that support the outdoor medium of advertising must be functional.

LASAA is involved in the provision of infrastructure which promotes good advertisement. This includes Street lights, bus shelters, etc. The street light advertisement project, for example, guarantees illumination on our major roads 24 hours a day, 7 days a week. Revenues generated from such advertisements will support the maintenance of such streetlight lamp poles.



**S**uper Komando energy drink is another label from Seven-Up Bottling Company PLC. The invigorating beverage with taurine and high caffeine content helps build stamina and long lasting energy. Known with the pay off line 'Fire On', Super Komando is an energy drink with unique flavor arising

from the blend of all perfectly selected ingredients as well as herbs extracts and vitamin B12.

As the go-to energy drink brand, Super Komando Energy Drink won the Outstanding Product Launch in 2021 Award during the MARKETING EDGE Brands and Advertising Excellence Award 2021.



**FirstBank**  
Since 1894

**F**irstBank of Nigeria Limited is not only Nigeria's premier commercial bank; it is the number one commercial bank for the West African region and its most valuable banking brand.

Driven by its 'You First' philosophy, FirstBank prioritises its customers' needs and provide them with products, services and empowerment initiatives

that continue to endear the brand to the banking public.

From its more than 57,000 business outlets, the bank drives the region's financial inclusion by providing a comprehensive range of financial services; corporate and retail; to over 17 million account holders throughout the sub region. The bank provides a comprehensive range of retail and corporate financial services to customers and investors wishing to explore the vast business opportunities available in Nigeria and its business locations across Africa, Europe, Middle East and Asia.

As the global operating environment evolves, FirstBank continues to keep pace, responding to the dynamic needs of its customers, investors, regulators, host communities, employees and other stakeholders.

A corporate citizen that cares, FirstBank is first when it comes to corporate social responsibility. As West Africa's pioneer financial services group, FirstBank is proud of its contributions

to national growth and development over the past century. The bank is at the vanguard of national policy evolution and thought leadership and ensures methodical and rapid economic transformation the FirstBank Impact Series, the policy and thought leadership initiative of the Bank which provides engaging platforms for evolving strategic outlook to national problem-solving.

Additionally, FirstBank invests hugely in the nation's human capital development through various interventions; from elementary to tertiary level; in the educational sector. It is also a national strategic partner in the development of Small and Medium Scale enterprises and women empowerment.

So far, the Bank has, through its concerted singular projects and collaborative partnerships, charted sustainable roadmaps in the spheres of leadership, youth development and socio-economic empowerment.



**B**rands Optimal is one of Africa's leading experiential marketing agencies. It optimises value for clients through the use of strategic, reliable and measurable methods in consumer engagement, loyalty seeding and sales generation.

Founded in 2010 on the principle of doing ordinary things in extraordinary ways, Brands Optimal has become an extraordinary agency that sets the pace in experiential marketing for others to follow. It is renowned for its creative and innovative solutions that have helped in effective brands marketing and in their

brand building activities.

The agency is driven by the vision "To build an Afro-centric agency that will become a benchmark for "global" reference in passion, creativity, in-out-execution excellence" the agency operates in Nigeria and Ghana, offering services which include strategy, social marketing, brand activation, sales promotion and sponsorship.

To achieve its objectives to drive brand engagement, the agency has effectively deployed technology to optimize brand activations and rich consumer experience delivering on Return on Investment, ROI.

Brands Optimal with its innovative and creative works and prompt delivery on clients' project has become a frontline in the Experiential Marketing industry having handled series of activations, event management, product launches and other experiential marketing businesses for clients.

Some of its clients are NBC, Coca-Cola, World Bank, Reckitt Benckiser, Unilever, Airtel, Olam, Hayat Kimya, Huawei Technologies, Flour Mill, Godrej and others.

The Founder, Visionary and Chief Driver at Brands Optimal is Mr. Otis Ojeikhoa, one of the leading lights in the experiential marketing sub-sector of Nigeria's marketing communications industry.

A professional cum entrepreneur,

Otis, as he is simply called, is an iconic experiential marketing practitioner who has garnered almost 20 years marketing and sales experience with nine of those years in Senior Management positions. He was Country Sales Manager at Kodak, and Managing Director at Brand Footprint.

It is on record that Otis designed and executed successful major brand building campaigns for such clients as P&G, Airtel, Cadbury, La Casera, SABMiller, PernodRicard, Diageo, Coca-Cola, Reckitt and Guinness from Strategy to Execution, Monitoring and Evaluation.

As should be expected of such a deeply experienced and vastly exposed egghead, Otis has been recognized, honoured and celebrated through several awards. These include, but are not limited to, Experiential Marketing Personality of the Year award which was conferred on him by MARKETING EDGE, Nigeria's Numero Uno and award-winning brands, advertising and marketing-focused magazine.





The behemoth known as BUA Group today started as BUA International Limited in 1988 as a trading company to undertake the importation of iron & steel and rice. It veered into production in 1991 with the acquisition of two refinery plants and matching fractionation plants with a combined installed capacity of 700 TPD. BUA Oil Mills was expanded in 2000 with the acquisition of Golden Oil Limited.

In 2005, it added sugar refining to its portfolio with the establishment of BUA Sugar Refinery. In the same year,

BUA Flour Mill Lagos was incorporated and milling commenced in August of the same year. 2006 witnessed the incorporation of BUA Ports & Terminals followed by the BUA Flour Mills Kano sited at Bompai in 2007. The group's sugar refining capacity received a boost when Lafiaji Sugar Company was acquired. BUA Cement was incorporated and commenced operations in the same year. It owns and operates a floating cement terminal, the BUA Cement 1, which is designed specifically for bulk and bag unloading for BUA International Limited. The contract to build the BUA Pasta Plant was signed and work commenced within the same year.

The commissioning of 3 million metric tonnes Sokoto Line 4 cement plant this year has increased BUA's capacity in cement production to 11 million, a capacity the Group intends to increase to 17 million y next year.

These diverse investments have

not only been greatly improved over the years through more acquisitions to broaden production capacity, but they have also given the conglomerate the competitive advantage to play in the several markets they operate.

Today the Group is into manufacturing, port management, flour and oil milling, oil & gas, iron & steel, shipping & real estate. It is also the source of livelihood for several thousands of Nigerians through direct and indirect employment

Winner of several awards and recognitions both local and international, BUA Group, having acquired a petroleum refinery license, is set to be one of the major players in the oil and gas business in Nigeria.

The Abdul Samad Rabiou Initiative is positively impacting Africa by unlocking Sustainable Development Opportunities throughout the continent.



Oxygen Academy, fondly known as O2academy by all, is Nigeria's first online and foremost advertising school. It is a hands-on BRANDS AND DIGITAL MARKETING COMMUNICATION CREATIVE SCHOOL that is certified by Advertising Practitioners Council of Nigeria (Apcon) and Association of Advertising Agencies of Nigeria. O2 was established in 2007, to be a great tool in the arsenal of up and coming adwomen and admen, and also to help top executives and mid-level managers to hone their skills in Brand experience design and advertising.

Oxygen Academy as a citadel of learning, embraces new ways of delivering quality education and

## O2 Academy Lagos

bringing their curriculum to a much wider pool of students by offering an all-encompassing courses and skillsets for students under its tutelage. All its courses are grouped under 3 different Schools; SCHOOL OF ADVERTISING: a. Art Direction. b. Copy-writing. / Content writing c. Strategic Planning. d. Concept Origination. SCHOOL OF MARKETING: a. Sales training. b. Marketing Strategy. c. Digital Marketing. SCHOOL OF MEDIA: a. Cinematography.

The O2 Academy is in tune with the industry needs for professionalism, as well as the dangers posed by unemployment in Nigeria. This initiated the timely move by the academies to play in the digital space after its huge success in the physical school, which portends a lot to the growth of the advertising industry. This is part of its efforts to continually raise the bar of advertising practice in Nigeria.

By using the Massive Open Online Course (MOOC) model, the school offers strong capacity development

to both new entrants and serves as a knowledge refresher for mature advertising practitioners in Nigeria and across Africa.

The platform which was officially unveiled on June, 2, 2021, has featured notable IMC experts as instructors on the faculty while delivering sessions on different relevant courses in Brands & Communication, Marketing & Advertising. This is to further harness the industry giant's invaluable knowledge and experience in order to help deepen the frontiers of scholarship and mentoring for students at the academy.

As a consumer-centric academic brand, it understands the potential and impact as more people become strong brands builders that will help to drive economies. This clarion call by O2 academy, is a call for qualified advertising practitioners across the full spectrum (creative, strategy, digital, experiential), to help raise the next generations of brand builders.

# AfDB approves \$1.5bn facility to support agriculture



**T**o wage war against hunger ahead of the imminent food crisis which is rearing its ugly head across African countries as a result of the pandemic, the African Development Bank Group's Board of Directors recently approved a \$1.5 billion facility to help African countries support agricultural sector and safeguard against food shortage.

With the disruption of food supplies arising from the Russia-Ukraine war, Africa now faces a shortage of at least 30 million metric tons of food, especially wheat, maize, and soybeans imported from both countries.

The development bank, after a keen observation, has seen that African farmers urgently need high-quality seeds and inputs before the planting season begins to immediately boost food supplies. The African Development Bank's \$1.5 billion African Emergency Food Production Facility is an unprecedented comprehensive initiative to support smallholder farmers in filling the food shortfall.

The African Emergency Food Production Facility will provide 20 million African smallholder farmers with certified seeds. It will increase access to agricultural fertilizers and enable them to rapidly produce 38 million tons of food. This is a \$12 billion increase in food production in just two years.

Dr. Akinwumi Adesina, African Development Bank Group President said: "Food aid cannot feed Africa. Africa does not need bowls in hand. Africa needs seeds in the ground, and mechanical harvesters to harvest bountiful food produced locally. Africa will feed itself with pride for there is

no dignity in begging for food..."

The African Emergency Food Production Facility has benefited from stakeholder consultations, including those with fertilizer producers and separately with African Union agriculture and finance ministers earlier.

The ministers agreed to implement reforms to address the systemic hurdles that prevent modern input markets from performing effectively.

The price of wheat has soared in Africa by over 45% since the war in Ukraine began. Fertilizer prices have gone up by 300%, and the continent faces a fertilizer shortage of 2 million metric tons. Many African countries have already seen price hikes in bread and other food items. If this deficit is not made up, food production in Africa will decline by at least 20% and the continent could lose over \$11 billion in food production value.

The African Development Bank's \$1.5 billion strategy will lead to the production of 11 million tons of wheat; 18 million tons of maize; 6 million tons of rice; and 2.5 million tons of soybeans.

The African Emergency Food Production Facility will provide 20 million farmers with certified seeds, fertilizer, and extension services. It will also support market growth and post-harvest management.

The African Development Bank will provide fertilizer to smallholder farmers across Africa over the next four farming seasons, using its convening influence with major fertilizer manufacturers, loan guarantees, and other financial instruments.

The Facility will also create a platform

to advocate for critical policy reforms to solve the structural issues that impede farmers from receiving modern inputs. This includes strengthening national institutions overseeing input markets.

The Facility has a structure for working with multilateral development partners. This will ensure rapid alignment and implementation, enhanced reach, and effective impact. It will increase technical preparedness and responsiveness. In addition, it includes short, medium, and long-term measures to address both the urgent food crisis and the long-term sustainability and resilience of Africa's food systems.

Dr. Beth Dunford, the African Development Bank's Vice President for Agriculture, Human and Social Development, said: "The Africa Emergency Food Production Facility builds on lessons learned from the African Development Bank's Feed Africa Response to Covid-19 (<https://bit.ly/3yPQ59h>) program. That program has provided a strategic roadmap to support Africa's agriculture sector and safeguard food security against the pandemic's impact."

Over the past three years, the Bank's Technologies for African Agricultural Transformation initiative has delivered heat-tolerant wheat varieties to 1.8 million farmers in seven countries, increasing wheat production by 2.7 million metric tons, worth \$840 million.

There is also a long-term sustainability to wean Africa off wheat and other food imports, including a five-year ramp-up phase will follow the two-year African Emergency Food Production Facility. This will build on previous gains and strengthen self-sufficiency in wheat, maize, and other staple crops, as well as expand access to agricultural fertilizers.

The five-year phase will deliver seeds and inputs to 40 million farmers under the Technologies for African Agricultural Transformation program.

In April, UN Secretary-General António Guterres appointed Adesina to a select Steering Committee of the Global Crisis Response Group. The U.S. Senate Appropriations Subcommittee on State and Foreign Operations as well recently invited Adesina to make a presentation about the African Emergency Food Production Facility.

The Global Alliance for Food Security spearheaded by the Government of Germany provides an excellent forum for the African Emergency Food Program Facility, which is part of a coordinated and collective effort by development partners and countries to accelerate food production in the short term while remaining focused on medium- and longer-term actions to build resilience.

# UBA calls for cultural amplification through storytelling

By Felicia Nwosu

To unite and dignify Africa through its rich cultural heritage, dismantle antiquated racial idioms that misrepresent the continent's diverse cultural expressions and notions of creativity, the United Bank for Africa (UBA) has joined the rest of Africans to celebrate the 2022 Africa Day. The African conversational platform pioneered by UBA to create a forum for Africans where they can engage in conversations that will steer continuously towards fostering growth and development on the African continent is in its 4th series.

In commemoration of this year's edition with the theme, "The Importance of Reflecting Our African Culture in Global Success Stories," the speakers reminded Africans of the need to stay true to their roots as they continue to change the African narrative in a positive way.

Setting the tone as this year's keynote speaker, Youssou Ndour, a Senegalese singer, songwriter, and composer reminded Africans that a river must never forget its source or else it loses its ancestral history and lineage. The Grammy award winner and former Senegal's Minister of Tourism charged Africans to continue reimagining the potential of Africa through the lens of culture and deeper storytelling.

"You must never forget where you come from, your values, family, environment, and the struggles for the entire continent are very important. We should listen to the youths, and together we can build tomorrow's world and tomorrow's Africa. Every youth has a duty to the African continent. When you have the opportunity to be an African ambassador you have to carry with you good things about Africa, and also listen to others so that we can be in harmony with the world. There are a lot of things about Africa that are not known abroad or other continents. It is our role to showcase the good image of Africa and I think that art can help us to get it right," he said.

Also speaking, Steve Ayorinde,



former Commissioner of Tourism, Arts & Culture, Lagos State, pointed out that African culture, if strategically projected, could earn the continent respect globally. He noted that Africa is making a powerful statement through music and movies with the infusion of culture and is as well bridging whatever gap that exists with it.

"Where we are now is that nobody denigrates African culture any more. You don't covet what you don't respect. You see what is happening all over the world in terms of the growing appreciation for African culture which is seen essentially through the type of movies and music that we are churning out to the world. Afrobeat with the 'S' has become a kind of global phenomenon now. We may not be there at the level where we will say that we are at par with the world, and that is because of the fact that we are still evolving," he said.

"We are gradually changing the inaccurate narrative about African culture and our history, but it is improving and will improve a lot more when the African media is constantly putting things of culture on the front burner, and when we do not treat matters of culture as mere entertainment. When we do not think that once a news item is needed as filler, what you go for is culture or art or entertainment," he added.

Humphrey Geseib, High Commissioner of Namibia to Nigeria, on his part, looked back to the dark days of the Namibia liberation struggle and how the unified support of African countries saved the country from colonialism. He, therefore, challenged Africa to blow its own trumpet to the world by telling its own story through the use of ingenuity and creativity to amplify the continent's diverse heritage and dignity.

"The issue of respect for African cultures should start with the Africans in focus. The question should be whether Africans are respected globally and then proceed to African culture. We have seen many cases where the requisite respect for Africa sometimes is lacking. But the onus rests on our shoulders to ensure that Africa assumes her dignified place in the world. That is when all of us can walk tall and be proud because we don't owe our dignity to anybody else but us. We are just one people and our aspirations and interests are all common. We need a unified Africa where all its citizens are benefiting, an Africa that is thriving for each of its people, and an Africa that makes everyone proud to be African."

Other discussants included: Kenneth Ize, LVMH prize finalist and designer, Award winning Ghanaian actress, Lydia Forson while Laila Johnson-Salami was the moderator.



# Banks, fintech firms need to learn from mistakes

## – FITC boss

The Chief Executive Officer of Financial Institution Training Centre (FITC), Chizor Malize has said that deposit banks and fintech companies need to learn from their previous mistakes in driving financial inclusion in Nigeria.

Mrs. Malize made this known recently in Lagos while keynoting at the third edition of Industry Summit/ Awards formerly known as Industry Evening Summit. This year's summit had the theme: "Financial Inclusion, Digital Payment and the Challenges of Banking the Unbanked".

According to her, the Central Bank of Nigerian (CBN) has led in the forefront of this drive, but to drastically reduce those segments of the unbanked and underserved, there is a need for synergy and collaboration between the deposit banks, fintech and financial regulators.

"Low cost of transactions, and greater expansion in reach and a reduction in the use of cash for business dealings will happen when synergy is achieved," she said.

While highlighting on the issue of collateral, the ace banker stressed that another major hurdle is the request for collateral when giving out loans.

"Most low-income earners cannot afford a collateral. Therefore, they opt not to go to deposit banks. Instead, they prefer borrowing money from loan sharks who

give them at very high interests. According to Proshare Nigeria, there are over two hundred (200) fintech companies currently operating in Nigeria. This translates into about \$560million USD in investments between 2019 to 2021," she noted.

Malize pointed out that the rise of these companies can be attributed to the increase in penetration of smartphone devices and the increase in the use of digital channels and agents to reach the underserved and unbanked in rural areas, adding that some of these fintech firms have also personalized their services to make it easy for customers to use their services, including mailing of ATM cards to customers who open accounts online.

Earlier in his welcome address, the convener of the event and the Editor-in-Chief of the Industry Newspapers, Goddie Ofose, said: "We are no experts on this subject matter, that is why we have gathered the best of the best in the industry to do justice to the theme. We sincerely hope that, in the end, the missing puzzle would be found, issues around the growing unbanked population would be sorted."

He added: "Let also use the medium to thank our panelists: Mr. David Okeme, Divisional Head, Payment Solutions & Vertical Market, Systemspecs; Mrs. Chioma Afe, Group Head, Retail Marketing & Analytics, Access Bank

Plc; Mrs. Branka Mracajac, MD/CEO, 9 Payment Services Bank (9PSB); Ms. Cherry Eromosele, Group Chief Marketing & Corporate Communication Officer, Interswitch; Mrs. Bola Atta, Group Director, Communications UBA Plc; Mr. Babs Ogundeyi, CEO, Kuda Microfinance Bank and Mr. Chuma Ezirim, Group Executive, e-Business and Retail Products, FirstBank Limited; Oti Ukubenyenji, Snr. Vice President, Product Retail, Terragon as well as our moderator, Alhaji Mojeed Jamiu, an erudite financial journalist and publisher of Upshot Reports."

According to Mr. Ofose, this year's programme was two legged. The first was the morning session and the second leg was the dinner and awards in the evening.

Meanwhile, the second leg of the event, which was the awards Night/Dinner saw a long list of individuals and corporate organisations rewarded under different categories for their immense contributions to the country.

The award recipients include: The Udom Emmanuel, the governor of Akwa-Ibom State who emerged the best governor of the year 2021 (Infrastructure), also, the Chief Executive Officer of Modion Communications, Odion Aleobuah was awarded PR Man of the Year, Rotimi Bankole, Chief Executive of SBI Stagwell, (Media Man of the Year) and FirstBank of Nigeria (Advertiser of the Year).

Other awardees are Simisola Hughes Obisesan, Insight Redefini (Creative Director of the Year); Akin Adewakun of Nigerian Tribune (Brand Journalist of the Year) and Emmanuel Oriakhi, Marketing Director, Nigerian Breweries (Marketing Man of the Year).

In the corporate awards category, X3M Ideas bagged the Ad agency of the Year Award, Heineken snatched the Best in Marketing- FMCG category, Trophy won the Alcoholic Beverage of the Year Award, as Dangote carted the Best in Sustainability Award -FMCG category, among other awardees.

The event attracted stakeholders from the Integrated Marketing Communications and the Nigerian political space.

Photo caption: CEO, MediaFuse Dentsu International, Mr. Emeka Okeke presenting The Industry Governor of the Year- Infrastructure award won by Akwa Ibom State Governor, Mr. Udom Emmanuel to the Commissioner for Environment, Akwa Ibom State, Mr. Charles Udoh while Convener, The Industry Summit, Mr. Goddie Ofose looks on... at The Industry Summit held in Lagos recently.



# CBN raises Monetary Policy rate to 13%

By **Ibidunni Banjoko**



The Central Bank of Nigeria has raised the Monetary Policy Rate to 13% from 11.5%. It is the first change since September 2020.

This was disclosed by Godwin Emefiele, the Governor of the Central Bank while reading the communiqué of the MPC's 142nd meeting. He explained that the decision to increase the benchmark interest rate was taken at the Monetary Policy Committee (MPC) meeting.

While addressing financial reporters recently, Mr. Emefiele said members of the committee were unanimous with the decision to hike the rates as it was the best thing to do after holding them for about two years.

The move surprised analysts and traders who expected the Monetary Policy Committee (MPC) to keep the rate on hold.

But the Governor told a news briefing that the rate hike was necessary to tame inflation, which quickened to 16.82% in April, its highest in eight months, amid a fragile economic recovery.

Six members of the MPC voted to increase the main lending rate by 150 basis points, four of them by 100 basis points and one by 50 basis points.

It was the biggest rate hike since July 2016 when the central bank increased rates by 200 basis points.

"(MPC members) felt that tightening will help rein in inflation before it assumes a galloping trend," Emefiele said.

"The committee decided to raise the monetary policy rate for the first time in two and a half years to rein in the current rise in inflation as members were of the view that the continued uptrend may adversely impact growth."



## FirstBank, Zenith, UBA, others paid N7.7bn as audit fee in 2021

FirstBank of Nigeria, Zenith Bank, UBA, FCMB, Stanbic IBTC, Fidelity, Sterling, Union, Unity, and Jaiz Bank are among the listed Nigerian commercial banks that paid a cumulative of N7.72 billion to auditing firms in 2021. The total sum is 25.1% and 36.1% higher compared to N6.17 billion and N5.67 billion spent in 2020 and 2019 respectively.

The audit firms, also known as "The Big Four", which received the substantial amount, include PwC, KPMG, EY, and Deloitte with PwC receiving the highest fee of N3.17 billion in 2021.

The exercise is part of a statutory requirement for all publicly listed companies to have their accounts vetted and audited by independent auditors.

Meanwhile, Access Bank, a newly restructured holding company with the largest assets among the banks, led the list of

banks with the highest audit cost in 2021 with N1.69 billion paid to PwC.

GTCO, another newly restructured holding company, followed with N1.17 billion spent as audit fees in 2021. Meanwhile, GT Bank's total assets rose by 10.12% in the review year to N5.45 trillion, representing the fifth-largest bank in the country by total assets.

FirstBank, another holding company, paid N1.15 billion to KPMG as audit fee in 2021, which is 14.8% higher than the N950 million it paid to the same company in 2020.

Others include UBA – N1.09 billion; Zenith Bank – N1.06 billion; FCMB – N457.1 million; Stanbic IBTC – N422 million and Fidelity Bank – N195 million.

# Metaverse to generate \$40bn to sub-Saharan Africa's economy in 10 years – *Report*

By **Ibidunni Banjoko**



**M**etaverse, the vast global network of digital spaces, has been projected to contribute no less than \$40 billion to the Gross Domestic Products (GDP) of Sub-Saharan Africa in the next ten years.

According to a report titled, “The Potential Global Economic Impact of the Metaverse” by Analysis Group, Metaverse has the potential to add an estimated \$3 trillion to the global economy in a decade if adoption and growth are similar to mobile technology.

The research demonstrated that Metaverses are expected to have far-reaching applications to transform a wide range of economic sectors such as education, healthcare, manufacturing, job training, communications, entertainment and retail.

“Over time, if the Metaverse is successful, it will likely displace some of the existing technologies and industries, as previous technologies did before. The direction of

future research is to identify these heterogeneous effects and measure the potential displacement of industries and the restructuring of local economies that may accompany the growth of local economies,” the report note.

Recall that MTN group, the leading telecommunication company, emerged as the first Africa brand to enter Metaverse recently. Its ambition 2025 strategy is premised on leveraging trends that amplify consumers’ digital experiences and engagement.

The leading telecommunication company has announced that 144 digital plots of land have been purchased in Africarare, Africa’s first virtual reality area launched in South Africa last year.

MTN Group is the first company on the African continent to support an initiative of this kind and indicated that its presence in the Metaverse is to increase its customer attractiveness through a series of experiences merged with consumer passion points, like gaming and music.



## Elon Musk puts Twitter deal on hold over 5% spam accounts

**E**lon Musk has announced that he is putting on hold the deal to acquire Twitter barely weeks after the two parties agreed on a \$44 billion deal. The billionaire announced this development on Friday through his Twitter handle.

“Twitter deal temporarily on hold pending details supporting calculation that spam/fake accounts do indeed represent less than 5% of users,” Musk tweeted on Friday.

The suspension of the deal may not be unconnected to Twitter’s disclosure on Monday while giving its first-quarter report, that fake or spam accounts represented close to 5% of Twitter’s monetisable daily active users during the first quarter.

The disclosure came days after Elon Musk tweeted that one of his priorities, as soon as the deal was concluded would be to remove “spam bots” from the platform.

Twitter had stated while filing its report that it faced several risks until the deal with Musk is closed. This is because the company is apprehensive whether advertisers would continue to spend on Twitter and “potential uncertainty regarding our future plans and strategy.”

The social media company had 229 million users who were served advertising in the first quarter.

The news sent Twitter shares down more than 20% in premarket trading.

MARKETING EDGE will keep you updated as the story unfolds

# Airbnb posts \$1.5b quarterly revenue, unveils ways to book longer stays



**A**irbnb, the online vacation rental company, has returned to winning ways after the huge downward spiral in revenue due to the impact of the pandemic on the global hospitality industry. The highly innovative company posted quarterly revenue of 1.5 billion dollars for the first quarter of 2022, which amounts to a 70 percent increase in its earnings for the same period last year.

Seeking to better its first-quarter performance and targeting the summer when vacation peaks, Airbnb, has introduced a new way to search designed around Airbnb Categories. The innovation features a new way to search designed around Airbnb Categories; a new way to search that makes it easy to discover millions of homes you never knew existed, the innovative Split Stays feature which provides more options for longer stays by splitting your trip between two homes, and AirCover for guests; comprising the most comprehensive protection in travel, included for free with every stay.

Commenting about this innovation, Brian Chesky, CEO and Co-Founder of Airbnb said: “The way people travel has changed forever. That’s why we’re introducing the biggest change to Airbnb in a decade. First, people are more flexible about where they live and work, so we’ve designed a new way to search with Airbnb Categories. Second, people are taking longer trips, so we created Split Stays to give you more options by splitting your

trip between two homes. And third, we’re introducing AirCover for guests, giving you the confidence to book knowing that Airbnb’s got your back.”

Explaining the reasons for the innovation, Airbnb said: “Millions of people are now more flexible about where they live and work. But travel search has been the same for 25 years — you enter a location and dates into a search box. Most of us can only think of a few dozen cities to type into the search box, but there are Airbnbs in 100,000 towns and cities around the world.

“That’s why we’re introducing a new way to search designed around Airbnb Categories, making it easy to discover millions of unique homes you never knew existed. When you open Airbnb, you’re presented with 56 categories that organize homes based on their style, location, or proximity to a travel activity. When you search for a destination, your search results are also organized by categories that are relevant to that destination. As you view different categories, the map intelligently zooms in to show you where the homes are located.

“To create Airbnb Categories, we evaluate millions of homes using machine learning to analyze titles, written descriptions, photo captions, structured data from Hosts, and reviews from guests. Members of Airbnb’s curation team review listings and hand-pick featured photos — so if a listing is in the Amazing Pools Category, the first photo shows a pool. Then, each category goes through a final check to help ensure consistency and photo quality.”

This launch represents the biggest change to Airbnb in a decade.



## MTN’s Q1 service revenue grows to \$2.86bn

**M**TN Group, the telecom giant with 276 million customers in 19 countries across Africa and the Middle East, said its service revenue came in ahead of its medium-term target, growing by 15.9% year-on-year to R45.8bn (\$2.86bn).

The telco giant’s first-quarter pretax profit rose 21.1% year-on-year, supported by service revenue growth amid demand for data and financial services.

That was supported by a 37.3% increase in data revenue, with growth in data usage and active data users of 45.4% and 13.1%, respectively.

MTN’s fintech revenue grew 21.2% as active monthly users of mobile money services climbed 25.9% year-on-year and volumes processed by its fintech platform rose 32.5% to 2.9 billion transactions. The value of transactions increased 12.6% to \$59.9bn.

According to Ralph Mupita, MTN’s Group Chief Executive Officer, after its Nigerian fintech subsidiary received final approval for a mobile money licence last month, MTN is planning to commercially launch its mobile money payment service in Africa’s most populous country before the end of the second quarter.

Mobile phone operators like MTN have been pushing into financial services on the continent, where a large part of the population does not have good access to traditional banking services.



# Telco subscribers kick against FG's new tax on phone calls

By **Ibidunni Banjoko**

Following the Federal Government directive to impose a tax on telephone calls and SMS in the nation to fund free healthcare for the vulnerable, telecommunication subscribers are kicking against the initiative as the action is only likely to impoverish more Nigerians.

The telecom tax in the equivalent of a minimum of one kobo per second for phone calls is a part of the sources of funds required to finance free healthcare for the Vulnerable Group in Nigeria, according to the National Health Insurance Authority Bill 2021 signed by President Muhammadu Buhari, recently.

According to the Nigerian Communications Commission (NCC), Nigerians made 150.83 billion minutes of calls in 2020. This translates to 9.05 trillion seconds of calls, meaning the new tax will generate 9.05 trillion kobo, which converts to N90.49bn, yearly.

This new tax is coming despite moves by telecom companies to increase the price of calls, SMS, and data by 40% as a result of an unfavourable operating environment.

According to the Health Insurance Act, the Vulnerable Group Fund is money budgeted to pay for healthcare services for vulnerable Nigerians who cannot pay for health insurance in a bid to subsidise the cost of provision of health care services to vulnerable people in the country.

It added that the Vulnerable Group Fund will subsidise the provision of healthcare to children under five, pregnant women, the aged, physically and mentally challenged, and the indigent as may be defined from time to time.

The Act includes a provision under Section 26 subsection 1c which states that one of the sources of money for the Vulnerable Group Fund shall include a telecommunications tax, not less than one kobo per second of GSM calls.

Other sources of funding outlined in the Act includes a basic healthcare provision fund to the authority; health insurance levy; telecommunications tax, not less than one kobo per second of GSM calls; money that may be allocated to the Vulnerable Group Fund by the government; motley that accrues to the Vulnerable Group Fund from investments

made by the Council: and grants, donations, gifts, and any other voluntary contributions made to the Vulnerable Group Fund.

According to the new Act, every resident in Nigeria is expected to obtain health insurance.

However, telecom subscribers under the aegis of National Association of Telecoms Subscribers, have said they will reject this new move by the government.

The President of the association, Adeolu Ogunbanjo, said: "It is quite unfortunate that the government is viewing telecoms as a cash cow. We are saying. There is a lot of corruption in the system, and rather than curb that they want to focus on the telecoms sector.

"What do they mean by vulnerable? Vulnerable people in the nation are probably about 80 per cent of the population, we are all vulnerable. What has happened to the health budget? Why should it touch telecoms again? The government should look elsewhere for money. This new action is only likely to impoverish more Nigerians and they are masquerading as helping the vulnerable. This is not right."

Recently, telecom companies wrote to the Federal Government, through the Nigerian Communications Commission, on the worsening conditions of the industry.

According to a source at the Association of Licensed Telecommunication Operators of Nigeria, telecom companies cannot reject a directive of the government. The source said subscribers would pay more for calls once the tax is implemented.

He added that the NCC and ALTON would meet this week in order to discuss the issues disturbing the industry.

He said: "We are aware of the tax. We had been told before. It is the subscribers that would have to pay for this. This means subscribers will pay more for this service. Telcos cannot say no to this. It is a government directive; we can't resist the government. I can't say more about it.

"We are having a leadership summit with the NCC this week and we would discuss some of these issues with the NCC.

Presently, telcos are paying more than 36 taxes. This is a law; we cannot reverse it. The president has signed it and before it can be changed, it must go back to the National Assembly.

"Also, we cannot give an implementation date, the government is to tell us that."

Commenting on the act on his LinkedIn page, the Fiscal Policy Partner, and Africa Tax Leader at PricewaterhouseCoopers, Taiwo Oyedele, said: "with the recently passed National Health Insurance Authority Act 2022 imposing a telecom levy on calls, the 2022 Fiscal Policy Measures and Tariff Amendments imposing an excise tax on pre/postpaid services, in addition to the current VAT at 7.5% which took effect from February 2020 via the Finance Act 2019, the total tax on GSM calls is now 21.5%".

He calculated VAT 7.5%, Excise tax 5%, Healthcare levy 9% the total is 21.5% which will be the overall tax the subscriber will be paying.

"This is a tax increase of over 300% from just VAT at 5% about two years ago.

"The telecom sector is an enabler for other sectors of the economy. It is important to avoid excessive taxation which may directly hamper the sector and indirectly hurt other sectors and the economy as a whole".

Also commenting under Taiwo Oyedele post on LinkedIn, Olagoke Laniyan, Executive Director at OVL Foundation, stated that creating a unique tax for every sector of the economy that is challenged is not a wise decision.

He said: "The aim should be to implement global best practices in our tax collection, starting with an expansion in the tax net, with particular reference to the informal sector. Our tax needs to be investor friendly, in order for us to attract the needed investment."

"Multiplicity of taxes has been in operation for a long time in Nigeria, yet our tax collection to GDP is still relatively low," he added.

# APCON set to clamp down on digital ad violators

By Felicia Nwosu



To maintain its statutory role of ensuring that advertising codes are not violated, are truthful as well as in conformity with laid down regulations, the Advertising Practitioners Council of Nigeria (APCON) has moved to regulate the digital advertising space in Nigeria. The regulatory body will henceforth clamp down on unlawful digital advertisements and materials without APCON's licensed approval.

Briefing newsmen in Lagos, Dr. Lekan Fadolapo, the Council's Registrar, stated that the move is geared towards bringing sanity and decorum as well as guiding against the violation of advertising digital code on digital platforms.

The Registrar noted with concern that the influx of digital penetration without regulation on various platforms is posing a new threat of unethical and provocative advertising in the country.

He added that most online platforms, without due consideration of ethical standards, have been proliferating the Nigerian digital media space with all sorts of advertisements, some of which are in violation of the Nigerian Code of Advertising Practice, pre-exposure vetting and ethical requirements of an advertisement. This, he noted, would

have a negative effect on the country, its economy and value system if ignored.

"These days, many people are bloggers and influencers offering themselves, their services, blogs and media handles as platforms for product and services to be advertised on without recourse to accepted principles and ethics of the advertising practice. The sharp increase in violation and infraction of the Nigerian Code of Advertising is not only worrisome but also portends danger," he said.

Fadolapo said the spate of unguided practice has caught the attention of both the general public and lawmakers who called for a stringent control over the digital space.

"APCON has been inundated with petitions over unethical advertisements exposed on the online media platforms targeting the Nigerian market by both the primary and secondary digital media platform owners. Sadly, we have had complaints and petitions from the general public to call online media platform owners to order because of some reprehensible advertisements such as those promoting rituals, patronage of private parts enlargement, breast enlargement, love portions, money charms, concoctions to provide political

powers, and many unimaginable things not worthy to be mentioned in the public media. Some others have claimed the ability to cure all manner of ailments with one particular product without scientific proof. A particular advertisement has offered the ultimate solution with one product for getting rid of piles, HIV, diabetes, COVID, stroke, cancer etc," he revealed.

The APCON helmsman reiterated that the Council is committed to delivering on its statutory responsibility effectively and doggedly and is also ready to work with the resolution passed by the Federal House of Representatives. According to him, the federal lawmakers observed the pathetic trend of the exposure of advertisement on online media platforms and directed the apex regulator to effectively monitor and regulate online media advertisements.

"APCON is committed to ensuring that the advertising ecosystem is sanitized and shall not shy away from pursuing all lawful means, including causing the prosecution of violators of the Act and the Code of Advertising Practice when violation occurs. Furthermore, the resolution passed by the House of Representatives unequivocally directs APCON to ensure that online advertisements conform to the prevailing laws of the Federation and as such must be made to comply with the provisions of the Nigeria Code of advertising Practice, Sales Promotion and other Rights/Restrictions on Practice," he said.

"APCON would like to reiterate that advertising is a distinguished profession like medicine, law, accounting etc. The practice of advertising is governed by APCON law as stated in section 1 and 17 of the Act. It is illegal and criminal for anyone to practice advertising without being first registered by APCON. APCON will clampdown on all individuals and organisations that engage in advertising without being first licensed by APCON," Fadolapo concluded.

# NNPC gets FEC approval for Nigeria-Morocco Gas Pipeline



The Federal Executive Council (FEC) has given assent to NNPC to enter into an agreement with ECOWAS for the construction of the Nigeria-Morocco Gas Pipeline.

Timipre Sylva, Minister of State for Petroleum Resources briefed State House correspondents after the FEC meeting presided over by Vice President Yemi Osinbajo recently at the Presidential Villa, Abuja.

Sylva said the project was still at the point of the front-end engineering design after which the cost would be determined. The pipeline will go through 15 West African countries to Morocco and Spain in Europe.

“The Ministry of Petroleum Resources presented three memos

to Council. In the first memo, Council approved for the NNPC Ltd to execute MoU with ECOWAS for the construction of the Nigeria-Morocco Gas Pipeline. This gas pipeline is to take gas to 15 West African countries and Morocco and through Morocco to Spain and Europe,” he said.

The minister said further that the Council also approved the construction of a switchgear room and installation of power distribution cables and equipment for the Nigeria Oil and Gas Park in Ogbia, Bayelsa, in the sum of N3.8billion. The park is expected to support local manufacturing of components for the oil and gas industry.

He added that FEC also approved various contracts for the construction of an access road with bridges to the Brass Petroleum Product Depot in Inibomoyekiri in Brass Local Government in the sum of N11billion plus 7.5 percent VAT.

The Nigeria-Morocco Gas Pipeline was proposed in a December 2016 agreement between the Nigerian National Petroleum Corporation (NNPC) and the Moroccan Office National des Hydrocarbures et des Mines (National Board of Hydrocarbons and Mines) (ONHYM).

The pipeline will transport Nigerian gas to every coastal country in West Africa (Benin, Togo, Ghana, Cote d'Ivoire, Liberia, Sierra Leone, Guinea, Guinea-Bissau, Gambia, Senegal, and Mauritania), through to Tangiers, Morocco, and terminate at Cádiz, Spain.

## Accugas signs new GSA with Nigerian TransAfam Power

By Abimbola Mohammed



Accugas Limited, a sister company to Savannah Energy Plc, has entered into a new Gas Sales Agreement (GSA) with TransAfam Power Limited (TAPL) in relation to the provision of gas for use at its power plants in Rivers State, Nigeria.

TAPL is a licensed power generation company in Nigeria and is the core investor in the Afam Power Plc and Afam Three Fast Power plants located in Okoloma, Rivers State, with installed capacity of 966MW.

Accugas entered into the agreement with TAPL to supply up to 35 MMscf/d of gas on an interruptible basis for an initial term of three months, with the option to extend for a mutually agreed period. The plant is connected to the Accugas network via the Nigerian Gas Company pipeline from Ikot Abasi and no further tie-in or capital expenditure is required by Accugas to deliver gas

to TAPL.

Andrew Knott, CEO of Savannah Energy, said: “I am delighted to add TAPL as a new customer of Accugas. This represents the second new GSA we have signed this year, bringing our total number of gas customers to seven, as we deliver on our objective to be the gas supplier of choice to the power sector in Nigeria.”

Vincent Ozoude, MD/CEO of TransAfam Power Limited, also said: “We are excited to start this journey with Accugas Limited which supports our core purpose of improving lives and transforming Nigeria. This relationship with Accugas should go a long way in boosting our plant capacity recovery programme and improved power generation to the country.”

Savannah Energy PLC is a British independent energy company. It's focused around the delivery of Projects that Matter in Africa. Savannah Energy owns 80% equity in Accugas Limited.

In Nigeria, Savannah has a significant controlling interest in a large scale integrated gas production and distribution business which is currently supplying gas to enable over 10% of Nigeria's thermal power generation and is significantly cash flow generative.

## Crude, gas lift Nigeria's export to N7.1trl in Q1 2022



The National Bureau of Statistics (NBS) has revealed in its Q1 2022 reports that Nigeria recorded up to N7.1 trillion worth of exports of commodities such as crude oil, urea, natural gas, and petroleum gasses in the first quarter of 2022, a significant 23.13% increase from N5.77 trillion recorded in the previous quarter.

According to the foreign trade report released by NBS, the increase in Nigeria's export earnings turned the foreign trade

balance in favour of Nigeria for the first time since Q2 2021 and the highest since Q3 2019. The report also showed that Nigeria recorded a foreign trade surplus of N1.19 trillion in the review quarter compared to the N173.96 billion deficit recorded in Q4 2021.

Representing about 79.16% of the nation's total exports, Nigeria exported about N5.62 trillion worth of petroleum oil and oils obtained from bituminous minerals in crude form in the period under review. This significant increase from the previous quarter's N4.27 trillion is attributed to the rally in crude prices recorded in the first quarter of the year following the trade sanctions imposed on Russia.

Similarly, owing to the trade sanctions, as one of the world's largest natural gas producers, Nigeria was able to increase its earnings on natural gas as it exported about N655.94 billion worth of natural gas in Q1 2022, a 14% increase compared to N573.85 billion recorded in Q4 2021, and accounting for 9.24% of the total exports.

From N208.05 billion recorded in the previous quarter, Nigeria's Urea export increased marginally in Q1 2022 to N208.39 billion. Urea exports accounted for 2.93% of the country's total export in the period under review.

Nigeria exported floating or submersible drilling or production platforms worth N89.93 billion in Q1 2022, accounting for 1.27% of the total export value.

Petroleum gases accounted for 1.32% of the total export recorded in the period at N93.7 billion. This is 28% higher than the N73.15 billion recorded in the previous quarter. The increase cannot be isolated from the rally recorded in the crude oil market and the subsequent global energy crisis that followed.

## NIPCO Gas, Femadec partners for gas expansion

By Felicia Nwosu



NIPCO Gas Limited, a subsidiary of NIPCO Plc., has partnered Femadec Express with the plan to expand gas capacity and extension in Nigeria. NIPCO Gas Ltd is a subsidiary of

NIPCO Plc, and has been authorised to install gas infrastructure that could aid the use of natural gas for vehicular fuel and powering of machines by industries.

Taofeeq Lawal, Assistant General

Manager, Corporate Affairs, NIPCO, noted that the joint efforts by both companies will boost the numbers of natural gas powered vehicles in Nigeria beyond the present figure of over 7,000.

According to him, this is geared towards encouraging both organisations to leverage on NIPCO Gas capacity and CNG AutoGas distribution network in several states.

Lawal revealed that Ajaokuta, Okene, and Abuja, presently dispense AutoGas to over 7,000 vehicles, while commending the gas outfit as the only Nigerian company that has "State of art" workshops at Benin City, Ibafo and Abuja, for conversion of vehicles to dual fuel usage, as well as an inventory of conversion kits for all makes of vehicles.

"Plans are underway to increase its CNG AutoGas to add 40 AutoGas stations to its footprint. Most of these stations will include workshops for the conversion of vehicles. In the near term, cities such as Lekki – Epe Exp (Lagos), Ibadan, Oron will have similar facilities," he said.

Femadec Express is wholly owned by the Femadec Group. It is a Compressed Natural Gas (CNG) powered mass transportation and logistics Service Company and it utilises innovative technologies to provide these sustainable services which are in line with the United Nations Sustainable Development Goals.



# Coca-Cola revs up Ramadan



**T**he Muslim Ummah in Lagos and Kano were recently treated to the insightful family bonding campaign of the Coca-Cola Company in what it termed the 'Iftar Wonder Table'.

Reports from the event at the Oriwu central Mosque, Ikorodu and Gidan Makama, Kano State indicate that the clerics used the occasion to drive home the virtues of family bonding and its importance in religion and humanity.

At Ikorodu, the Guest Imam, Sheikh Abdul Waasih Idrees Bawa-Allah in his Sermon, commended Coca-Cola for the initiative, which he observed was the first of its kind in Ikorodu and its environs.

The Imam stressed the importance of family bonding during Ramadan particularly during Iftar, saying that "togetherness with and devotion to one's

family are virtues that the Muslim Faithful should embrace".

He pointed out that the absence of close-knit and pious families contributes to moral decadence and various social vices being witnessed among humanity.

He assured Coca-Cola of the community's readiness to continue to collaborate for the promotion of family bonding and thoughtfulness, be it during Ramadan or at other times.

During the well-attended event, which attracted over 100 families, he also implored the ummah to comport themselves in keeping with the dictates of the Holy Quran not only during the holy month but all through their lives.

He advised them to be open to one another and practice giving as preached by the prophet Muhammad during his time (SAW).

It was gathered that the Coca-Cola

Iftar Wonder Table featured Tafsir, Islamic entertainment and special Iftar goody bags to thrill families at the various locations.

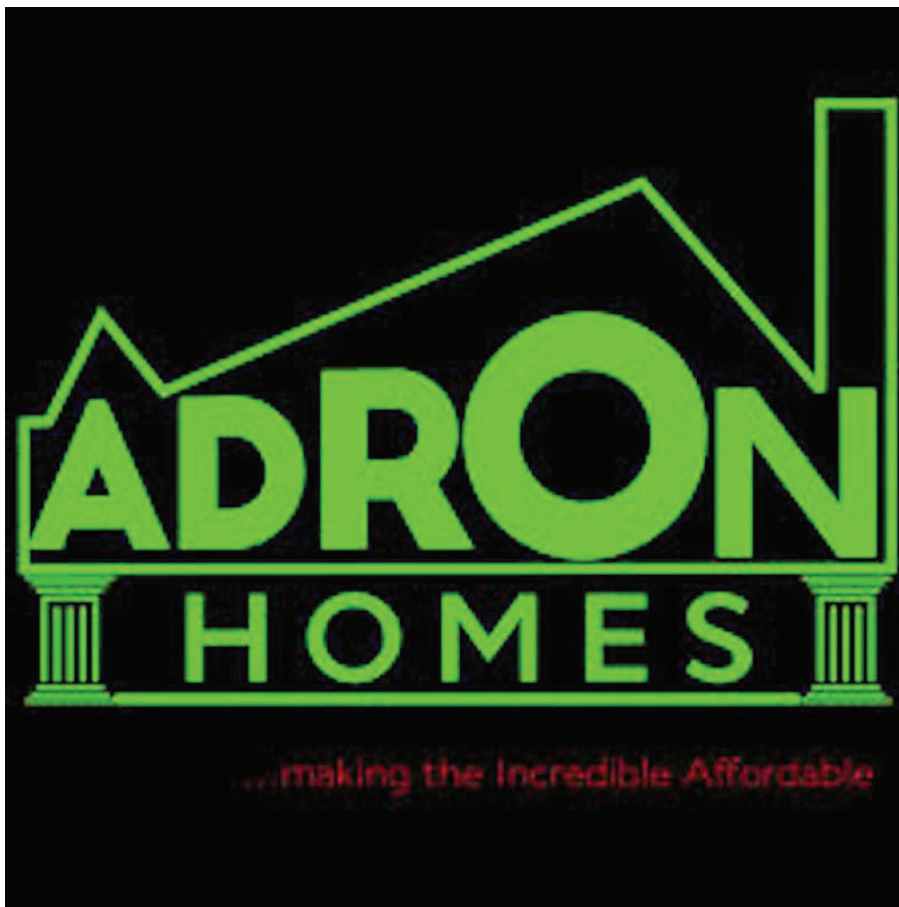
According to the Marketing Director, Coca-Cola Nigeria, Bunmi Adeniba, the goal of the Ramadan campaign is to encourage Muslim Faithful to embrace the value of family bonding by coming together during this special time in their Faith.

"Coca-Cola seeks to emphasize the importance of the Holy Month of Ramadan as a valuable asset worth investing in the Muslim community because we see in it an opportunity to promote family bonding.

"For us at Coca-Cola, family bonding transcends any religion as it is a tool that can help pass human values from generation to generation and help strengthen the moral bar, that the society is in dire need of at this time," she noted.

# Adron Homes doles out N10m worth of fuel to customers

By **Ibidunni Banjoko**



**P**oised to give back to its present and prospective customer, Adron Homes and Properties, the leading Pan African real estate company is set to distribute N3,000 worth of fuel to 3,500 Nigerians totaling N10,000,000 as it celebrates its 10th anniversary.

The company's General Manager, Sales and Marketing, Mrs. Folashade Oloruntoba, broke the news recently at the company's head office in Lagos.

She said: "Adron Homes and Properties is bent on giving back to the society, and

this the company has continually done over its 10 years of existence.

"The company will be targeting several filling stations across eight states, namely; Lagos, Ogun, Oyo, Osun, Abuja, Nasarawa, Niger, and Ekiti till the last person is served."

She identified the 34 filling stations where the give-away would be taking place as Mobil Filling Station, Fagba; NorthWest, Gbagada; Oando, Iwo Road, and NNPC, Egbeda. Others are in Niger State, Nasarawa State, and Garki in Abuja.

She noted that the project would cost the company about N10 million.

Mrs. Oloruntoba added that the purpose of the programme is to appreciate the customers and to welcome more prospective customers.

She explained: "We want to gift 3500 Nigerians a token of about N3000 worth of fuel, in each filling station. We will be attending to no fewer than 100 cars at the filling stations, which will amount to 3000 Nigerians to appreciate and to welcome on board our prospective customers all across the earlier listed eight states in Nigeria. We are also extending the same gesture to Cotonou in the Republic of Benin."

It would be recalled that the real estate company has within the last 10 years been able to bridge the gap in affordable housing among the citizens.

The 10th-anniversary celebration, the company reiterated, would be a year-long event and this is one of the givebacks it would be embarking on in appreciation of its customers and giving back to the society.

Oloruntoba emphasised that everyone needs to take advantage of the company's affordable housing scheme with a flexible payment plan that will span 24 to 36 months of payment.

Also, Director, Sales & Marketing (Lagos), Sunbo Oguntoye, said a prospective customer could own a house with cash. Asked how this would be, she said they take prospective clients round their projects and allow them to make their choice.

She added that once a committal choice had been made, the person could take ownership of the house.

She urged Nigerians to take advantage of the offer of free fuel which begins from today.

# Mercedes partners Will.i.am on 'The Flip' supercar



**W**ill.i.am. has joined forces with Mercedes-Benz to create a one-of-a-kind supercar dubbed "The Flip." The car which is a one-off design based on the AMG GT four-door combines elements from the Mercedes-AMG G-Class and the iconic SLS Gullwing. The modification of the four-door coupe into "The Flip" was done by the West Coast Customs team. The result was an "automotive masterpiece" equipped with suicide doors, monoblock alloy wheels, and a boxy G-Wagon face that featured Will.i.am's "Bear Witness" logo inspired by Mercedes' three-point star.

According to Will.i.am., the bear illustration will also be the focal point of an apparel and accessories collection available at the Mercedes-AMG Experience Center and online. The first limited edition drop took place Friday. Sales proceeds from the range will help support Will.i.am's i.am/Angel Foundation.

Commenting on 'The Flip' program, Philipp Schiemer, Chairman of the Board of Management of Mercedes-AMG GmbH in a press release said, "Our cooperation with Will.i.am has reached a new peak with 'The Flip'. We have inspired and

motivated each other in the realization of this holistic concept, which is far more than an exceptional automotive one-off. We take our responsibility to society seriously.

"The success of Mercedes-AMG as a Performance Luxury brand also depends to a large extent on inspiring the next generation and giving them easy access to the latest technologies and digital progress. It is part of our tradition to always be pioneers and to dare to do something new."

Will.i.am, born William James Adams Jr., is a rapper artist who is the front man for the Black Eyed Peas. He is also, in the background, a car guy buff and technologist for years.

"I grew up in a ghetto. I grew up with hip hop. I watched legendary hip hop artist rap about Mercedes, so it was always a dream to own a Mercedes," the Black Eyed Peas member said in a statement. "For a lot of inner-city kids, owning a Mercedes is a symbol of progress and advancing out of struggle. Now I've reached my goal and pushed even higher by re-imagining and creating my vision of an AMG model. But I didn't touch the engine, because AMG really does make the best engines. The story of the founders of AMG truly inspires me and it is energizing to collaborate with like-minded people who also seek continuous improvement."

He appeared at the inaugural FIRST Robotics Competition in 2011 and produced a TV show about it. In 2016 he acquired the Tel Aviv machine-learning start-up Sensiya. He was also the chief creative officer for the German company Deutsche Telekom and in 2017 he received an award from the Institution of Engineering and Technology for his contribution to the profession of engineering.

The Flip program's mission is to give students from disadvantaged communities access to STEAM education (Science, Technology, Engineering, Arts, and Math) to prepare them for future jobs. It's one of many initiatives from the rapper's i.am/Angel Foundation, which has raised millions of dollars over more than a decade.

## FG to Inaugurate the Lagos-Ibadan expressway in June

**T**he Federal Government is set to inaugurate Lagos-Ibadan Highway in June. This was revealed by Mu'azu Sambo, the Minister of State for Works and Housing during an interview with the Nigerian News Agency in New York.

The minister also revealed that the Second Niger Bridge would be inaugurated in October. He noted that between November 25 and December 21, 2021, the president handed over 941 kilometres of road projects to connect 10 states in five geopolitical zones.

"The Second Niger Bridge that has eluded every administration will be commissioned in October by President Muhammadu Buhari and Lagos-Ibadan Highway that has deferred previous administrations will be commissioned in June.

"President Buhari clearly understands the necessity to invest in infrastructure, not just to support a growing population but as an economic driver.

"It is, therefore, not surprising that, through the Federal Ministry of Works and Housing, we are managing over 1,019 contracts involving 958 bridges and road projects."



It should be recalled that President Buhari had earlier announced that the Second Niger Bridge, the Lagos-Ibadan expressway, and other significant projects funded by the Presidential Infrastructure Development Fund (PIDF) will be completed by 2023.

Just last month, the Minister of Works and Housing, Babatunde Fashola, announced that the Second Niger Bridge was already 91 percent ready.

Sambo also hinted that the Federal Government is providing shelter in 34 states across the country, estimating around 6,000 housing units.

"Infrastructure is the backbone of progress because it encompasses all aspects of life," he enthused.

# Auto CEOs, NADDC, Customs, FIRS, others to parley on future of auto industry



Chief Executives/Managing Directors of prominent auto firms in Nigeria and heads of

government agencies regulating the industry are scheduled to hold meeting in Abuja soon to discuss the future of the auto industry.

The meeting which coincides with the maiden edition of the Auto CEOs Forum is expected to look into major issues adversely affecting the operations and slowing down the development of the auto industry to arrive at workable solutions that would be jointly executed to bring about the development of the sector.

Mr. Jelani Aliyu, Director-General, National Automotive Design, and Development Council, NADDC, expressed hope that the parley would provide the needed opportunity to resolve those issues that had set the industry back and enable the stakeholders

to forge a new relationship for speedy growth of the auto sector in Nigeria.

Some of these issues are the auto policy, local assembly plants and low patronage of locally assembled vehicles, import levies/duties; exchange rate policy as it affects auto businesses; and vehicle clearing-related problems.

Government agencies expected to participate include NADDC, the Nigeria Customs Service, Federal Inland Revenue Service, National Drug Law Enforcement Agency, Central Bank of Nigeria, Ministry of Industry, Trade and Investment, Ministry of Finance, terminal operators, and Association of Clearing Agents. On the other hand, auto companies whose CEOs are featuring in the maiden edition of the event are Toyota Nigeria Limited, Weststar Associates, Innoson Motors, Pan Nigeria, Lanre Shittu Motors, CFAO, Kia Nigeria, Nord Automobiles, TSS Automobile, Dangote Peugeot Automobile/Sinotruck, Coscharis Motors, CIG Motors, Tata Motors, Jet Motor Company (Jet Systems) and Omaa Motors.

# Hyundai kicks off autonomous vehicle technology

Hyundai Motor Co. has kicked off the wave for autonomous vehicle technology as it joined the bandwagon of self-driving taxi originators as the latest automaker to embrace the robotaxi craze.

Unveiled with a global campaign with the theme: “Innovation Begins From Very Human Things”, and translated into English from Korean, the campaign aims to sync up with Hyundai’s brand vision of “Progress for Humanity.” The automaker is promoting the campaign on social media with the hashtag #FromVeryHumanThings.

Hyundai is working with Motional, a leader in driverless technology, which has already provided over 100,000 self-driving rides, while maintaining a record of zero at-fault incidents.

The goal is to deploy Hyundai IONIQ 5 vehicles with the highest level of autonomy technology across the nation beginning in 2023, starting in Las Vegas and then expanding to major cities in the U.S. and globally.

The automaker joins Ford Motor Co., Toyota Motor, General Motors’ Cruise, Tesla, Alphabet Inc.’s Waymo and Aurora Innovation Inc. which are all aiming to deploy fully autonomous vehicle technology in the United States within the next two to three years.

Tesla Founder Elon Musk infamously claimed in 2019 that Tesla would have one million fully-autonomous robotaxis on the road by the end of 2020, a promise that has not come to fruition, at least not yet.

Toyota and Aurora Innovation Inc, a U.S. developer of automated driving systems, have started testing autonomous ride-hailing fleet in Texas, with two safety operators and no passenger on board.

Hyundai’s vision for the technology and customer experience



resonates with the assertion that the IONIQ 5 robotaxi is “a mobility solution with humanity inside — not just without a human driver,” according to the automaker.

This narrative is depicted through two videos, each about two minutes long, which show how robotaxis adopt safe driving behaviours and care for passengers.

The first video emphasizes the robotaxi’s actions resembling those of a careful, considerate driver. It features a female engineer working in an autonomous lab who is inspired by her childhood memories of her father always driving carefully.

The second video shows a teen taking a ride in the IONIQ 5 robotaxi with her friends after school. They’re surprised and delighted to see that the car is driving itself. But after one of her friends unbuckles his seatbelt, the car alerts him to buckle up, much like a parent would.



## AB InBev announces newly aligned leadership structure, appoints four

By Zion Rufus

**G**lobal brewer, Anheuser-Busch InBev has announced a newly aligned commercial leadership structure designed to accelerate the next phase of innovation and growth.

According to the beer company, the integrated commercial structure will align sales, marketing, B2B and Direct-to-Consumer to accelerate growth. Earlier, AB InBev had introduced an evolved strategy which aims to transform the business also involves leading and growing the beer category, digitizing and monetizing its ecosystem, and an optimized move to apply strong financial discipline and thoughtful resource allocation to drive superior value creation.

To support the new structure, the company has appointed Ricardo Tadeu, formerly Chief B2B Officer, to the newly created role of Chief Growth Officer; Lucas Herscovici, formerly Chief Sales Officer, as Chief Direct-to-Consumer Officer; Nick Caton, formerly the Chief Financial Officer for Anheuser-Busch will replace Tadeu as Chief BEES Officer and join the AB InBev SLT; Marcel Marcondes, most recently President of Beyond Beer and formerly Chief Marketing Officer of Anheuser-Busch, has been appointed Chief Marketing Officer of AB InBev and will

join the AB InBev SLT; Pablo Panizza, formerly Chief Direct to Consumer Officer, will transition to a new role as Global Head of Sales & Distribution; and Bernardo Novick, Global Head of ZX Ventures. All will now report directly to Tadeu in this new structure.

Commenting on the new structure and appointments, AB InBev Chief Executive Officer, Michel Doukeris said: “At AB InBev, we are redefining what a beer company can be,” added Doukeris. “This is an exceptional team, comprised of leaders expert in understanding and supporting consumer and customer needs, harnessing technology, and scaling new opportunities. With Ricardo’s visionary leadership, this new strategically aligned commercial structure will deliver continued momentum through relentless execution of our strategy, accelerating our journey from being category leaders to leading category growth.”

In his new role, Ricardo Tadeu will be tasked with driving growth by aligning key commercial functions including sales, marketing, B2B, direct to consumer and ZX ventures. A key architect of the company’s digital transformation, Tadeu was Chief B2B Officer prior to his current role, having spearheaded the creation

of BEES, a vibrant ecosystem with more than 2 billion consumers and 6 million customers, generating over 10 million weekly transactions.

From 2017 to 2021, newly appointed Chief Marketing Officer of AB InBev, Marcel Marcondes was the Chief Marketing Officer at Anheuser-Busch, where he led the marketing strategy for a broad portfolio of some of the world’s largest beer brands. Marcondes sits on the Board of the Association of National Advertisers (ANA) and is a member of the Cannes Lions CMO Growth Council. He also sits on Adweek’s Diversity & Inclusion Council and leads Anheuser-Busch’s partnerships with AIMM’s #SeeHer and #SeeAll to promote multicultural marketing.

Newly appointed Chief Direct-to-Consumer, AB InBev, Lucas Herscovici was responsible for opening the “Beer Garage”, AB InBev’s Global digital innovation office, based out of Palo Alto, California. In 2012, he joined the North America Zone to become VP Digital Marketing and in 2014 he was appointed VP Consumer Connections for USA. In 2017, he was appointed Global Marketing VP of Insights, Innovation and Consumer Connections and held such role until 31 December 2018 when he became Chief Non-Alcohol Officer until August 2020.

Nick Caton has been with AB InBev for over 10 years, most recently as Chief Financial Officer for Anheuser-Busch. During his time at the company, Caton has held roles in finance, technology and sales in the North America Zone, Asia-Pacific Zone, BEES, and GHQ.

## ESKIMI appoints Timm Brocks as new Chief Commercial Officer

By Felicia Nwosu

**E**skimi, an Ad-Tech company that provides software and tools that help brands and agencies target, deliver and analyse their digital advertising efforts,

has announced Timm Brocks as its new Chief Commercial Officer. Timm, in his new position, will be overseeing, leading and scaling sales, business development and customer success teams, while creating accountability within the company by developing appropriate metrics and coordinating compensation and promotions with these metrics.

Timm is an international sales and marketing leader who has been connecting brands, products & services through technology for more than a decade. He has served multinational brands such as EA SPORTS, LG ELECTRONICS, LG MOBILE and XL ENERGY in various international sales & marketing roles.

Since 2010, he has been holding leadership roles in B2B MarTech companies such as BrandMaker.com, MRMcenral & Publitas.com. Timm is focused on leadership, scalable Sales strategies and team development.

Brocks' experience cuts across various sectors such as the health sector, having worked with Telemedi, a digital health platform, where he sat as the Vice President, Sales and a Director, Global Business Development.

Eskimi has welcomed Timm and said it is excited to benefit from the new CCO's depth of experience and expressed its confidence that he will contribute to the brand's growth with his team.

"Say hello to our new Chief Commercial Officer, Timm Brocks.

Timm Brocks is a commercial leader and a great team player, and we are super excited that he decided to join Eskimi and build with us something even greater than we already have. No pressure, Timm."

When asked why he decided to join Eskimi, Timm shared: "As one of the major global AdTech players, it was an easy decision to join Eskimi. Working together with some of the best teams in the industry, great clients, and partners – is exciting and challenging at the same time. Big things are ahead of us and I am glad to become part of the journey."

The Eskimi new CCO has a Master of Business Administration and Management, General, from the AFW (FH Burgenland) and also graduate of Bachelor of Business Administration (B.B.A.), Business Admin, Management and Operations from the AFW Business Academy.

The business Administration product of AFW is also a proud alumnus of the West German Academy for Communications, Marketing & Communication Specialist, WAK, as well as a sport enthusiast, being a FIFA Volunteer, World Cup 2006 (PR & Communication).

## Fikayo Ogundairo is the new CEO of Webcoupers Consulting



On his new appointment, Ogundairo said, "My move to Webcoupers was inevitable as I was sold on what the organization is trying to achieve. More importantly, I saw a huge potential for expansion. Having cultivated my experience in top rated agencies through the years, and planning 'what next?', Webcoupers stood out for me, as an agency with a vibrant and dynamic team, equipped with the right tools to drive innovation and meaningful impact. As a firm believer in the collective strength of like-minded people, healthy business relationships and passion for excellence, this was something that resonated with me. I'm excited to join the team and I'm looking forward to more amazing work to come."

Fikayo is an alumnus of Business School Netherlands, a full member of the prestigious Advertising Practitioners Council of Nigeria (APCON), and has been practicing for over 17 years. His work within the IMC industry and beyond have received several Nigerian and International accolades. Over the years, he has worked on brands like Heineken, Gulder, Star, Tiger Beer, Glo, LaCasera, DStv, Pernod Ricard, BAT, BetMojo, Peak Milk, LASG, INEC, GX Foods, FCMB, Stanbic IBTC Bank, Vitafoam, UACN, DUFIL, Stallion Motors to mention a few.

Webcoupers Consulting is a technology and integrated marketing communication consultancy that has been in operation for over 9 years, focused on driving innovation and growth for forward thinking brands. Its work fundamentally changes the way businesses and industries operate, creating measurable value for our clients, end users and community. Over the last 7 years, Webcoupers has fulfilled its mission to grow businesses with locally relevant solutions. Since then, it has managed over 50+ clients and projects in Nigeria, delivered successful campaigns, built digital products and grown its revenue.

Webcoupers Consulting, a leading technology and marketing agency in Nigeria, has announced the appointment of Fikayo Ogundairo to the role of Chief Executive Officer.

With over 17 years experience in the industry, Fikayo recently transitioned into this position from his previous role as Director, Brand Management and Strategy at X3M Ideas. At Webcoupers, he will be responsible for its expansion into a full-scale integrated marketing communications agency, bringing the best of both worlds to service current and new clients, developing strategies and building products that will help businesses grow and make people's lives better by helping them unlock new levels of growth and value.

As a proficient business leader with significant understanding of integrated marketing communications business and more, Fikayo has cultivated experience with helping brands succeed in extremely competitive markets.

Speaking on the appointment, Peter Ajegbogoun, Non-Executive Director, Webcoupers Consulting said: "We are excited to have Fikayo join us at Webcoupers. Having known him within the industry for years, it was a great pleasure having him come on board, bringing his wealth of experience. We look forward with bated breath to where he would take the team."



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