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MARKETING EDGE

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ICONIC BRANDS & FORCES BEHIND THEM

Agencies need to rethink business models
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Birth of a New Dawn in Corporate Nigeria

Women entrepreneurs have been changing the face of global business, helping to sustain innovation, creativity, job creation and economic growth. Male entrepreneurs used to account for the majority of the creative and innovative business world. However, the number of female entrepreneurs throughout the world has increased in recent years.

While investors are increasingly looking for growth opportunities, the fact is that women represent the largest emerging market. It is estimated that women-owned entities represent over 30 percent of registered businesses worldwide.

With the swelling middle class in emerging markets, young women already play a pivotal role in shaping consumer markets. In China, for example, women are responsible for three-quarters of household purchasing decisions and their annual spending is set to increase to RMB 8.6 trillion by the end of 2022, a 160% increase from 2017. Improved education also facilitates further entrepreneurial zeal and financial autonomy among women.

In Nigeria, while so many inspiring women are breaking the glass ceiling in the entrepreneurial space, it is clear that the road towards entrepreneurial and corporate equality is still long.

At the global level, the equality gap is still a wide one to bridge. According to the 2021 Women CEOs in America Report, only 8.2% of Fortune 500 CEOs are women; 7.3% in the Fortune 1000; 6% in the S&P 500; 5.6% in the Russell 3000; and 7.4% at private companies

with revenue over US\$1 billion. These numbers are too low and progress is too slow. Beyond being a pressing moral and social issue, entrepreneurial and corporate business gender inequality is also a critical economic challenge. A McKinsey Global Institute report found that US\$12 trillion could be added to global GDP by 2025 if all countries matched the progress toward corporate business gender parity of the

fashion houses or cosmetic enterprises, the women specially featured in this edition have found their niche in other areas, particularly in the Integrated Marketing Communications landscape in recent decades.

They may not have been celebrated in the Guinness World Records, yet their contributions to Nigeria and the world are greatly impacting society. The legendary

Despite the challenges in the Nigerian business space, the outstanding women featured in this edition of *MARKETING EDGE* have many incredible success stories to share with the world, to show that one doesn't have to be a man to leave one's mark.

fastest-improving country in their region

Despite the challenges in the Nigerian business space, the outstanding women featured in this edition of *MARKETING EDGE* have many incredible success stories to share with the world, to show that one doesn't have to be a man to leave one's mark.

For many years, these women have been pioneering the way for entrepreneurs in different fields. Although women have traditionally been associated with owning

women entrepreneurs in this edition have constantly pushed the standards of their fields to leave the world a better place.

These Amazons are all different, yet they share similar stories of triumph in the face of hardship. Some were selected because their invention changed the way we live, while others were chosen for carving out a better path for women. They do not also fall within the same age bracket as entrepreneurship, they say, has no age or time limits, but thrives on hope

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and inspiration. Therefore these Amazons who have chosen to participate are dynamically making the world a better place. Thanks to their accomplishments that will remain an inspiration to other women. In fact, the success stories of these Amazons show that women don't have to be men to leave their mark.

For many years, women have been pioneering the way for entrepreneurs in every field. Although women have traditionally been associated with owning fashion houses or cosmetic enterprises, the Amazons in this edition have found their niche in creative and innovative areas. There are many amazing success stories to be heard from these wonderful women. As they are positioning their businesses to become household names in a variety of industries, they are also inspiring other women to do the same.

Depending on where one is sitting in the world, culture and context can have a huge impact on the nature of the challenges that women face breaking the industry glass ceiling and progressing in their entrepreneurial careers. Conversely, there are stark differences between markets in the support available to women and the intensity of the efforts to improve the situation in Nigeria.

Ultimately, many of the difficulties facing women in the Nigerian business ecosystem are structural; a lot of the challenges are systemic and cannot be changed overnight. However, the Amazons featured in this edition have started the change, which will continue to improve the gender diversity in business innovation and creativity, and will hopefully lead to better storytelling and more opportunities for underrepresented voices in our society.

Also packaged in this twin edition publication is a scintillating personality interview with an emerging Nigerian leader in the Nigerian integrated marketing communications world, Mr. Otis Ojeikhoa. Otis popularly known as Double O is the debonair, suave, brilliant and highly versatile marketer who has chosen Experiential marketing as his forte and frontier. Passionate, remarkably maveric, the founder, Chief Executive Officer of Brand Optimal is a pace-setter and a serial entrepreneur who has packed so much into his eventful and achievements filled five decades on earth. Youthful, yet matured and strategic, Otis Ojeikhoa has within a decade built an empire in the Nigerian marketing and advertising eco-system and yet unrelenting in leaving his foot-prints on the sands of time with a well structured foundation, an NGO catering for humanity.

He has through the NGO impacted and imparted lives for some years now. The MARKETING EDGE team met with him recently in a media chat where he tells it all. It was quintessential Double O at play as he shared with our team in unbelievable humility and candour how he started it all and how far the journey has been.

He is an entrepreneur with a difference. Age notwithstanding he has done very well for himself and humanity. To discover whom this Delta-born entrepreneurial genius is, the interview conducted with him is a must read!

Also packaged in this special edition publication are the regulars, news, gists and jests and developments around, within and outside our industry and on the global scene.

These and many more are served in MARKETING EDGE characteristic style and candour with our very engaging prose.

Enjoy the menu as we serve you hot and sizzling!

Happy Reading!!!

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Nigerian breweries bags MAN award for Best Kept Industrial Premises

By Zion Rufus



Pioneer and largest brewing company in Nigeria, Nigerian Breweries PLC has won the award for Best-Kept Industrial Premises for 2022 in the multinational category.

The award, issued to NB PLC's Lagos Brewery in Iganmu was presented at the Annual General Meeting of the Manufacturers Association of Nigeria (MAN) which held in Apapa.

The MAN Award for Best Kept Industrial Premises is aimed at encouraging members' adherence to environmental regulations and standards, and to also improve their environmental friendliness. Areas of inspection include external and internal premises, utilities, solid waste management, effluent treatment plant, pollution abatement, use of relevant and quality personal protective equipment, green-life and general aesthetics, government certifications as well as general good housekeeping.

Commenting on the award, NB PLC said in a tweet: "We say a big thank you to MAN for the award and congratulations to Team Lagos Brewery. The

award was issued to our world-class Lagos Brewery, Iganmu, commissioned in 1949 and the oldest of our 9 breweries in Nigeria."

Nigerian Breweries manager, Utuk Utibe-Abasi received the award from the

DG, Standard Organization of Nigeria (SON), Mallam Farouk Salim and the DG, Manufacturers Association of Nigeria, MAN, Mr. Segun Ajayi-Kadir (mni) in the company of Tayo Adelaja, Corporate Affairs Manager, Lagos; and Victoria Akpabio-Uche, Corporate Affairs Advisor.

The Lagos Brewery which was commissioned in 1949 and upgraded in 2009 is one of 9 breweries of the NB PLC. The other breweries include: ABA Brewery, Abia State; Ama Brewery, Enugu State; Ijebu-Ode Brewery, Ogun State; Kakuri Brewery, Kaduna State; Kudenda Brewery, Kaduna State; Ota Brewery, Ogun State; and Awo-Omamma Brewery, in Imo State.

ARCON to register advertising businesses, affiliations and mergers

By Oghale Mafuru

Advertising Regulatory Council of Nigeria, ARCON has announced that under the new law, the regulatory agency is now mandated to register all forms of business affiliations, combinations and mergers in the advertising industry as part of efforts to enforce ethical practices in the industry.

Olalekan Fadolapo, Director General, ARCON, made this disclosure on a Radio program, "Brands & You" where he addressed salient issues in the advertising practice and how the new law

is positioned to tackle these concerns.

While stating that hitherto, business combinations and affiliations were outside its jurisdiction, the Director General noted that with the new law, the regulatory agency is now saddled with the responsibility of registering all forms of affiliations within the industry.

In his words: "Investments, merger, acquisition and business combination were completely out of the remit of APCON so you cannot say this is what is happening

to this particular agency but with the new law, all business combinations are to be registered by ARCON. Meaning that we are now going to have a register of all business affiliations so that we can know the level of investment is in a particular agency.

"You cannot just go into the sector or bring an investor into the sector without due process. The law now gives us the power to audit and ensure that the integrity of the contract is in the best interest of our own economy and aligns with best practices."

Commenting on the recent ban of foreign models and voice-over artistes, the DG reiterated that that regulation is in the best interest of the advertising industry and the country as it will foster the growth of local talents, micro service providers within the industry especially Small, Medium enterprises.

"We don't want a situation where globalisation will turn into a loss. In 1972 the Federal Government promulgated indigenous degree to give ownership of some particular sector, SMEs particularly to Nigerians.

"There is something unique about agency business. Agency business resonates with the people. It is a cultural and religious thing. At this junction, we are doing cost benefit analysis of globalisation Vis-à-Vis localisation and how it will affect our economy. The Government cannot fold its hands. We are complaining of unemployment and we have seen that this sector can provide jobs for our youths. We need to create an enabling environment to promote ethical practices" he said.

The advertising regulator who maintained that the reforms introduced in the industry are geared towards repositioning the industry for growth urged all stakeholders to support the new initiatives as it will be beneficial to all.





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Arogi launched to serve traumatized people

By Zion Rufus



Notable personalities in Nigeria's healthcare and wellness sector gathered at the Lagos Marriott Hotel in Ikeja for the official launch and maiden conference of the Arogi Trauma Care Foundation (ACTF), a not-for-profit organization established to make free counselling and therapy accessible to traumatised individuals.

The maiden conference themed "Dealing with life's emotional struggles" held the presence of renowned professor of psychology, Professor Andrew Zamani who addressed the conference on "Dealing with marital traumas; Award-winning radio broadcaster, Andrea Oduobi-Teke spoke on "Dealing with life's emotional struggles"; whilst Consultant clinical psychologist, Dr. Charles Umeh highlighted "How to find happiness".

Experts at the conference commended the Arogi team for "launching at a time when Nigerians are saddled with depression, traumas, suicidal tendencies, and worry" amongst other things. According to the professionals, there are a lot of "hidden pains" masked behind smiles and laughter that people are yet to identify as depressions and trauma.

Highlighting viral slangs such as "we move", "going through a lot", "easy, Jeje"; as

some methods of escapism that the Nigerian social media community have adopted, Dr Fred Nnadi said: "We won't be lying if we state the obvious that Nigerians are going through a lot. And Arogi couldn't have come at a better time. People actually need a place where they can go for therapy, infact free therapy, because finance is another constraint."

Against the backdrop of the whopping amount of alcohol consumed by Nigerians in the first half of 2022, a figure which sat at an alarming N599.11 billion, Nnadi said: "People need to be able to talk about their emotions, instead of drowning it in alcohol. Alcohol is not the way out. Nigerians have always had that "we move" capabilities, like we just move on from anything, and get up from anything. But you realize that people just subdue those emotions with entertainment and alcohol, instead of addressing the issue."

Validating Nnadi's position on the relationship between trauma, depression, and alcoholism, Professor Andrew Zamani said: "Trauma has been a very elusive mental situation in this country, and right now, I think we are taking the bull by the horn. Research has it that most alcohol abusers are depressed, and alcoholism is a means by which people try to cope with their daily life challenges; albeit maladaptive."

"And when people who abuse alcohol discover that they can bury their woes and escape the reality of their stresses, they tend to repeat and increase their indulgence. That eventually leads to depression because they soon realize that alcohol does not solve the problem."

On his part, Business guru and founder of Brands Optimal, Grey Cottage, and Arogi Trauma Care Foundation, Otis Ojeikhoa explained that although people know that they are traumatized, they stay in denial because they believe that "somehow, someday, things will get better."

"Things getting better means that on your own, you have to be better. You have to heal, you have to recover, and know how to develop better coping mechanisms. Through qualified interventions, people can develop proper and positive coping mechanisms."

"Alcohol and drug use are some of the readily available and horrible coping mechanisms that people sadly resort to instead of reaching out for interventions. But we have been here, and now we have officially launched to offer these healthy interventions to people."

In August, Founder and CEO, Brands Optimal, Otis Ojeikhoa was graced with the Voice Achievers Business Excellence Award and a global recognition which commended the impact and efforts of the Arogi Trauma Care Foundation.

Commenting on the award, Ojeikhoa said: "Through the financial contribution of Brands Optimal, Arogi is touching lives in immeasurable ways. In the last 3 months, we have over 781 people who have received one form of help or the other for their emotional and mental health experiences. It is amazing how many people are depressed, how many people are unhappy, how many people have not been able to heal from difficult emotional traumas."

OVER 50 BUSINESS LEADERS TO GRACE ADVAN 2022 CMO FORUM

By Felicia Nwosu

It will be a gathering of marketing professionals as the Advertisers Association of Nigeria (ADVAN) hosts top Nigerian CMOs in the marketing space to a forum themed: "The Evolving Role of the CMO". The business discussion will focus on leadership, and will x-ray the challenges facing the industry, and how to mitigate such to translate to the development of actionable solutions specifically for ADVAN member companies.

The exclusive 2022 ADVAN CMO Forum will host over 50 CEOs, CMOs and business leaders from top organizations – local and internationally. It is scheduled to be held on the 16th of September, 6pm at the Intercontinental Hotel, Victoria Island, Lagos, Nigeria. The event is strictly by invitation.

According to ADVAN, the forum is opened to senior client-side professionals i.e. CEOs, CFOs, CMOs or the equivalent only.

To lead the conversation as the speaker is the quintessential and accomplished Marketer, Mokutima Ajileye, Managing Director, P&G Nigeria.

The ADVAN CMO Forum as an umbrella was conceived to serve as a platform where top business personalities in Nigeria hold annual meaningful discourse on ways to chart a better path and growth for the Nigerian marketing space.

In its journey, it has witnessed several fora which featured strong voices in the industry whose messages have helped to shape the practice. Last year, the organisers focused their theme on "Strategic Leadership in Turbulent Times" led by the CEO of Airtel Nigeria, Segun Ogunsanya and the CEO of the World Federation of Advertisers Stephan Loerke.

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26 brands bag awards at CVA maiden edition

By Felicia Nwosu



26 leading brands have emerged as pioneer Best Value for Money brand winners at the 2022 maiden edition of the Consumer Value Awards, organised by Consumer Value Broadcasting Limited, a multichannel consumers engagement platform.

Special Recognition Awards were also bestowed on some notable personalities for their strong advocacy about value for money and quality service offering in the marketplace aimed at ensuring consumers' right to uninterrupted and undiluted satisfaction to

enjoy quality goods and services for their money.

Being the first of its kind, Consumer Value Awards as shared by Chief Adedayo Ojo, Chairman, Consumers Value Broadcasting Limited, while delivering his welcome address, noted that the award initiative was spearheaded to celebrate brands who hold value for consumers' rights and also to help consumers exercise their rights to satisfaction of value by providing the required guidelines that will ensure the producers of these products are accountable to consumers.

"In Nigeria's business environment, consumers are

inundated with almost too much hype, publicity and promotions, many of which are not even approved by regulatory authorities. Our role as an organisation is to lead the conversation between products, services, brands and consumers. More importantly, we are committed to do this transparently."

The organisers confidently revealed that a portal was set up within a timeline to ensure that the awards experienced the endless power of consumers through a credible and transparent process with an online engagement where the consumers served as

the juries while deciding who was to win. Brands were listed while consumers were contracted to vote for their value for money brand without any interference.

These are some of the brands that made remarkable entries as pioneer winners in their various categories.

Leading automobile industry, Toyota, top the list in the automobile category by emerging Value for money Automobile brand of the Year 2022.

Knorr cube led the seasoning cube products category, MTN sat royally as the winner for both Telecommunication Industry and Data categories as Value for money Telecom brand and Data of the Year and 22 other brands who were prided as winners in their respective categories as well.

Meanwhile, those bestowed with Special Recognition Awards were Babatunde Irukera, Chief Executive of the Federal Competition and Consumer Protection Commission, FCCPC,

Dr. Lekan Fadolapo, Director-General, Advertising Regulatory Council of Nigeria, ARCON,

Sola Salako Ajulo, human rights activist and president of Consumer Advocacy Foundation of Nigeria, and Dr. Balarabe Shehu Ilelah, Director-General, National Broadcasting Commission, NBC.

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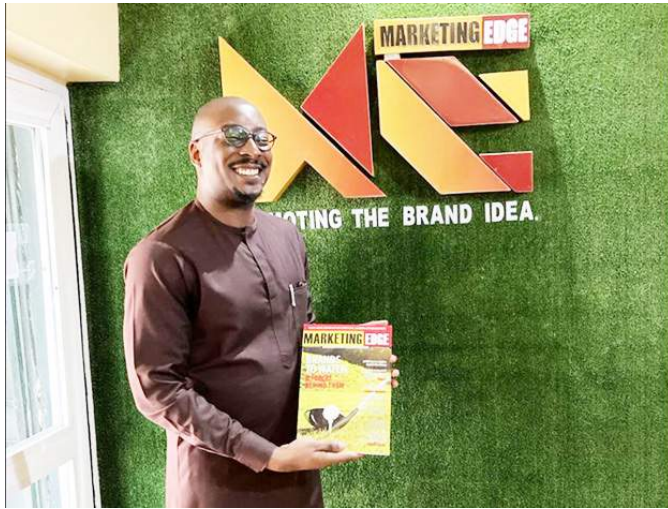
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MEDIA SOLUTIONS TAILOR-MADE FOR YOU

Nimbus Media set to mark 10th anniversary

By Felicia Nwosu



Nimbus Media, a leading digital Out-of-Home advertising agency, is set to identify with future-fit and thriving SMEs with high growth potential by providing them with free visibility and networking opportunities through its newly introduced initiative known as 'Nimbus Aid Project'.

This was revealed by Wale Adegoke, the agency's Chief Executive Officer, during a one-on-one interview with MARKETING EDGE. In

commemoration of Nimbus Media's 10th anniversary, the initiative is aimed at encouraging upcoming businesses which, despite the ravaging economic challenges, are still thriving to make headway.

Mr. Adegoke reaffirmed that it was the urge to appreciate the resilience of businesses that inspired his agency to fill in the gap in ensuring that some new startups are given the required aid to reach their goals through

free provision of visibility.

"Although we started something called nominate a charity back then to boost visibility for charities because we were focusing on charity then. But as time went by, I have realised that a lot of what people need is not charity. I commend organisations that are already touching lives positively through CSR; they are to be respected, loved and cherished," he said.

The Out-of-home brand builder also added: "We felt this same appreciative gesture should also be extended to smaller organisations that are trying to make profit legally through innovation and hardwork. How can we support them as well? We looked at that and changed the nominated charity to Nimbus Aid Project. This is why we are trying to support small businesses and people who are trying to make a way for themselves by pushing and doing great things in their businesses.

"This year, we are looking at pushing 10 businesses; at the end of the whole thing, 10 businesses that fall under this

category will get 2 million naira worth of exposure each on our network around Nigeria. Each of them will still get so many other opportunities. We have actually got some big partners onboard to push this with us, and they too will be offering some things too."

According to Mr. Adegoke, the consumer-centric agency was specifically set up to transform and showcase other businesses in a more meaningful approach to ensure that these SMEs realise their business potential while navigating through various economic challenges.

"Everything we are doing around Nimbus is just to appreciate all these people, and just to let everybody know that we are getting started. The truth of the matter is that we started this business in order to showcase other businesses to the world, not ourselves. Most of the businesses we serve are big businesses that have big budgets, but when we look at the landscape in Nigeria, the businesses that really need this are actually smaller businesses that nobody knows."

Media trainers back Society of Nigerian Broadcasters

By Oghale Mafuru

Against the backdrop of the inauguration of the Society of Nigerian Broadcasters (SNB), notable media trainers have pledged their support for the professional body saddled with the responsibility of ensuring optimal performance of broadcasters in line with best global practices.

In a conversation with MARKETING EDGE, the media trainers asserted that continuous capacity building is mandatory to grow the broadcast media "as the media landscape continues to evolve with



changing trends and human behaviour".
Soni Irabor, veteran broadcaster

and CEO of Ruyi Communications Ltd lauded the introduction of "an association whose mandate is to improve the quality of professionals in the broadcast industry." According to Irabor, this will set a new course for the profession as the body prioritizes training and mentorship of professionals in line with the ethics and code of conduct of broadcast journalism.

He said: "It is a very laudable move because we have been trying to set up the Society of Nigerian Broadcasters for many years; I mean for decades. So, for it to have gotten to this level, it means that we have come very far, and I applaud and commend the efforts of those that have steadfastly put it together to this level."

"The Society of Nigerian Broadcasters getting a legal backing is a big step forward. We have been trying for many years to get

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this done. When something gets a legal backing, it shows there is a direction. There will be enough room for people to speak for one, issues will be discussed, and all interests, especially stakeholders' interest, will be upheld and maintained" he added.

On his part, Lekan Otufodunrin, media trainer and Executive Director of Media Career Development Network shared that training and capacity building is fundamental to the development of the broadcast industry in Nigeria. He further noted that in order for the profession to continue to serve as a credible, resourceful and trustworthy source for information, training cannot be overemphasized.

"No matter what you are doing in communication, communication is very wide, communication involves print, broadcasting and multimedia these days. So training is very essential for every media professional more importantly because they are supposed to inform and educate the public."

"You can't inform and educate the public if you do not know yourself. So, for broadcasters, it is even more imperative because you're on air and people are listening to you" he added.

According to him, the new age media consumer is intellectually sound and sophisticated hence, media professionals must continue to upskill and acquire knowledge in line with the ethical standards of the profession.

The media trainer advised professionals to update their knowledge in the areas of new media technologies, facilities and resources in order to perform optimally on their jobs.

AVOA lauds promulgation of local content in ad industry

By Oghale Mafuru



The Association of Voice-over Artistes, AVOA Nigeria has expressed delight in the recent law promulgated by the Advertising Regulatory Council of Nigeria (ARCON), which mandates the use of local talents including models and voice artists.

According to a statement signed by Mr. Segun Arinze, the president of the Association of Voice-over Artistes Nigeria, AVOA, the new regulation which bans the use of foreign models and Voice-over artists in all marketing communications will encourage the growth of the creative industry in the country and enable local talents to thrive.

The statement reads in part: "We say it is a welcome development. It is an enabling regulation that favours the local industry especially at a time when Nigeria is in dire need of sufficient platforms for its teeming population. This is a clear demonstration of responsiveness on the part of ARCON".

The president urged other associations to prepare members with adequate skills, knowledge and capabilities to harness the huge potentials made available by the new law.

"It is now left to us in the various Guilds and Associations to put our acts together and ensure Nigeria is not only capable of filling the gaps but the capacity to project these talents to the world.

"For us at the Association of Voice-over Artistes, AVOA, it is a new dawn and we are already at work to position our members to fill these gaps" he concluded.

Recall that the Advertising Regulatory Council of Nigeria ARCON recently placed a ban on the use foreign models and Voice-over Artistes on any advertisement targeted or exposed on the advertising space with effect from 1st of October, 2022.

According to the body, ongoing campaigns are permitted to run out their terms but subsequent applications for revalidation for continuous exposure of such materials will not be granted by the Advertising Standards Panel, ASP.

Hike on advert, promo fees will amount to double taxation – telcos

By Felicia Nwosu

Telecommunication operators, in demonstration of their displeasure, have rejected the move by the Nigerian Communications Commission (NCC), which seeks to attract payments of fees over advertisements and promotions by telecom companies. The rejection came on the basis that it represented a multiple tax on the operators.

NCC on its part said the increase in prices for commercials and promotions were influenced by some economic forces which is a reflection of current reality, adding that it was also aimed at protecting the consumers. The Commission maintained that the payments on advertisements and promotions do not amount to taxation in



any form.

This came to the fore after a three-day

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Experts express divergent views over in-house agency

By Felicia Nwosu



The existence of in-house agency by brands is not new in the history of global advertising, especially for brands that care about what consumers think and say. Such brands are likely to have sole authority over the deployment of marketing communication messages to enable them monitor consumer perception and engagement.

The role of in-house agencies vary, as some are involved in the end-to-end communication of a brand while others perform more limited functions in terms of media placement which the brand would have concluded its idea conception and design.

At the just concluded 2022 edition of the Cannes Lions Festival of Creativity in Cannes, France, a creative in-house agency known as Byju's won silver in that category and that reignited the long-running debate over external ad agencies and in-house ad

agencies.

Back home in Nigeria, in separate interviews with **MARKETING EDGE**, some advertising professionals expressed divergent views about in-house agency models.

President of the Advertisers Association of Nigeria (ADVAN), Osamede Uwubanwmen, stated that transparency, trust, dependability and cost are keys in every client and agency relationship. He, however, said that he likes external agency for major projects with long durations and in-house agency for minor in-house projects, since in-house agency understands the brand's promise and culture better.

"We pay for time slots for these external agencies, so how often they work for you determines how much you pay them. I will rather give them a tactical high-end job, long duration thematic campaign for whatever months I like to

run. But minor things like just getting an in-house flier, to communicate internally, I will rather give it to the internal agency, no matter where they sit, because they understand better and are also part of the whole in-house conversation," he said.

Mobolaji Caxton-Martins, the Executive Creative Director/ Chief Operating Officer, Slice Media Solutions, averred that, the outbreak of COVID-19 pandemic has altered consumers' behaviour across all spheres of life and has given rise for brands to re-strategise and re-navigate for effective business operations.

"Brands have realized that in some of these instances they did not need as much input from external marketing agencies. So, a lot of people are trying to bring many things in-house to control their businesses better," he said.

The seasoned brand and innovation management

professional also pointed out that brands are grappling with various challenges such as shrinking marketing budgets, making brands more prudent in their choice for the right communication channel that will yield remarkable ROI.

Steve Babaeko, President, Association of Advertising Agencies of Nigeria (AAAN), in his view, advised brands to focus on their priorities by ensuring the production of quality and desirable products, adding that, instead of acting as a jack of all trades, they should allow professionals to handle their brand promotions.

"I think it is a distraction; if you are in production and maybe you are a manufacturer, focus on your manufacturing. You can't be everything; there are people whose life's job is just to go out there and build brands, give them the job to build quality brands, instead of distracting yourself. Even the quality of your product, you can't even focus on that.

The X3M Ideas boss urged brand owners to employ brand experts who have professionally honed their skills for such art.

"What most clients don't understand is that the moment you start to build in-house agencies, they become part of the decoration, they become wall papers because there is something about that creative environment in an agency that inspires creativity.

"But once you are in-house, you are part of the client, and too much familiarity may cause a loss of spark in creativity and passion, and may lead to an unserious attitude towards the brand," he said.

Hike on advert, promo fees will amount to double taxation – telcos

public inquiry on the draught of telecom regulations and guidelines by Adeleke Adewolu, Executive Commissioner (Stakeholders Management) of the NCC.

Mr. Ikenna Ikoku, who spoke on behalf of 9mobile, claimed that the payment of fees on advertisements and promos will amount to double taxation.

"We pay to ARCON and

the lottery commission; paying to NCC again will result in multiple taxation. The NCC should only charge processing fees," he said.

Ade Gbolahan, who spoke

on behalf of Airtel, implored the commission to stick to its old fees at the old rate of N350, 000.

"The proposed fees should be left at N350,

LEGACY COMPANIES STILL BLAZING THE TRAIL

By Felicia Nwosu

Doing business in Nigeria, is daily, becoming a herculean task. This is because an average Nigerian business will have to contend with power, a hostile regulatory environment, multiple taxations, spiraling inflation, and deteriorating ease of doing business. The concomitant effect is that new businesses seldom survive while many existing ones totter on the brinks.

These challenges notwithstanding, a lot of companies have been able to thrive over the years. Their resilience, reliability, and resourcefulness have not only helped them navigate the tedious Nigerian business environment, but these qualities have also earned them customers'

emotional connections that transcend generations all of which have helped in exalting them to the heritage company/brands status.

It is against this premise that **MARKETING EDGE**, the foremost advertising, marketing, and brand-centric magazine in furtherance of its vision of expanding the frontiers of marketing and advertising knowledge and also serving as an avant-garde news media platform for both the brands and the consumers, has painstakingly dug out some of these companies that have served Nigerians for several generations as legacy companies.

FirstBank

Since 1894, this ancient but trendy

banking institution is truly the first financial institution and Nigeria's premier commercial bank. Its recognition as the 'first bank' goes beyond being a pioneer but a founding financial institution in the history of West Africa.

Its people-centric pay-offline, 'You First' has for more than a century, remains its driving philosophy, which has sustained each generation of customers, who have been endeared to the bank as it evolves through the years.

After operating for over 128 years with awards and recognitions to show for its commitments and accomplishments in banking, corporate philanthropy, socio-economic development, support to businesses, and commercial activities, FirstBank is showing no signs of stopping or slowing down.

UBA

Africa's global bank, United Bank for Africa (UBA) Plc. and leading Pan-African financial institution was the successor company to the British and French Bank Limited (BFB) which was founded in 1948. It took over the assets and liabilities of BFB and was incorporated as a limited liability company in 1961.

The Multinational pan-African financial services group which has 'the wise choice in banking' as its pay-off line, lived up to the billing as the bank for Africa by deepening its market penetration and extending its payment services to merchants and consumers across 20 key African countries in which it operates. The Bank's solid financial performance, excellent service delivery to customers, and its continuous role in facilitating rapid economic growth across the African continent were some of the reasons that led to the bank being named the best bank in 12 of its African subsidiaries and in Nigeria.

Nestle

Nestlé, arguably, the world's largest food & Beverage Company started operations in Nigeria in 1961. Modeled on Nestlé's global ethos of eco-friendliness and health-consciousness, the company was established with the mission to unlock



the power of food to enhance the quality of life for everyone, today and for generations to come. Its values are guided and rooted in respect by shaping a better and healthier world. Nestle has continued to build on the legacy of its founder Henri Nestlé who created a life-saving infant cereal more than 150 years ago. The global company proudly parades more than 2000 brands ranging from global icons to local favourites and is present in 187 countries worldwide. Nestle has fulfilled its promise and purpose with renewed vigor in enhancing the quality of life and contributing to a healthier future by sustaining Nigerian consumers for more than six decades since it made its grand entry in 1961

Unilever

Unilever, the multinational consumer goods and leading FMCG company, was established in 1923 as Lever Brothers (West Africa) Limited, for over seven decades before it became Unilever in 2001. In a bid to sustain its competitive advantage over rival companies and intensify market growth, Unilever has gone deeper to effect structural changes to its entire marketing process as it aims to provoke and integrate more diverse and inclusive thinking across every brand, from new product development through to advertising production. It is a multinational company that prides itself on over 400 brands under its roof. The leading FMCG Company has the total well-being of its consumers as its core mandate.

Cadbury

Cadbury is a quintessential company with strong brand recognition and emotional connection with Nigerian consumers. It is focused on nourishing and delighting our consumers with the right snacks. Cadbury Nigeria was incorporated in 1965 and is the market leader in sugar confectionery, gum, and food beverages in Nigeria with strong market shares across all three categories. The company operates through two segments, Confectionery and Food Drinks, and Intermediate Cocoa Products. Despite its long existence in the market, it has continued to reignite older consumers with nostalgic memories.

PZ Cussons

PZ, home to some of the world's best-loved and most trusted brands has for more than a hundred years, exemplified the essence of brand-building through its strategy that is geared toward building brands for life. Its concern, as an international consumer goods business, is to champion the well-being of people. It is also focused on building brands so that it can serve more consumers and serve them better in the future. Paterson Zochonis, popularly known as the PZ industry, was formed by George Zochonis and George Paterson in 1884. It expanded its operations into Nigeria before the end of the nineteenth century. Over the years, PZ has restructured itself by diving into various categories and segments in a bid to deliver improved products and services to its consumers

Coca-Cola

Coca-Cola, Nigeria's foremost iconic brand and the world's no.1 carbonated soft drink (CSD), was birthed with the vision to refresh the world and make a difference. It partnered with the Nigerian Bottling Company Limited (NBC) to bring this utmost refreshment to the doorstep of every Nigerian since 1953; a partnership that has been rewarding to every party, Coca-Cola Inc., the Nigerian bottling Company, and the consuming public. The legendary brand has existed in Nigeria for seventy years. Coca-Cola has been at the forefront of unifying divergent views and positions as it is driven by the purpose of bridging the divide that exists in society.

7UP

Seven-Up was incorporated in Nigeria in 1959 as a Private Limited Liability Company under the name Seven-Up Limited. Its name was later changed to Seven-Up Bottling Company Plc. in 1991 to comply with the Company and Allied Matters Act 1990. As a brand that possesses the Naija spirit, it has proven that to build strong, lasting, engaging relationships with consumers, it needs to meet the people at their passion points. 7 UP has continued to arrest the hearts and emotions of the people y its

sundry investments in football, music/entertainment, and education. This informed the move to grow and build the future of football in Nigeria through the 7Up Football Academy to nurture the best budding young football stars in Nigeria by providing them with the perfect platform for Stardom. It currently boasts of over 3,000 registered students aged between 6-18 years.

FrieslandCampina WAMCO

This company for more than 60 years has occupied the royal seat as No.1 in the dairy sector of the Nigerian market. With so many milk brands, FrieslandCampina WAMCO as the leading company has learned to leverage consumers' insight through experience to break through and establish a meaningful presence in the market. Over the years, it has defined its involvement in Nigeria by addressing three national challenges: nutritional security, sustainability, and good living for farmers. At the heart of the Company's operations is the passion to make quality dairy nutrition affordable and accessible.

Vita foam

Vitafoam Nigeria Plc is Nigeria's leading manufacturer of flexible, reconstituted, and rigid foam products. It has the largest foam manufacturing and distribution network which facilitates just-in-time delivery of finished products throughout the West African sub-region. It has continuously remained a benchmark for excellence while consistently churning out groundbreaking innovations to meet the comfort of its consumers. Vita remains an enduring and iconic brand that has stood the test of time. Incorporated on 4th August 1962 and listed on the floor of the Nigerian Stock Exchange in 1978, the Vitafoam brand for over four decades now has remained a household name both in Nigeria and across the continent.

Global digital advertising to reach USD1 trillion by 2026

By **Abimbola Mohammed**



Digital marketing continues to grow at a speed of light that even in 2021 alone the growth in digital advertising value grew to nearly \$486.0 billion. Since then it has grown at a compound annual growth rate (CAGR) of 18.5% since 2016.

According to a recent report by Research and Markets on “Digital Advertising Global Market Opportunities and Strategies To 2031”, digital advertising growth will continue at a strong pace.

While the fastest-growing regions in the digital advertising market will be Africa and the Middle East where growth will be at CAGRs of 18.6% and 17.2% respectively, R&M forecast the market to grow from \$486.0 billion in 2021 to \$980.2 billion in 2026 at a rate of 15.1%. The

market is then expected to grow at a CAGR of 12.8% from 2026 and reach \$1.79 trillion in 2031.

“Growth in the historic period resulted from the strong economic growth in emerging markets, increased internet penetration, government initiatives in developing economies, rising penetration of e-commerce, increased availability of mobile devices, rapid development in technology, an increase in social media usage and the impact of COVID-19,” Research and Markets said.

Going forward, increasing advertising expenditure by end-use industries, rising urbanization, and increasing adoption of 5G networks and the Internet of Things (IoT) will drive market growth.

While giving this report, R&M further stated the

paid search market was the largest segment of the digital advertising market segmented by ad format, accounting for 30.5% of the total in 2021.

Moving forward, the fastest-growing regions in the digital advertising market will be Africa and the Middle East, where growth will be at CAGRs of 18.6% and 17.2% respectively. These will be followed by South America and Asia-Pacific, where the markets are expected to grow at CAGRs of 17.1% and 15.2% respectively, according to Research and Markets.

Also the online video segment is expected to be the fastest growing segment in the digital advertising market segmented by ad format, at a CAGR of 20.5% during 2021-2026.

The digital advertising market is also segmented by industrial vertical into media and entertainment, consumer goods & retail industry, banking, financial service & insurance, telecommunication IT sector, travel industry, healthcare sector, manufacturing & supply chain, transportation and logistics, energy, power, and utilities and other industrial sectors.

The banking, financial service & insurance market was the largest segment of the digital advertising market segmented by industrial vertical, accounting for 23.6% of the total in 2021. Going forward, the media and entertainment segment is expected to be the fastest growing segment in the digital advertising market segmented by industrial vertical, at a CAGR of 18.3% during 2021-2026.

North America was the largest region in the digital advertising market, accounting for 43.4% of the total in 2021. It was followed by Asia-Pacific and Western Europe.

factors that could hinder the growth of the digital advertising market in the future as stringent regulations, intense competition, security challenges and data localization.

Analysis

Going forward, the digital TV segment is expected to be the fastest growing segment in the digital advertising market segmented by platform, at a CAGR of 15.3% during 2021-2026.

The desktop ad market was the largest segment of the digital advertising market segmented by platform, accounting for 43.4% of the total in 2021.

The digital advertising market is also segmented by ad format into digital display ad, internet paid search, social media, online video and other ad formats. The internet

Global advertising body reels out principles to eliminate unfair practices

By Zion Rufus

Owing to the need to foster healthy practices and the maintenance of a vibrant, and competitive global ad industry, global association of advertisers, media practitioners and agencies, International Advertising Association (IAA) has reeled out six new principles to protect consumers and the advertising ecosystem.

According to the IAA, creating a smarter regulatory environment that fosters a vibrant, dynamic, and competitive marketplace will provide great benefits to both industry and consumers.

The principles state:

Don't enact legislation that creates an uneven playing field

Ensure that legislation doesn't arbitrarily favour certain companies over others. When you create an uneven playing field, you risk not only distorting competition, but harming consumers.

Preserve the global economic engine supported by the advertising industry

The advertising industry contributes a significant number of jobs and supports economic growth around the world. Regulators and governments should carefully consider any legislation, or other rules, which may potentially adversely impact this thriving ecosystem or the communities that depend on it.

Legislation should focus on maximizing the welfare of consumers

It is essential to protect consumers, the freedom of consumers to make choices, and the products and services that fuel the communications ecosystem, including an open internet. Digital tools and content supported by advertising serve as a lifeline for people around the world.

Promote competition without unnecessarily negatively impacting large segments of the industry, including small



and medium-sized businesses

Any legislation should carefully weigh the interests of all advertising industry stakeholders to ensure that the legislation will truly provide a benefit, that real harms are being addressed, and that the legislation does not unintentionally create a negative impact on large segments of the industry.

Proceed cautiously when considering legislation that increases complexity and cost for the advertising industry

Integrated and seamless advertising products are an essential part of the value proposition for advertisers, publishers, and advertising agencies. Competition legislation should focus on maximizing the benefit to the advertising ecosystem, which in turn, can help to maximize utility and choice for consumers.

Avoid legislation that has the impact of breaking up or punishing companies simply because they are big or successful

While the government should work to address demonstrated harms, and to protect and preserve competition, it should not be in the business of picking winners and losers. This is the role of the market, as driven by consumers.



WENDY CLARK SET TO LEAVE DENTSU GLOBAL AS WORLD CEO

Wendy Clark is expected to step down from the role of Dentsu International's Global CEO. Though neither Dentsu nor Clark has confirmed this, however, Campaign which broke the news claimed that it "got this information from multiple sources".

Wendy was appointed as the CEO of the company in September 2020. She joined Dentsu from Omnicom Group where she held the role of Global President and CEO for DDB Worldwide.

Before her time at Omnicom, Clark had spent seven years at The Coca-Cola Company in global and regional operating roles, culminating in her promotion to Coca-Cola's President of Sparkling Brands and Strategic Marketing.

The news of her impending exit from Dentsu will come as a shock as probably the most senior feminine company chief in world of advertising has barely spend two years as the Global CEO of the company.

ORGANISATIONAL CHANGE MANAGEMENT: THREE MISTAKES TO AVOID

You've looked at the data, explored different options, and have decided to make a change, now you (and hopefully your leadership team) are excited to move ahead. Telling the rest of the organisation comes next because you'll need their buy-in to make your change idea a reality.

An announcement is crafted, with the best of intentions, to give employees the information they need to support the change. Unfortunately most change announcements, whether communicated in writing or verbally, miss the mark, creating resistance instead of support.

Why? Because when communicating about a new change most leaders make three common mistakes:

They forget that the rest of the organisation is hearing about the change for the first time, viewing anything other than agreement as a problem.

They put an unrealistically positive spin on the change, ignoring the challenges any change will bring, and...

They focus mainly on how the change will benefit the organization and/or customers and miss the impact on employees.

"I may understand the first two," I imagine you saying, "but you've lost me with the third one...how can sharing the benefits of the change possibly be a mistake?!"

Great question, so let's begin with this third mistake. Communicating the benefits of a change is important, but if you stop there, you miss answering the one question each of your employees has, namely, "What does this change mean for me?" Of course, you can't possibly speak to how a change will impact each individual, but you can fix this mistake by giving your team leaders enough advance notice and clear information to help them prepare to better answer this question for each of their team members. You can also help your leaders see and then be able to explain the connection between how benefits to

customers and the overall organisation connect back to benefiting employees (e.g., the service-profit chain), while clearly acknowledging possible challenges or obstacles employees may face in the short-term.

This brings me to a second common mistake: focusing only on the positive aspects of a change and avoiding talking about the challenges. While you may easily see the benefits, I guarantee you that your change will mean that somebody, at some point, will be losing something that matters to them. Public servants and heads of organisations tend to put a positive spin on just about everything, thinking that when people hear a positive message, they'll think everything is fine and immediately go along with the change. I'm sure you've been on the other end of messaging that was overly optimistic (at best) or manipulative (at worst) and how did you react? Exactly. You don't like it, and neither do your employees because it's disingenuous. There are always pros and cons with any change depending on your relationship to the change. Simply put, this type of incomplete or insincere messaging causes people to lose trust because they think you are either willfully ignoring the challenges or aren't smart enough to see them. Neither of which inspires confidence in your leadership.

To fix this mistake, use authenticity. Highlight the benefits of the change, but also speak to the challenges the change will present to your employees, including acknowledging the extra effort required to learn a new system or way of doing work or the pain that may come from losing a way of working they loved or losing relationships that mattered if the change means job losses. Most people prefer hearing the truth, even if it sounds like bad news, and then having that pain acknowledged with empathy. You may not have all the answers yet, but letting employees know that you are considering the impact of the change on them, will make it more likely they'll trust and work with you to move the change forward vs. resist.

In this case, a powerful communication practice is beginning a sentence with, "While I think this change will bring benefits, here are some of the short-term pain points we (or you) might experience..." Taking this further, one of the most impactful statements I heard one CEO say was, "If I was in your shoes and hearing about this change, here's what

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I'd be thinking..." He went on to list a couple of concerns from his employee's



How Heineken leverages brand authority to stay relevant

By Ralph Tathagata

The brewing industry is changing fast. To master the art of relevance, an established beer brand must leverage its authority to tap into the youthful thirst for adventure. For such a brand to remain in the top spot of favoured millennial beer, it must maintain a high degree of process efficiency and produce high quality beer.

According to Watson-Marlow's Brewery Report, supported by the International Centre of Brewing Science, by 2025, the global beer market is projected to reach \$685.4 billion.

A research conducted by BERA Brand Management stated that there are five stages of development that parallel human relationships – new, dating, love, boredom and divorce. In order for a brand to maintain a solid relationship with its consumers, it needs to avoid the boredom and divorce stage. It must remain “fresh” and “exciting” to its loyalists.

Leveraging the intersection of its brand authority and cultural trends to best connect with millennial consumers, Heineken, one of the world's indisputable leading premium lager beers, has consistently maintained its international stature and credentials in Nigeria, Africa's largest market.

Millennials are often misunderstood as the “over-stimulated” generation. This has led to a myth that the millennial generation is disloyal and will jump to the next best brand as soon as they are bored with the first. To the contrary, millennials are an extremely loyal generation and will maintain a relationship with a brand as long as they continue to receive functional, emotional



and participative benefits.

To connect with its millennial consumers, inspire them and talk about what they care about, Heineken has continued to align itself with millennial values, which explains why the premium beer ranks high in the demographic.

The champion brand which, for many years, has not only been the proud sponsor of the UEFA Champions League, but brought the Champions League trophy to Nigeria, maintains a towering stature in the Nigerian market.

The secret to its towering leadership position perhaps lies in the Five Love Lessons for Marketing to Millennials, which includes understanding the headwinds and tailwinds of millennial culture, seeking

the intersection of your brand authority and cultural trends, keeping it fresh because love doesn't stand still (i.e., boys will look at other brands), engaging your consumer as a participant and do not refer to them as a target audience and disrupting your last success because if you don't someone else will.

What's more, Heineken's winning design in its sleek can has led to a winning proposition, which now contributes a significant portion of the Heineken volume.

Basically in Nigeria, beer consumers like large volumes hence the 33cl, the consumers have accepted and want to be seen with it. In fact, Heineken sleek can has become a prominent feature at parties and events in the country.

Having transformed over the years into a global icon Heineken is sold in more than 192 countries. To maintain its hallmark for quality in the Nigerian lager beer market, Heineken uses the highest quality ingredients across the board and the process is very standardized. It is set up from the centre. So, it is controlled centrally from Amsterdam.

MARKETING EDGE intelligence reveals that, for a brewery to qualify to brew Heineken anywhere in the world, it has to go through a very rigorous process. Nigerian Breweries Plc has eight breweries in Nigeria and Heineken is not produced in all of them. This means that the quality expected to produce Heineken is high and that is what has been set up as a standard globally.

According to the brand owners, every brew of Heineken has to be approved in Amsterdam before it goes out to the market. There are lots of quality checks and that's why even if the demand for Heineken is very high, they cannot produce too much of it because they can't rush the process.

One of the major temporary features on the Heineken's sleek can was the UEFA Champions League trophy. Heineken has been sponsoring the Champions League for many years basically to bring that association to its teeming millennial consumers at first hand level.

In Nigeria, football is one of the biggest passion points for millennial consumers and the Champions League remains the highest level of football and it has delivered a lot for the Heineken brand. This could be seen on static and digital Out-of-Home, TV, and radio as a way of driving Heineken's partnership and brand



association with the Champions League.

In 2021, Heineken's "Never Watching Alone" campaign which drove a connective and communal message through celebrities still runs for the second year in 2022 and resonates with consumers. It was a local tour spring where the brand owners got some celebrities to drive the message home, and to also make it resonate more with the consumers. It is a global campaign for UEFA Champions League that Heineken used in the COVID-19 era in 2020 and 2021.

Arguably, Heineken could be described as the closest global companion of football fans as far as the best of football goes. As the best of beers, Heineken also brings the best of football experience to the Nigerian consumers. Therefore, UEFA Champions League being the pinnacle, the highest level of football goes with the positioning of Heineken as the most premium international beer.

For over 27 years, the gains of Heineken's time-tested sponsorship and association with UEFA Champions League can only be compared with a happy and successful marriage. And football being the number one passion point of Nigerians, ties easily with the platform. In fact, when the campaign was tested in Nigeria and other countries, Nigeria got the highest score globally in terms of connecting with the message and the passion portrayed in the commercial. The UEFA Champions League remains a very relevant platform for the Heineken brand.

Heineken has left no stone unturned in making itself the most contemporary beer brand in its category. Its product placement with James Bond movies, the very international man of the world, ties with its formal positioning as 'Be the man of the world'.

To maintain a responsible corporate citizen and encourage its teeming consumers because it can get them drunk if they drink it too much, Heineken launched "When You Drive Never Drink" campaign, which focused on the root causes of drink driving. The campaign was basically a reminder to all beer drinkers that Heineken loves them to drink it as a premium beer brand, a fantastic beer, but keep it to a limit and when you drink, don't risk people's lives by going into a car to drive.

Interestingly, Heineken Nigeria has a global mandate of 10% of its media. One out of every 10 Naira spent in the media has to go into this campaign without any regulatory or government regulation. This is just Heineken being a corporate citizen; taking 10% of its media spend on promoting responsible drinking and reminding its loyal consumers that they should stay safe.

Heineken was one of the first global brands to invest in the Lagos Fashion and Design Week, a sponsorship that has been broadening the reach of the Heineken brand because of its feminine positioning. Adding it to the teeming football audience, Heineken reaches out to a broader set of consumers, first-hand through their passion points.

During Heineken's tour of 2019, an impressive number of its Nigerian consumers were thrilled in a momentous football match by Carles Puyol Saforcada, a UEFA Champions league legend and Heineken Ambassador. Bringing the trophy to Nigeria made it more tangible as it gave you a different kind of feeling to Heineken consumers.

The unforgettable match was played by Puyol and his team representing Heineken and Nigerian football legend, Jay Jay Okocha and his team, representing Shine Shine Bobo (STAR). At the end, the marketing goal for the initiative was successfully achieved as it was the first time the Heineken hit its one million hectoliter volume. Although it was rested in 2021, Heineken hinted that it is trying to bring back the initiative this year.

Meritoriously, Heineken has won the prestigious MARKETING EDGE Premium Lager Beer Brand of the Decade award, an honour industry watchers judged as "well deserved". In a similar vein, Heineken also won the African Brand Leadership Merit Award, and Africa's Best World Class Premium Quality Brand of the Decade.

In all, the awards point to deserving recognition of what the founding fathers of the brand Heineken put in place.

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experience..." Taking this further, one of the most impactful statements I heard one CEO say was, "If I was in your shoes and hearing about this change, here's what I'd be thinking..." He went on to list a couple of concerns from his employee's perspectives, then asked for some of their initial questions or concerns. He could address some of what was raised, and when he couldn't, he thanked each employee, told them that their concern made sense, and then committed to getting them an answer at a future date.

While the change was a tough one, he received tremendous employee support because his people felt like he was in touch with the reality of the impact of the change on them. His message was "We're in this together." He then stated several actions he was taking to help uncover and address additional concerns that would inevitably arise as the change progressed, normalizing their concerns and reactions instead of

treating employees as change "resistors."

This brings us to the first mistake. Most leaders forget that when they announce a change, they've already made the decision to change. Your employees, however, have not had the same access to information or amount of time to get on board. Your ability to fix the two mistakes already discussed rests on your ability to tolerate uncertain, and even outright negative reactions from others the first time you announce your change. Getting frustrated when others don't immediately show support for your decision to make a change is a waste of energy. They're just being good humans with healthy working brains. Our brains are hardwired to view a new change as threatening, it's perfectly normal, we often just need time and information to adjust.

The fix here is simply to shift your perspective. Your goal isn't to gain instantaneous buy-in or for employees to enthusiastically nod their heads in silent

agreement. Your goal is to get as many concerns, questions, and possible obstacles out on the table as quickly as possible, so they don't slow things down at a future date. From this perspective, you're successful when employees trust you enough to share all of their questions and concerns, including a bunch that you can't answer... yet.

Your job as a change leader is to become curious, creating forums for two-way conversation so employees can learn about a new change, have time to process what the change means for them, and then ask questions without fear of retaliation. You and your leadership team are strong enough to tolerate the discomfort of initial negative reactions, knowing that the time you spend to help employees understand the change now will help you and them create a greater likelihood that your change will succeed.

Adapted from CEOWORLD Magazine.

Glo's 19 years of innovative interventions

By **Ralph Tathagata**

Nigeria's telecommunication industry has been grappling with over two decades of disruptions, dwindling economy and huge infrastructure challenges. As technology continues to cause even more disruptions, innovation remains the key for telcos to stay relevant and competitive.

Despite business-model disruption with technologies like Artificial Intelligence (AI), big data, and the Internet of Things (IoT), Globacom, a telecom brand that entered into the Nigerian market on the wings of innovation has been on the upswing of growth.

Having commenced business on 29 August, 2003, Globacom Limited, which operates in four West African countries, including Nigeria, Republic of Benin, Ghana and Côte d'Ivoire marked its 19th anniversary early this week. Specifically, Glo restated its commitment to building a robust communications and technology infrastructure that would consistently deliver value to its esteemed customers, while empowering entrepreneurs, entertainers, sportsmen and women across Africa.

It would also be recalled that the telecom company sponsored the annual Glo-CAF Awards which celebrates the best of African football for over a decade from 2005 to 2016. In addition, the brainchild of Glo, Dr. Mike Adenuga Jr., Chairman of Globacom and Africa's businessman extraordinaire, has empowered Nigerians, and indeed Africans, by not just improving their telecommunications experience but also helping them to achieve their lofty dreams.

Glo has remained a catalyst for socio-economic empowerment while constantly investing massively in new technologies to exceed customer expectations. The telecom



giant has been carrying out an aggressive roll-out of network equipment and upgrade of its sites to 4G-LTE across the country in order to continue to offer high speed and quality data experience to its over 56 million subscribers.

According to Glo, the process covers the entire scope of telecoms infrastructure upgrade from the core network to access network, transmission and IP network, fiber network, metro access and backbone infrastructure. It also involves rollout of new sites to increase network coverage in areas that need improvement and to also densify and ease off already congested areas. The process is designed to ultimately improve

customers' network experience and satisfaction in terms of service delivery, network quality and coverage.

Globacom's massive investments in digital technology, array of value added services, strong and unique marketing initiatives have made it the network of choice for millions of telephone users over the past 19 years.

On a regional scale, Africa has the lowest number of Internet connections of about 22 percent. The continent also has the largest potential for progress. The African Union (AU), with support from the World Bank Group, has set the goal of connecting every individual, business, and government on the continent by 2030.

Globacom has also impacted significantly on international telecom operations with Glo Gateway, the International Wholesale Voice and Data Exchange and Trading Business Unit of Globacom. It is the first operator in Africa to launch gateway switches outside the continent to carry international voice and data traffic. Glo 1, the first privately owned submarine cable, has also addressed the bandwidth requirements of the West African sub-region and led to crashing of data tariffs.



Who the crown fits...

As MARKETING EDGE Pioneer Editor gets the Crown

“I tell you the truth, a man may not make himself king; only the blessing of him who holds the kingship can elevate a man to that high place. For sovereignty is sacred trust that may not be bartered or sold; still less may it be stolen or taken by force”

-Stephen R. Lawhead.

Above quote by Stephen R. Lawhead, a UK-based American writer, renowned for his works of fantasy, science and fiction best encapsulates the history and histrionics of His Royal Highness, Oba (Dr) Sunday Aikuirawo Aniyi the pioneer editor of MARKETING EDGE Publications Limited. As rightly observed in the immortal words of Lawhead, Oba Dr. Aniyi, the Amoyinmade Atayese I, The Obaleo of Erinmope-Ekiti, in Ekiti state ascending the throne of his forbears as the new paramount ruler of the ancient city was not what he ever envisaged in his eventful childhood or lobbied for in his adulthood.

However, the final coronation held on Saturday 27th August 2022 poignantly brought out the truism in Stephen R Lawhead's immortal words. The gathering at Erinmope palace on that auspicious occasion was massive with crème de la crème in the Nigerian society reveled in royalty marked by opulence, glitz, glamour and panache. Indeed, it was a red letter day all designed and anointed for Oba (Dr) Sunday Aikuirawo Aniyi, a debonair, young and highly cerebral paramount ruler savoured his popular and peaceful ascension into the royal stool of his fore-fathers.

Ever before now, he has been installed, precisely a year ago by the Executive Governor of Ekiti State, Dr. John Kayode Fayemi after his peaceful and rancor-free selection by the town's council of kingmakers. Therefore, the event held that weekend was just the final rites of ascension and the entire Ekiti state and its citizens knew that indeed a new king has been coronated. It was huge, colourful, attractive and awesome.

Leading a galaxy of traditional rulers both from within and outside of Ekiti state was the Arole Oodua, Olofin Adimula, Babatunde Adeyeye Enitan Ogunwusi, Ojaja II, The Ooni of Ife who was the Royal Father of the Day. In attendance was the executive Governor of Ekiti state, Dr. John Kayode Fayemi and his very amiable wife, Her Excellency Erelu Bisi Adeleye Fayemi who also was installed on that day with a chieftaincy title as the Yeye Oba of Erinmope Ekiti. Earlier same day, Her Excellency Erelu Bisi Adeleye-Fayemi had been given an honorary Chieftaincy title by The Royal Father of Otun Ekiti Oore of Mobaland, HRM Adekunle Adeagbo as the Fiwajoye of Otun Ekiti. It was a great traditional carnival-like event with a colourful train of beautiful women and admirers of the First Lady in attendance in large numbers. She was also accompanied to the event by her counterpart in Osun

State, the First Lady of Osun state, Her Excellency, Alhaja Kayfayat Oyetola, an unassuming, easy-going and high performing First Lady.

Other dignitaries present at the occasion was the deputy Governor of the state, His Excellency Otunba Bisi Egbeyemi, in-coming and Governor-elect of Ekiti State and his wife, Mr & Mrs Biodun Oyebamji. Also in attendance were countless numbers of the State executive council members and top civil servants, serving and retired.

The occasion was also well attended by prominent citizens and indigenes of the state, foremost amongst them was the ChairmaN/Chief launcher Obaleo coronation ceremony, Mr John Niyi Olayide. Two prominent Nigerian musicians, messers Yinka Ayefele and Abass Akani Obesere were there to add colour to the occasion with their music respectively for His Royal Majesty, Dr. Aniyi. For the new king the journey to the exalted stool of his fore fathers has been eventful and memorable. He has traversed the corporate world with a chequered career in the newsroom as a thorough-bred professional journalist. He later became the pioneer editor of MARKETING EDGE before he went into academic pursuits where he bagged a PhD in communication and language Arts at the premier University of Ibadan. His profile reads like a well crafted faction with the amazing hands of God in his growth and career trajectory.

Oba Dr. Sunday Aikuirawo Aniyi was born some years less than five decades ago to the family of a renowned bricklayer, late Moses Kolawole Olaniyi, son of Fasanmi Akoleiyang Agba, the scion of Aqbariqba patrimony of Iworo-Aro Ruling House of Erinmope-Ekiti. His mother, Alice Omobolanle who died when he was about four years old was born of the Ojule-Omoba, a royal house of Ijewu Quarters. His maternal grandmother who fostered him after his mother's demise was of the Asamoluda compound in the Ule Eki royal house of Iloye Quarters, while both his maternal grandmother and his father had their mothers hailed from Odo-Ikole.



His Royal Highness, Oba (Dr) Sunday Aikuirawo Aniyi

In other words, his maternal great grandmother hailed from Odo-Ikole while his paternal grandmother also hailed from there. So, Oba Aniyi was actually born and bred in Odo-Ikole where his father and his grandma lived as at the time of his birth. So, many often assumed him to be of

Odo-Ikole origin or that his mother was of Odo-Ikole origin.

He attended St. John's Anglican School, Erinmope-Ekiti between 1982-88, where he was a labor prefect. He thereafter proceeded to Erinmope High School, Erinmope-Ekiti between 1989-95. In

1997, he got admitted in the Niger State Polytechnic, Zungeru to earn a Diploma in Accounting and Auditing. But because he did not like the fact that almost everybody was studying accounting in the town around the time, he opted to study Law but was offered admission to study English at Adekunle Ajasin University, Akungba-Akoko. He graduated top of his class earning a combined degree of Bachelor of Arts and Education Second Class Upper Division Honours in 2004.

Being a self-expressive personality, he preferred to veer into communication studies and scholarship. Accordingly, he changed from English Studies to Communication Arts where he earned an M.A in Communication and Language Arts from the University of Ibadan, graduating with a PhD grade as one of the top five.

He subsequently proceeded to earn a doctorate in Communication Studies, specializing in Media & International Communication in the Department of Communication and Language Arts, University of Ibadan in 2017.

Oba Amoyinmade has worked as a journalist, editorial consultant, managing editor and He was the pioneer editor of MARKETING EDGE Publications limited. He has taught in secondary schools, college of education, polytechnic and university before he was appointed as Senior Special Assistant to Ekiti State Governor on Special Projects and later, appointed as Principal Private Secretary to the Governor of Ekiti before the lot of royalty fell on him. He was a guest public affairs commentator on radio and television stations in Ondo and Ekiti states. He was a regular delight to listen to on Adaba FM, ORC Radio and Television, Positive FM, Orange FM, Crest FM, NTA, Ekiti TV; and Joy FM Accra among others. He spoke on a broad spectrum of topical issues in the polity ranging from economic and sociopolitical issues.

Oba (Dr.) Sunday Aikuirawo Aniyi, Amoyinmade Atayese I is a very cerebral, intelligent, dedicated, innovative and analytical person. He is an embodiment of the values of honesty, civility, candour and nobility that distinguish the Ekiti personhood.

May his reign continue to bring peace and progress; and may his reign be long in prosperity in all things, especially good health and long life.



Erelu Bisi Adeleye-Fayemi:

The quintessential Amazon wears new crown

By **Zion Rufus**

The installation of Ekiti State First Lady, H.E Erelu Bisi Adeleye-Fayemi as the Fiwajoye of Otun-Ekiti and the Yeye Oba of Erinmope-Ekiti, the highest chieftaincy titles of the land, has been duly referred to be the “most honorable installation and conferment” of the year 2022.

This new cap rightly fits Erelu Bisi Fayemi who has established a name and praise for herself as a woman whose legacies, goodwill, and grandeur will remain evergreen even in centuries to come.

August 27th, 2022, Erinmope-Ekiti was packed with people waiting to see the processions that took place as Erelu Bisi Fayemi arrived at the CAC Primary School Playing Ground in Erinmope-Ekiti looking radiant in all her glamor.

The momentous day was graced by notable dignitaries and a majestic line up of royalties such as the Ooni of Ife, HRM Babatunde A.E Ogunwusi; the Obaleo of Erinmope-Ekiti, HRM Sunday A. Aniyi; Ekiti State Governor, Dr. Kayode Fayemi amongst others who gathered for coronation ceremony and conferment of chieftaincy/awards which held in Erinmope-Ekiti.

Erelu Bisi Adeleye Fayemi is well renowned as a prolific writer, social

entrepreneur, policy advocate, gender specialist, and feminist activist amongst a myriad of other tremendous feats. She has contributed immensely towards ensuring that women have a place in leadership and governmental positions. She also played a key role in shaping civil society engagement for black and ethnic minority people in the UK and Europe, giving a voice to the concerns of people of African descent in various policy spaces.

In 1994, Bisi led a delegation of African women in Europe to the UN Human Rights Conference in Vienna, Austria as part of the global campaign of “Women’s rights are human rights”.

In 2007, she was the recipient of the ‘Changing the Face of Philanthropy’ award from the Women’s Funding Network in the USA. In December 2021, she was named as one of the 100 most influential leaders in civil society in Nigeria by National Network of NGOs in Nigeria, the umbrella body for SOs in Nigeria.

Bisi Fayemi is a co-founder of the African Women’s Development Fund, (AWDF) – the first Africa-wide grant-making foundation for women, and served as the first Executive Director from 2001-2010. She is currently Principal Partner, Amandla Consulting, specializing in leadership development for women, and she runs an online community called Abovewhispers.com. She was until recently, a UN Women Nigeria Senior Advisor, and is a Visiting Senior Research Fellow at the Africa Leadership Center, King’s College, London.

She serves on the Executive Boards of the African Women’s Development Fund, and the Global Fund for Women USA where she chairs the Program Committee. She is Chair of the Advisory Council of the Nigerian Women’s Trust Fund, a member of the Advisory Board of the State Partnership for Agriculture (SPA) of the Synergos Institute, a member of the Advisory Board of the HID Awolowo Foundation and also serves on the Governing Council of Elizade University, Nigeria. She holds a PhD (Honoris Causa) in Sociology from the Tai Solarin University of Education, Nigeria.

In March 2022, she was also declared Outstanding Woman Leader by the United Nations Development Program Nigeria, UN Women Nigeria, the European Union delegation to Nigeria, and the British High Commission.

Erelu Bisi Adeleye-Fayemi was born in Liverpool, England on June 11, 1963. She has a BA (1984) and MA (1988) in History from the University of Ife, Nigeria (now Obafemi Awolowo University). She also received an MA in Gender and Society (1992) from Middlesex University, UK.



TOP Nigerian Corporate Amazons

Gone were the days when the Nigerian women were considered second-fiddle and house wives whose roles rest solely in the kitchen. Today, the paradigm has shifted as the Nigerian women have taken the center-stage in the board rooms where major management decisions that impact on the national and global economies are taken. These are women with brain, beauty and character cutting across different sectors and industries.

They are the pathfinders and heroines of a new generation of women folk. In this special edition report, we have painstakingly profiled these women of excellence and distinctions with remarkable appetite for making positive change happen in our world.

*Although not an exhaustive list, we intend to publish series two in the months ahead, writes **Tunde Animasahun**.*

Nigerians are noted for being brainy, smart, articulate and naturally imbued with the ‘never say die’ spirit that has become known as the ‘naija spirit’. In every sphere of human endeavor, Nigerian women have demonstrated these traits and have gained recognition locally and internationally for excelling in different chosen fields. These traits, arguably, may have been inherited from our womenfolk who have demonstrated, like the amazons gifted with valour, bravery and have conquered vast territories and lands. History is replete with folkloric tales and exploits of great Nigerian women such as Queen Amina, a historical figure in the city state of Zazzau; Madam Efunsetan Aniwura, the second Iyalode of Ibadan land, and Efunroye Tinubu a very powerful Yoruba female aristocrat. Also in history, we have had the great female warriors as recorded in history with the Aba women riots. Also in lineage was the great Mrs. Olufunmilayo Ransome Kuti of great national reckoning.

Today, the paradigm has shifted to the board rooms and politics where women have been demonstrating skills and competencies. The battle field is no longer on the war front but corporate world where women are shattering the ceilings

and breaking biases

Unlike the mythical amazons however, the Amazons strutting the Nigerian landscape are not interested in the long-forgotten quest for physical territories or lands but have deployed their innate gifts into conquering and stamping their seals of authority on the different sectors of the Nigerian economic and commercial lives.

From the marketing communications industry, which is our forte at **MARKETING EDGE**, to banking, real estate, manufacturing, creativity to other sectors of the economy, these women are busy, staking their claims, shattering the glass ceilings and breaking the age-long gender biases emplaced by a parochial and patriarchal world.

In a report on the impact of women on Nigeria’s economy, the international consulting firm, PwC, said: “The entrepreneurial spirit is strong, and Nigerian women account for 41 percent ownership of micro-businesses in Nigeria with 23 million female entrepreneurs operating within this segment. This places Nigeria among the highest entrepreneurship rates globally. The high-level participation of female entrepreneurs in the country is however often driven mainly by necessity, which is the norm in emerging markets where there is



insufficient formal employment.

“In the formal sector, very important results are emerging. At the lower levels in formal employment there is almost an even 50-50 split in the workplace between men and women. However, as both sexes climb up the corporate ladder, women begin to decline in representation on the senior leadership teams and at the board level.”

Similarly, reports from corporate Nigeria shows that Nigerian companies scored better than the global average in the participation of women in the workforce. The average percentage of women at the executive level is 20 per cent which is higher than the global average of 17 per cent. Furthermore, the average percentage of women at the board level is 23 per cent, which is close to the average of 25 per cent globally, according to the Gender Equality in Nigeria Private Sector report released by the International Financial Corporation, IFC in partnership with the Nigerian Exchange.

Despite all odds, these brave amazons have sustained the efforts, aggressive campaigns and bold moves— at individual, national and global levels —to make the world in which we live to be more inclusive, equitable and gender friendly; remove the age-long discrimination against women. They have not only given a voice

to the womenfolk, they have challenged the status quo, broken many records and set new standards in many fields of human endeavour.

A recent survey by Harvard University Business School has corroborated our position and underscored the increasingly important roles women are playing in the economic and political lives of nations. The study showed that women executives produce better results than their male counterparts. The reports also indicated that women are better managers of men and materials because they are more focused and communicate more effectively than their colleagues in selected fortune 500 companies. Thankfully, Nigeria is not left out of this intriguing evolution!

Instructively too, in celebrating the International Women’s Day 2022, a couple of months back, the United Nations, UN, chose the theme, “Gender equality today for a sustainable tomorrow”, which aimed to, among other things, recognise and celebrate women who are working to build a more sustainable future.

The above notwithstanding, the women believe that given their population and demonstrated capacity, their representation in leadership, especially in political leadership (appointive or elective) are marginal and unequitable. This was

the thrust of a communique issued by Women In Management, Business & Public Service, WIMBIZ, the women organization leading the Vanguard for inclusiveness and gender parity in Nigeria during their 20th anniversary.

“The need for the participation and inclusion of women in political and public office cannot be overstated. To start with, for there to be democracy in its true sense and construct in any country, there must be a descriptive representation of all genders in the country. Since women make up more than half of the population, it is pertinent that the representation in leadership mirrors our demographic statistics to ensure the needs of all citizens are adequately voiced and prioritised. We need to create a level playing field free of discrimination and harassment to attract and retain female leadership in political and public office. Our high achieving women should not be seen as threats but instead, they should be welcomed and acknowledged for their outstanding contributions to nation building and inclusive development.

“To reach our full potential, achieve meaningful, inclusive & sustainable development and meet the United Nations Sustainable Development (SDG) Goal 5 target of ensuring women’s full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life by 2030, it is time for all of us to balance for better and wholeheartedly commit to the empowerment of women. Given the current economic realities and chronic under-development of our nation, the urgency with which this under-representation needs to be tackled, cannot be overstated.”

Nigeria as a country cannot ride into a prosperous future on one wheel and” the amazons are here” is the loud declaration and positioning of these illustrious women. Isn’t it time to yield to the Amazons?

It is against this backdrop that **MARKETING EDGE**, the authoritative voice of Nigeria’s Integrated Marketing Communications Industry brings you this special publication on the amazons that shine like the northern star in Nigeria’s corporate/economic firmament.

A photograph of Ifeyinwa Ighodalo, a woman with a black headwrap and a long, black, sequined dress with a feathered hem. She is smiling and holding a small, white, round object in her right hand. The background shows a modern, well-lit interior space with contemporary furniture, including a white chair with a striped cushion and a yellow ottoman.

IFEYINWA IGHODALO:

*Transforming
lives by creatively
designing spaces*

Ifeyinwa Ighodalo is a pioneer result-oriented entrepreneur and a believer in the potential of Nigeria and Nigerians. She is known as the woman of elegance conquering the Interior Design world in Nigeria. With over 35 years of experience in the industry, she has significantly contributed to the growth of furniture manufacturing in Nigeria, trained well-known Interior Designers, and has grown Design Options and her new interior design and furniture manufacturing brand, DO.II Designs across the shores of Africa.

Popularly known as Mrs I, her passion for interior design was in-bred as her parents owned an interior decoration company in the 1970s. She was raised to be focus-minded, disciplined, and confident. Her passion for beautifying interiors led to her dream of building a manufacturing company that will produce furniture pieces in Nigeria with a global aesthetic. With such an audacious dream and vision, Ifeyinwa was a flower waiting for the right season to bloom and flourish.

In 1987 at the age of 27, she started her journey as an entrepreneur by establishing one of Nigeria's foremost indigenous furniture manufacturing and retail companies, Design Options Ltd, which employed and developed thousands of Nigerians. 25 years after, following her partner's decision to move on to other ventures, the resilient amazon rebuilt a brand new company from scratch. Today, ten years after the rebirth, DO.II has risen like a phoenix into the furniture behemoth that has employed and developed thousands of Nigerians and set a standard in manufacturing furniture pieces locally to global quality standards and aesthetics.



DO.II Designs is devoted to transforming lives by beautifying spaces where people live, work, and play. With an emphasis on a customer-first mindset, DO.II Designs has recorded immense growth and is the only one-stop shop for all interior solutions of its kind in Nigeria. The flagship showroom is located at 642D Akin Adesola in VI on 4- floors and occupies 1300 square metres. Some of its furniture pieces have been exported as far as Dubai and the United States.

Ifeyinwa Ighodalo's resilience, expertise, and entrepreneurial spirit have earned her local and international recognition and awards over the years. She actively supports collaborations among Interior Designers in Nigeria and recently launched DO.II Preferred, a loyalty scheme designed to foster collaboration through partnerships in the interior design industry, support established and aspiring interior designers, and ensure they have a more fulfilling business experience.



Having built one of the most recognizable and sought-after furniture and design companies in Nigeria from scratch, twice, she has been one of the most inspiring CEOs to watch. With her achievements over the years, she has fully embraced plans to personally slow down her day-to-day supervisory activities. With her guidance and leadership, DO.II Designs Ltd. now runs its operations and productions almost entirely without her involvement. Her efforts

are currently channeled toward business expansion and sustaining an impactful legacy.

She is also a Founder and the last founding Chairman of the Board of Trustees of Women In Management Business and Public Service, WIMBIZ. She sits on various Boards including the Board of Trustees of the Interior Designers Association of Nigeria (IDAN).

If any woman is truly worthy of being called an Amazon, she is Ifeyinwa Ighodalo.

Odiri Erewa-Meggison

Distinguished by hard work and strong commitment to set principles

Odiri Erewa-Meggison is the External Affairs Director, British American Tobacco (BAT) West and Central Africa. In this capacity, which she assumed on July 1, 2021, she is responsible for driving BAT's external affairs and communications strategy in line with its positions within West and Central Africa.

She is a lawyer and chartered secretary. She has over 20 years of working experience cutting across the Oil and Gas, Telecoms and Tobacco Manufacturing sectors.

Odiri joined BAT Nigeria in July 2006 as a mid-career recruit and rose through the ranks holding various positions within the Legal unit.

Following the Legal and External Affairs merger, she was appointed Head of Government Affairs, West Africa Area (WAA) between 2015 and 2017, and subsequently, Head of Legal between 2017 and 2018.

In 2019, she embarked on an expatriate assignment to Indonesia, the Asia Pacific Region, as Head of Marketing, Legal and afterwards as Senior Regulatory Special Projects Manager. After that, she was seconded to the Americas and Sub Sahara Region as Senior Regional External Engagement and Campaign Manager. After just eight-month in the role, she returned to Nigeria to occupy her present leadership position in West and Central Africa.

Through hard work and a strong commitment to set principles, Odiri has been able to break the glass ceiling and stands tall as the only female member of the BAT Board and Leadership Team in West and Central Africa. She is very passionate about women's empowerment, and her philosophy is 'we rise by lifting others.' She believes in coaching and mentorship and

encourages leaders, especially young professionals, to show up and always put their best foot forward. She demonstrates a strong faith in quintessential delivery and driving for results no matter how impossible the challenge may seem. She has exemplified this in her career and continues to redefine herself against all odds.

A firm believer in gender equality, she has, in the course of her career, overcome the barriers that stand in the way of female leadership and advancement with her strong belief in self, clarity of purpose and forthrightness. Her catchphrase encapsulates this firm belief: "Speak up; the world is your oyster, and what you have to say is worth listening to." She is always willing to lend her voice to discussions that impact her industry, the manufacturing sector, and women, to shape and balance the debate on the issues at stake.

Odiri is married with two lovely daughters. Her favourite pastimes are running and cycling. She is also passionate about investment, interior designing, cooking, and baking. She enjoys meeting people and mentoring younger ladies to climb up the corporate ladder. She holds a Master's degree with Honors in International Relations from the University of Kent at Canterbury, England, and Bachelor of Laws (LLB) from the University of Buckingham. She is a member of the Institute of Chartered Secretaries and Administrators.



Rosemary Akpo

THE TRANSFORMATIONAL AMAZON



In her 3 years of working in the Experiential Marketing agencies space, Rosemary has led the transformation of the fortunes of EXP Marketing, where she holds the position of Managing Director. She has been instrumental in transforming the company from a loss-making venture, to a very strong profitable business.

Some of Rosemary's achievements are listed below:

- * Turned around the business from a loss making to a profitable venture, delivering strong double-digit growth on topline revenue year on year and higher than budget PAT in 2019, 2021 and poised to exceed 2022 revenue target and PAT. Paid performance incentive (13th cheque & Clawback) in 2021 for the first time in 9 years. Delivered strong PAT above year's target in 2020 despite the COVID-19 challenge.
- * Recruited new clients across all the relevant categories, winning back clients and businesses lost in the past years. No client losses in her time,

with current pitch win rate at an all-time high of average 96%.

- * Recruited and maintained a strong MANCO (management committee) as well as a second leadership level, who are motivated and able to deliver business objectives, whilst driving the company values of #IAMEXP. Developed and deployed the EXP Marketing academy for recruitment, training and development of fresh graduates as pipeline for business growth and infusion of fresh thinking, ideas and ways-of-working into the business.
- * EXP Marketing Nigeria now rated as one of the top 3 in the industry by clients and competitors, in terms of revenue, innovation, clientele range, best place to work and in thought leadership/ideation/creativity.

Rosemary transitioned into this position after nearly 18 years of working in FMCG sector across companies like Suntory Beverages & Foods; GlaxoSmithKline; Coca-Cola; British American Tobacco and across various emerging markets

in Africa. She has made the business far more attractive to marketers, having been one herself. Her understanding of the peculiar challenges faced by marketing people across the continent has led to several out-of-the-box initiatives and solutions developed and executed to address challenges that businesses face.

Rosemary is passionate about people i.e. developing the next level of leadership as well as growing the influence of the experiential marketing sector as a solution provider in Nigeria.

Before joining EXP Marketing group which includes GAP (Group Africa Production), Rosemary Akpo was Marketing Director Suntory Beverage & Foods, before then she held a similar position at GlaxoSmithKline. Over there, she and her team of A-star marketers led to the growth of Lucozade and Ribena brands through innovative, first ever ideas such as PET UTC promo, magic price point initiatives and many others.

Rosemary began her marketing career at British America Tobacco and later moved to Coca-Cola Nigeria, where she developed and led the execution of the first ever soft drinks UTC promotion based on the SMS platform with instant airtime as prizes. This promotion led to a reversal in the four-year volume decline of the brand.

Rosemary holds a bachelor's degree in Physics and Electronics from the University of Cross River, Calabar and a Post Graduate Diploma from Federal University of Technology, Owerri Nigeria.

She was recently appointed the Publicity Secretary of the Experiential Marketing Agencies of Nigeria (EXMAN). In 2018, she was awarded the "Outstanding Female Marketing Professional of the year in FCMG" by Women in Marketing & Communications (WIMCA). She is also a "Fellow of the Institute of Management Specialists (FIMS)", a membership grade reserved for accomplished professionals.

She is happily married with children.



Chinwe Bode- Akinwande

Corporate Amazon with Midas Touch

If entrepreneurial know-how, doggedness and dexterity are women, then one of those few women is Chinwe Bode-Akinwande. An energetic performer with an upbeat, positive attitude, Chinwe Bode-Akinwande, CBA for short, is an accomplished marketing communications practitioner. She has over twenty years of working experience in brand communication, marketing and strategy innovations cutting across the public and private sectors.

Currently Head, Digital Marketing at First Bank of Nigeria Limited's Marketing and Corporate Communications (M&CC) department, CBA is leading efforts to ensure FirstBank's message cuts through the clutter in the digital space and resonates with all FirstBank's market segments.

Prior to joining FirstBank, she worked with the United Nations Children's Fund (UNICEF) as Head, Product Line and Marketing division. Before UNICEF, she had worked with Zmirage Multi-Media Limited, Selcrock Associates, Ibeto Group of Companies and Lynx Tronix Computers.

The self-motivated and thoroughly focused CBA holds a Bachelor of Science degree in Banking/Finance and a master's degree in Business Administration, with specialisation in Marketing, acquired from the University of Nigeria Nsukka (UNN). She is a certified practitioner in Social marketing by Hootsuite Academy.

CBA has undertaken certificate courses on Strategic Brand Management at Austin University Texas, on Digital Marketing at Edu Pristine, USA and also at Harvard School of Continued Education, Boston, USA. She is a full member of Institute of Strategic Management Nigeria (ISMN), National Institute of Marketing of Nigeria, Nigerian Institute of Management (NIM) and Advertising Regulatory Council of Nigeria, (ARCON).

The corporate Amazon is an entrepreneur who considers herself a "doer" with a difference because she would rather take well-thought-out and appropriate action about a situation rather than bemoan it. She is a multiple author with four published works – Warning Signals in Relationships, Battle of the Exes, Married Yet Single and Self-Love & The Best in You – and many more to come.

Married with two kids, CBA is passionate about mentoring singles and helping them to navigate the many contours and challenges involved in relationships. That passion has birthed the Singles Connect Concept. Another equally driving passion, which flows from the irrepressible milk of human kindness running in her veins, has seen her set up the Chinwe Bode-Akinwande Foundation (CBA Foundation) through which she is catering to the needs of, and lending a strong voice to, underprivileged widows and their children across Nigeria.

Bridget

Oyefeso-Odusami

A Versatile multi-talented Amazon



Bridget is currently the Head, Brand and Marketing for Stanbic IBTC Holdings PLC. She is a multi-faceted marketing professional with more than 23 years of global experience in brand strategy, sponsorships, digital media and marketing, data analytics, and all communications elements. She has a proven track-record in running internal and external corporate communications and products Integrated Marketing Campaigns (IMC) across various countries and sectors, including aviation, financial services, and non-governmental organisation.

The Bachelor of Science degree in Botany from Lagos State University and a Post Graduate degree from the University of Leicester, UK graduate is a fellow of the Nigerian Institute of Marketing (NIMN), member of the Advertising Regulatory Council of Nigeria (ARCON), the Chartered Institute of Marketing (CIM), UK, associate member of the Nigerian Institute of Public Relations (NIPR), associate member of the African Public Relations Association (APRA), ex 2nd vice president for ADVAN (Advertisers Association of Nigeria), ex EXCO member of ACAMB (Association of Corporate Affairs Managers of Banks) and a member of WIMBIZ (Women in Business and Management).

She equally serves on the board of Stanbic IBTC Asset Management Limited as a Non-Executive Director. She is also on the board of two NGO's and spends her free time mentoring, volunteering and impacting individuals and communities.

Oyefeso won The Best of British Airways Community Volunteering Award over two decades ago and has not stopped adding more feathers to that cap as she also won The Standard Bank 2018 Marketing Mark of Excellence award. She was named one of the 50 leading ladies in Corporate Nigeria in 2020 by Leading Ladies Africa. In 2020, Bridget received the Marketing Edge Outstanding Corporate Communications Personality of the year award and the Corporate Communications Professional of the year (Financial Services) at the 2021 Brandcom awards. In April 2022, Bridget was recognized by the Industry Summit and Award as an Industry Impact Influencer for Brand and Marketing.

She is an author of two Dis Wk devotional publications and a book titled Built for the Storm - journeying through life's wounds, healing and scars.

A portrait of Adekemi Alegbeleye, a woman with dark hair, wearing a blue blazer with a gold patterned design on the sleeve. She is looking directly at the camera with a serious expression. The background is a light, neutral color.

A D E K E M I

ALEGBELEYE

Treasured for her worth

Our Amazon, Adekemi Alegbeleye has truly earned her place in the elite class of women achievers through dint of hard work and self-development. From accounting to marketing Adekemi has blazed a professional trail that has seen her rising and breaking the glass ceiling in her career.

She has succeeded and excelled in marketing, the profession she has chosen to practice. As a marketing communication professional with almost two-decade experience in creating connections to deliver marketing solutions, she has worked with over 50 local and international brands who have received recognition for their exemplary work and contribution to society.

Currently the General Manager/Chief Operating Officer at Dentsu X Nigeria where she leads the creative, digital, and media teams to deliver holistic solutions that are Ideas-led, data-driven, and tech-enabled, she is a treasured asset of whom the company said, "Adekemi Olurin-Alegbeleye, a seasoned Marketing Communications Professional, joined the dentsu Nigeria network in 2014, and has helped brands achieve their business

and marketing objectives across various Industries through the creation of connection strategies to ensure the profitability and growth of their businesses whilst harnessing new business opportunities and driving seamless integration and collaboration across teams".

Notably, Adekemi was recently announced as a finalist in the Dentsu Star of the Year 2022 awards

She is an associate member of the Advertising Regulatory Council of Nigeria, ARCON, former APCON, and a member of the Chartered Institute of Marketing UK. A graduate of Accounting from the Lagos State University, Adekemi started her IMC career at Troyka Publicis Group and then went on to lead different media teams at Starcom MP and Carat Nigeria.

With a client-centric focus and a growth mindset, Adekemi led a start-up business to turn around a 3-year decline to a double-digit revenue growth while leading her team to deliver overall business growth during the COVID-19 pandemic in 2020.

She is a true beacon to her gender in the male-dominated Nigerian IMC space.

CHIOMA YVONNE AFE:

driven by passion for marketing



Chioma is an insightful and dynamic senior business executive, driving organizational objectives through innovative application of marketing and communications strategies to grow B2C businesses. An early adopter of latest industry trends and strategies, resulting in consistently fresh and creative ideas, she has worked for global business like British American Tobacco, Coca-Cola, Airtel and Cadbury Mondelez as well as African businesses- MultiChoice and Access Bank, where she focused on driving business growth through implementing innovative and creative enterprise-wide marketing and brand building campaigns.

Progressive and purposeful with natural talents in developing and implementing successful strategies, driving profits, increasing market share, and strengthening customer dominance, she possesses excellent client and employee facing skills and is adept at nurturing teams to achieve both personal and organisational objectives.

She is a hardworking, performance-oriented leader, offering proven expertise in project development, cross cultural team management and marketing campaign enhancement.

Her 24-year work experience spans FMCG, Consulting (Andersen), Direct Marketing, Telecommunications, broadcast media/content marketing and financial services.

She joined the marketing profession with a Second-Class Upper degree and quickly added a post graduate diploma in Direct Marketing from the renowned DM Institute in the UK. She also holds an MBA from the prestigious Imperial College Business School, London, as well as certifications from several leadership courses at Lagos Business School and Wharton Business School.

This Amazon joined British American Tobacco Nigeria, where she worked for over 4 years in various positions from Dialogue Marketing Executive to Brand Executive and then onto Brand Manager. She later joined Coca-Cola Nigeria in 2006, where she immediately worked on the flagship brand: Coca-Cola's award-winning Coke Side of Life campaign. After a short stint at Airtel Nigeria in 2011 to manage the Sponsorship and Brands activation portfolio, she moved to Cadbury Nigeria to lead the Beverages category in 2012. In a bid to broaden her expertise in Media and content marketing, she joined the Marketing team at leading video entertainment organization MultiChoice in the latter part of 2013.

She continued her professional odyssey which took her to Diamond Bank in 2016 as the Divisional Head of Corporate Communications, and following a successful merger with Access Bank in 2019, she set up and led the Retail marketing and analytics group with a focus on supporting the bank's ambition to be the number 1 retail bank in Nigeria.

Our Amazon sits atop the Marketing and Communications at Access Bank Group, where she oversees a diverse team of marketing specialists in Nigeria and 12 other African subsidiary markets. Her primary focus has been on designing and deploying award-winning marketing and communications strategies and campaigns geared at achieving the banking group's ambition of being a top 10 bank on the continent in the next 5 years.

Summing up the drive that pushes her to excel, she said, "I have always been passionate about consumer brands, people, and communication. The essence of my over two decades of working with various international and continental businesses has been about driving businesses to understand the value of marketing and brand building to bring their products and services closer to their consumer, while achieving their overall business objective of growth".



Oreoluwa Famurewa: Consistently engaged in self-reinventing

Mrs. Oreoluwa Famurewa's story is an inspiration to women who aspire to carve a niche for themselves in the corporate world.

Arming herself with a Bachelor of Arts Degree in History from the University of Lagos and MBAs in Marketing and Corporate Governance from Lagos State University and the National Open University of Nigeria respectively, Famurewa started her career, like many others, in lower rungs of the corporate world after choosing FrieslandCampina as the perfect place to launch her ambitious career. Unlike most others, however, she had her eyes focused on the table while working assiduously to deliver and add value at every stage of her career projection. She has also attended several leadership courses in Nigeria and abroad at the Lagos Business School, IMD, Switzerland and IE Business School, Madrid.

Her dedication, diligence and commitment to the organisation and its critical stakeholders eventually paid off and got recognized when she was appointed in September 2019 as an Executive Director of FrieslandCampina WAMCO Nigeria PLC.

This seasoned professional is vastly experienced in Government Relations, Public and Regulatory Affairs and Communication with proven track record spanning over 23 years within the organization. She is also a member of key professional bodies including the Nigerian Institute of Public Relations (NIPR), Institute of Directors (IOD), National Institute of Marketing of Nigeria (NIMN) and Nutrition Society of Nigeria (NSN).

She is an Associate member of Women in Management, Business & Public Services (WIMBIZ) and a Fellow of the WIMBOARD Institute; she also attended WIMBIZ/IE University, Madrid Executive Education Programme for Women on Boards.

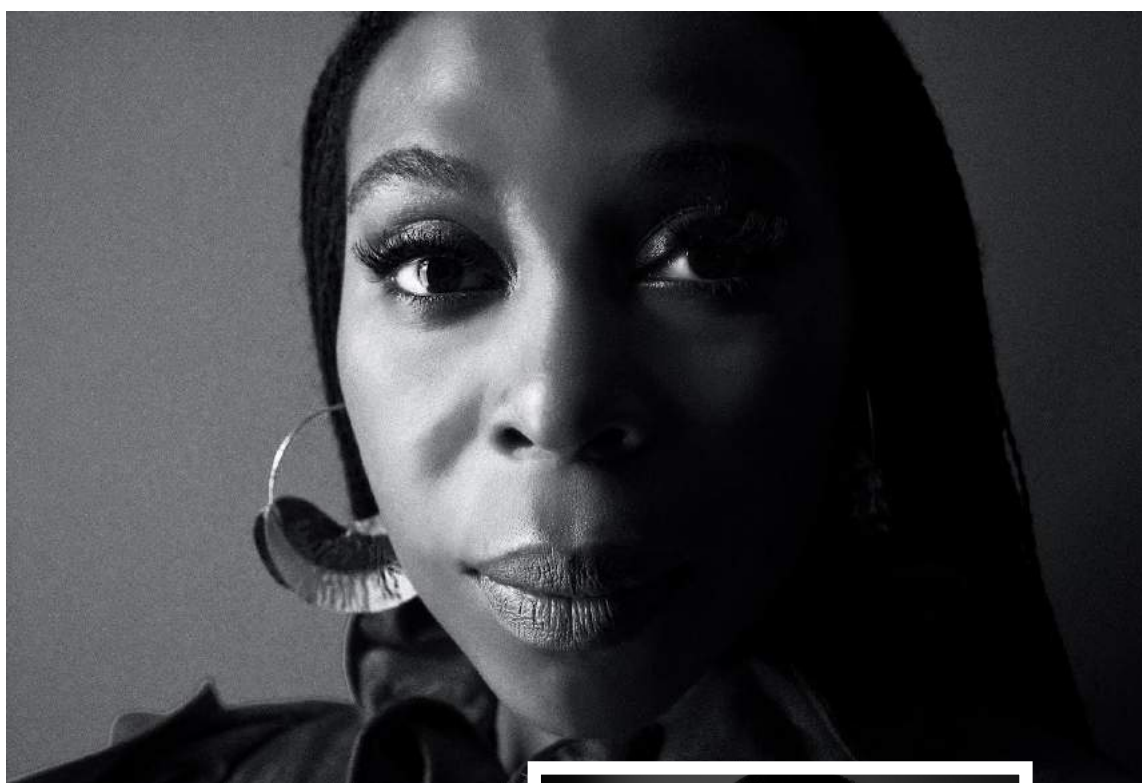
Mrs. Famurewa is a passionate business leader and a respectable woman of integrity who has pioneered several successful key projects in her career. She is listed in the Women World Compendium of 2002 as a prominent Nigerian woman and has won awards including Outstanding Female Corporate Communications Professional of the year in the FMCG category at the Women in Marketing and Communications Conference and Award (WIMCA) 2019.

UGOMA EBILAH: the quintessential Amazon

Ugoma Ebilah is a veritable multi-hyphenate! Trained in economics, business and finance, Ugoma has made a career out of pivoting. After graduating with a B.Sc Economics degree from the University of Ibadan she continued her academic pursuits at the University of Manchester where she took an MSc in Business Economics. She started her career as an analyst in oil and gas with stints at Schlumberger and Ocean and Oil before gaining some work experience in real estate and principal investments. She was subsequently employed as Head, Business Development at Helios Towers before deciding to tread the path of entrepreneurship.

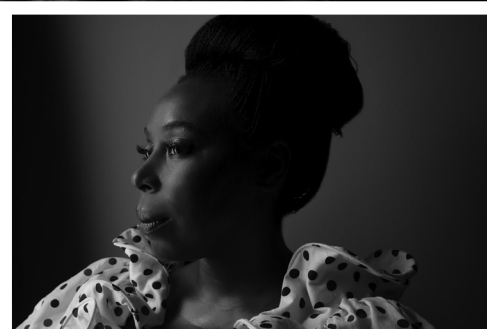
Her first entrepreneurial foray was in hospitality which saw the setting up of the eclectic and multi-function space, The Life House, which was a concept store, art gallery, cafe, yoga studio, and more rolled into one.

Deploying artistic expression for social impact has been a key weapon in Ugoma's arsenal and it doesn't matter whether it is music or books or movies. For 10 full years, she has been Festival Director for the Lights, Camera, Africa...film festival which provided a platform for independent and off kilter films and film makers to reach and interact with a discerning audience of cine-philes in Nigeria and in the process made the festival a fixture on Nigeria's culture calendar.



Ugoma is also the moving spirit behind the annual "Woman Rising" event which celebrates all things 'woman' by focusing on female excellence and creativity, while highlighting the power of enabling and networking and buttressing the importance of the role women play in every sphere of life.

Ugoma's current venture is BLOOM Art, a portfolio gallery and private art salon set in the heart of Victoria Island. Through BLOOM Art, she has added new feathers to her cap as gallerist, curator and tastemaker. Ugoma and BLOOM Art have successfully closed several private secondary market transactions, placing invaluable modern and contemporary art works in the collections of some of the continent's greatest collectors and these include works by Ben Enwonwu, Uche Okeke, Ben Osawe, Obiora Udechukwu, Yusuf Grillo, Gani Odutokun, El Anatsui, Uzo Egonu, Ndidi Dike and Muraina Oyelami to name a few.



In February 2021, Ugoma and Bloom Art originated, advised and executed the biggest private secondary market art sale and placement yet in Nigeria; the sale of an early 1960s painting by Ben Enwonwu MBE, valued at approximately \$1,000,000, thus making her the first Nigerian curator and dealer to successfully sell and place a modern art piece of such repute and value.

Caroline Oghuma

In 2017, Caroline Oghuma was appointed the Executive Head – Corporate Affairs, after serving as the PR Manager, DStv for four years. Her appointment was announced as part of a general restructuring in MultiChoice, Nigeria's leading pay entertainment company.

Caroline is a communications professional with experience spanning the telecommunications, banking and broadcast communications industries. For close to twenty years, she has created value across PR, CSI/CSR, Crisis Management, Stakeholder Engagement, Internal and Corporate Communications.

She began her career in 2002 at MTN and joined Stanbic IBTC as the Communications Manager in 2008. In 2014, she joined MultiChoice as the PR Manager DStv and currently serves as the Executive Head, Corporate Affairs where she bears the responsibility of creating innovative communications solutions to build and support key business objectives across the organizations' diverse brands and platforms

An Associate Member of the Nigerian Institute of Public Relations, she holds a B.A in English language from the University of Lagos as well as certificates of Business and Senior Management programmes from the Metropolitan School of Business and prestigious Lagos Business School respectively.

Ms. Oghuma has been the recipient of several awards and commendation, some of which are; BJAN - Pay Tv's Most Effective Corporate Communications Professional of the Year, WIMCA - Outstanding Female Public Relations Professional of the Year, Marketing Edge - Outstanding PR Personality of the Year, BrandCom Awards - PR Manager of the Year and was recently listed as a honouree in the GLG's Power List (2022).

When she is not managing the reputation of MultiChoice, she volunteers in grooming young adults on winning communications strategies that will help them stand out in their careers.



Quintessential Image Maker





Omotola

Bamigbaiye-Elatuyi Ph.D, FNIM

The all-round marketing strategist

Omotola is a seasoned commercial and strategic Planning business leader with significant experience (20+years) within the financial services and fast moving consumer goods sector across Middle East Markets, East and West African markets working in a highly matrix structure in leading organisations. She was Business Service Manager at Polaris Bank, Service Quality Manager at Wema Bank, Beverage Category Innovations Manager at Cadbury-Mondelez, Head Customer Marketing and pioneer Head of Trade Marketing at Unilever Nigeria and Arabia, Marketing Lead for West Africa at RB (Reckitt Benckiser) and Head of Marketing Innovations at Guinness (Diageo). She

currently serves as Marketing Director at pladis Global Nigeria Limited

With a Doctorate in Marketing, focused on Consumer Behaviour, Omotola continues to complement practical with theory sharing her marketing and brand management experiences across her lecturing and facilitation series as guest facilitator at Orange Academy, Financial Institutions Training Centre (FITC), Nigeria Interbank settlement Systems (NIBSS) including other local and regional seminars/ speaking events. She is also a Fellow of the National Institute of Marketing of Nigeria (NIMN). Omotola has attended various Management and Leadership courses within and outside the country.

Subject Matter Expertise – Strategic Planning; Portfolio Planning including New Products Development and Commercialization; Category Management; Business Development; Retail Sector Operations and Sales Management; Customer Experience Management and Soft Skills through Customer Service. Across various roles, she continues to frame strategic direction for brand, media and business development to grow her categories. From developing the West African Markets through a consumer demand model, Remodelling store management in Oman, Qatar and Bahrain through the Baqala Project to executing perfect stores and trade category management to deliver sustainable incremental growth through retailer support and impactful visibility to reversing the decline trend on local bleach brand, sustaining double digit growth on global toilet cleaning brand to leading and becoming the subject matter on Malaria prevention through purposeful marketing with a global insecticide brand as well as delivering world class innovations for 1st ever beverage for the elderly and 1st ever breakthrough beer for a global brand.

Omotola is a visionary leader, team player and strong influencer with experience in global FMCG companies. She has an impressive track record in portfolio and innovation management across very competitive categories with full P&L responsibilities; she is an energetic and passionate expert in the crafting and implementation of consumer-centric and resonant sales and marketing strategies in addition to managing and developing talents across the markets within her functional capability.

She writes workplace columns for magazines published across West Africa with interests in work place happenstances, especially on surviving when you are not the boss and teachings on how to be your own hero. A recipient of many awards including the Pride of Africa Awards on Innovation for Guinness, Personal Recognition from Global CEO of Reckitt Benckiser on Stop diarrhoea Initiative, Appreciation Ministries of Health and Environment across Abia, Ogun and Lagos State for activities on delivering SDG's, Initiated and led partnerships with Federal Ministry of Health on Malaria Prevention as well as Category awards from the Advertising Practitioners Society.



BINTA MAX-GBINIJE: The boardroom Amazon

Binta Max-Gbinije is a well-known name in the Nigerian Financial Services and a Management Consultant ecosystem. She currently superintends BMG Seven Limited, a boutique Consulting Firm.

She is for she holds over

A professional reputed with the knack for starting and establishing thriving new businesses, Max-Gbinije was the pioneer Chief Executive for Stanbic IBTC Trustees Limited where she led the team for about 8 years to establish a business that remains a market leader today. She was at various times pioneer Head of Expert Banking, Head - Commercial Banking & Public Sector Group Nigeria in Stanbic IBTC Bank Plc, Pioneer Head of Wealth Management in FBN Capital Limited, and Head of Treasury Marketing in then MBC International Bank.

She has put her 31 years of experience in strategic leadership, wholesale and retail banking, wealth and fiduciary management, treasury marketing, asset management into running BMG Seven Limited, a boutique Consulting Firm, her latest staging post, where she serves as the Chief Executive Officer.

A boardroom strategist with demonstrated practical knowledge of the financial services value chain and insights about boardroom politics, Binta is an astute member of many Boards. She sits on boards of social impact organizations which enables her deliver on her interest in female development. She was an Executive Council Member of Women in Business, Management & Public

Service (WIMBIZ) where she currently chairs the Membership & Programs Committee for the second time, was the Chairperson Stanbic IBTC Blue Women Network, Vice President of The Association of Corporate Trustees Nigeria and was voted in 2018 as one of Nigeria's 100 Most Inspiring Women.

She has also received various awards and recognitions by different organizations and bodies with the most recent being "The Most Inspiring Leaders Award" conferred by Ladies Breaking Boundaries. She was until recently an Independent Director on the Board of Access Pension Fund Custodian (a member of the Access Bank Group) where she was the Chairman of the Board Risk Management & Compliance Committee and a member of the Board Audit Committee; She was just appointed to the Board of ChamsMobile (Chams PLC), sits on the advisory board of Excel Energy Systems, is a Director on the board of the Goldcrest Family Centre, an NGO and also sits on the International board of The Institute of Business Transformation Africa (IBT Africa).

A member of The Risk Management Association of Nigeria (RIMAN), she is also a member of the Institute of Directors (IoD) a WIMBOARD Fellow, a HCIB of the Chartered Institute of Bankers Nigeria (CIBN) and a Fellow of the Association of Investment Advisers & Portfolio Managers (IAPM)

Binta has attended various Ivy League Business schools for Executive & Leadership education which include Harvard, INSEAD, Wharton, Kellogg Business School and the Yale School of Management

She is a MANDEV-certified management trainer and a frequent conference speaker on the topics of Financial literacy & inclusion, Faith and Women empowerment.

A portrait of Dolapo Otegbayi, a woman with short, dark, curly hair, wearing a dark blue long-sleeved top with gold dragonfly embroidery. She is smiling slightly and looking towards the camera. Her arms are crossed, and she is wearing a silver watch on her left wrist. The background is a textured, reddish-brown wall.

DOLAPO OTEGBAYI

– Pace-setting
professional
and leader

Dolapo Otegbayi is the Specialised Nutrition Director at Nigeria's foremost dairy company, Frieslandcampina WAMCO. Her experience spanning over 21 years in the management team of the company has earned her rave reviews in the marketing communication community.

In 2017, she was listed on the Top 50 Marketing Professionals and received the award for Outstanding Woman in Marketing in Nigeria. In 2018, she was honoured with the Marketing Thought Leader Award. She is a member of Advertising Regulatory Council of Nigeria, ARCON and Fellow of National Institute of Marketing of Nigeria.

Her competences include Business Strategy, Product Innovation, Marketing Research, Content Marketing, Branding, Digital, Media, Shopper Marketing, Influencer Marketing and Brand Journalism.

Dolly as she is fondly called, is passionate about inspiring young Nigerian professionals to be more than they thought they could be and her positive attitude and tireless energy is geared towards encouraging young entrepreneurs to work hard and succeed.

For an accomplished amazon that has broken several ceiling glasses, she has remained a shining light to the younger generation in Corporate Nigeria.

In her spare time, Dolapo likes to review brand campaigns, volunteering and spending quality time with family and friends.

A close-up portrait of Biodun Adefila, a woman with dark skin and her hair styled in braids. She is smiling warmly at the camera, wearing a dark purple top, gold hoop earrings, and a gold chain necklace. Her hand is resting under her chin.

Biodun Adefila:

Versatility personified

Biodun Adefila, Chief Operating Officer of SO&U Limited, is a proficient and strategic business leader with decades of cross functional experience covering brand management, business process improvement, strategic planning, and business development climbing through the ranks of multi-disciplinary roles across diverse sectors - financial institutions, multinationals (FMCGs), hospitality (QSRs), government (within Nigeria and across SSA).

She started out her career as a field research & planning executive. This began the journey and stoked a passion for identifying and categorising market segments to deepen consumer understanding and grow opportunities for message connection. At mid-level management she transferred to brand and relationship management, managing multi-million-naira brands across key sectors of the economy covering, private, public and governments organisations including non-profits. This brought a broader view of the communications space which encompasses various other disciplines like perception management, experiential, digital marketing, content strategy and marketing, media planning and buying, print and electronic production values, etc.

Biodun is passionate about advertising, innovation and marketing. She has a thorough understanding of market dynamics. Her expertise in leveraging knowledge of market analysis and business development to devise effective brand communication strategies across emerging market has enabled her drive growth and transformation thereby impacting behaviours and enhancing lives with this mantra - clients must not complain- thereby, pushing total commitment and involvement. This ensures sustainable and highly rewarding results.

As a leadership facilitator, she is proficient at building high performing teams, ensuring process optimization, producing unique commercials, efficiently managing stakeholders and completing complex projects in time sensitive settings.

She holds an MBA (Marketing) from the University of Liverpool, UK and an Advance Management Programme (AMP) certificate from the Lagos Business School. She is a member of the SO&U board and also sits on the board of the Association of Advertising Agencies of Nigeria – AAAN. Biodun is the Vice Chairman of Women in Advertising (WIA), a committee within AAAN championing the cause of women in the industry.



Maureen Ngwu: The Media Maven

She is a seasoned Media and Communications Professional and Managing Director of MediaSeal WPI.

Maureen Akachi-Ngwu is a member of the Advertising Regulatory Council of Nigeria (ARCON) and Alumni of Lagos Business School (LBS). She is an influential communications advisor to top leaders making complex business decisions.

With over 17 years of driving business growth and expansion, Mrs. Akachi-Ngwu has attended several courses on Digital Marketing,

Communication, Project Management, Leadership and Senior Management Program (SMP) from Lagos Business School (LBS).

She is a highly effective functional leader who sets strategic direction, oversees execution, manages multi-million-dollar budgets, optimizes staff resources and ROI, and is committed to talent development.

She has varied experience in developing effective communication strategies, managing media relations, managing and monitoring

communications budget, managing healthy stakeholder relationships within the advertising agencies, media, and client. She has worked on both regional and Multinational brands – Heineken, Maltina, P&G brands, Maltina, LaCasera Brands, Dangote Seasoning and Salt, Betking, Chivita, Nile University etc. as the business lead, developing and executing effective and efficient Marketing communications.

She has a proven reputation as a business partner with a broad understanding of

strategic business issues, the external environment and communication best practices.

The agency Amazon is a strong collaborator with a knack for building networks and strengthening alliances, both within and outside the organization.

Her love for numbers and data analysis led her to study Mathematics and statistics, and Operational Research and currently undergoing certifications on Business Analysis from IIBA (International Institute of Business Analysis).



JUMOKE ODUNLAMI

Quintessential Amazon in the Insurance industry

Jumoke Odunlami is the Chief Customer & Marketing Officer of AXA Mansard and Director, Director AXA Mansard Health limited.

With a career spanning more than 20 years, Odunlami has a track record of leading critical business functions, managing transformational initiatives, and leading innovations across the financial, automobile, and Real Estate sectors.

Before her move to Chief Customer & Marketing Officer for the leading global insurance and Asset Management brand, Odunlami was Chief Operating Officer at AXA Mansard Investments Ltd, where she was responsible for corporate strategy, business development, and operations.

Her career has spanned different operational, strategic and leadership roles from Stanbic Bank to First City Monument Bank, GTBank and AXA Mansard. In these roles, she brought her versatility and brilliance to bear. These, among her attributes of hard work, passion, and integrity, set her professional odyssey on an upwardly mobile mode.

A Fellow of the National Institute of Marketing of Nigeria, JO, as she is fondly called, is the brain behind many of AXA Mansard's award-winning marketing and customer programmes that have kept AXA Mansard top of mind and the preferred HMO, insurance, and asset management brands in Nigeria.

Jumoke believes the purpose of business is beyond money and that the brands of the future are those who pay serious attention to Sustainability and Human Progress. Besides being AXA Mansard's sustainability and Women Initiatives champion, she has in these past few years demonstrated this with the AXA Mansard brand with significant investment in causes that support women, protect the environment, and promote financial inclusion.

For Odunlami, sustainability is the new anchor for marketing. She noted that while the rave for technology will help do things fast, cheaper, and better; customers are more interested in the social responsibilities of the brands, as much as they are interested in the benefits that they derive from products and services.

"Interestingly social media is empowering them to hold brands accountable and the internet incubating a different kind of culture. It's a time in history where marketers are serving five generations of customers. These

generations are different in their socio-economic dynamics but one thing that holds them together is the collective desire for existence. "So, the new way to the customers' mind and heart is to care about what they care about and research is proving that they are increasingly favouring socially responsible brands".

She explained that the new race to marketing automation should draw amply from the innate customers' desire for design, distribution, and deployment. "It should be technology for humanity and not technology for technology's sake", she noted.

Her conviction about sustainability marketing has been exemplified in several programmes one of which is the "AXA Roots Movement" – a tree planting initiative that seeks to stem the growing tide of climate change. The initiative is targeted at encouraging every Nigerian starting with all employees of AXA Mansard to plant at least a tree. As part of the initiative, trees are also planted on behalf of AXA's Customers as well as AXA Mansard partnering with government agencies to plant trees across various locations in Nigeria.

Speaking about the initiative, Odunlami said, "sustainability is a major pillar for us at AXA Mansard. It's one way we express our purpose to 'act for human progress by protecting what matters'. So, "AXA Roots" for us is just rethinking the whole idea of climate change. it's about pursuing carbon neutrality through and carbon offsetting CO2 emissions in the released into the atmosphere through tree planting. And this year, besides planting trees in collaborations with the Lagos State Parks and Gardens Agency (LASPARK), we purchased trees for our employees to plant at home in a spin-off we called the "AXA Roots at Home". Our goal is to take this initiative across Nigeria".

Jumoke has also been in the vanguard of empowering women, particularly around the company's pillar of inclusive protection. Through She's In-Charge initiatives, AXA Mansard has empowered over 3,000 professional women and SMEs owned by women.

For Odunlami, this is another way the AXA Mansard seeks to 'break the bias. She said, "for us, it is about protecting the most vulnerable; women belong to that group. So, we have created different programmes that empower women at different levels. For example, 'She's in- Charge is a

programme we have created for upwardly mobile women. It is a community that we just moderate. The whole idea is to allow women to draw from the strength of one another. We have taken these women through several training sessions and will keep investing in building capacity for them."

"But besides 'She's In-Charge', we also have programmes for girl children in the works. We call it 'Educate Her' and 'Rescue Her'. We know that Nigeria has one of the highest out-of-school children globally, and a significant part of that is girls. These are real-life challenges that we believe all well-meaning people and corporate citizens should rise to", she urged.

On breaking the ceiling in her career, she said, "I haven't experienced a lot of gender bias in the workplace. But generally, the workplace is laced with the perception that a woman is less capable than a man; most of the time, physical strength is used as a yardstick".

"Men's physiology may make them stronger than women, but that doesn't apply to intellectual capacity. There is no difference between a man and a woman regarding intellectual capacities. So, a lot of positions that call for intellectual capacity and soundness of mind, there should be no discrimination against women".

When I interview people, I don't look at the person regarding gender. Instead, I look at the person in terms of being able to deliver and execute the responsibilities of that role. That is basically what it should be; it should not be about gender; it should be about the skills and capacities".

On gender parity at AXA Mansard, Odunlami said her company is passionate about women and their development. She said, "We are passionate about inclusion across the board. We believe that women are a vital force for growth and development across the world, and the world will not reach the desired equilibrium until women are in the places or in the positions that they need to take"

Jumoke studied Management & Accounting at Obafemi Awolowo University, Ile Ife. She is a Fellow of the Institute of Chartered Accountants of Nigeria (ICAN), Member Institute of Securities & Investment UK. - International certificate in Wealth & Investment – and an alumnus of the Lagos Business School.



Oyindamola Lami Adeyemi:

Heroine of the Nigerian entrepreneurship

Oyindamola Lami Adeyemi, Executive Chairperson, Tirex Petroleum and Energy Limited, is, by any and all means, an Amazon. This silent stickler for excellence has through dint of hard work, dedication and doggedness carved out a niche for herself and built a successful business empire that cuts across several sectors of the Nigerian economy from construction to oil and gas, real estate, and finance.

And silently, doggedly, this Amazon, passionate entrepreneur, and administrator soldiers on, enlarging her coast and expanding the boundaries of her corporate fiefdom.

Ms. Adeyemi is a self-made woman who, right from her teenage years, had been independent, daring, and

entrepreneurial. She knew she couldn't be yoked to any man or woman as a boss as she has her own dreams to bring to fruition.

Preparatory to this, therefore, after her degree in Political Science and Government, she went for a second degree (Master's) in Political Economy, both at the University of Abuja and capped it all with another Master's degree, this time at Harvard Business School where she completed the Owner/President Management Program. Having undergirded herself with requisite education and training, Ms. Adeyemi was ready to conquer the world.

Today, this serial entrepreneur is the Executive Chairperson of the foremost drilling contractor in Nigeria – Tirex Petroleum and Energy Limited. She is also the founder of Still Earth Capital Partners

Limited and the Executive Chairperson of Still Earth Group of Companies.

Still Earth Holdings manages an extensive portfolio of companies focused on major infrastructural development projects, oil and gas, and finance.

In her words, "Our companies; Still Earth Construction & Realty, Still Earth Capital & Finance, and Tirex Petroleum & Energy, collectively represent our involvement across key sectors supporting the Nigerian government's drive to address the infrastructure deficit across the Nation. From addressing power needs to bridging the gaps in basic infrastructure, to providing resources that promote financial inclusivity, Still Earth Holdings has been instrumental in contributing to Nigeria's economy".

A seasoned boardroom juggernaut, Ms. Adeyemi serves on the board of several companies where she helps steer the policies

of the companies towards profitability. She also holds shares in several companies in diverse sectors of the Nigerian economy.

In all her businesses, she has always maintained the attitude of excellence and customer satisfaction, which has led to the conferment of several awards on her.

Unlike many a businessman who would rather expend their hard-earned money on guilty pleasures, Oyindamola devotes her time and money to the betterment of lives, particularly those of the poor, disadvantaged folks. In so doing, she establishes and perpetuates a rare culture of philanthropy such that she balances money-making and philanthropy like the two sides of a coin. She makes money as if her life depends on it and turns around to spend it as if her last kobo must go out to charity.

Indeed, if there is an Amazon with a really amazing story in this patriarchal world, she is Oyindamola Lami

Sinmisola is the Group Creative Director at Insight Redefini. An all round wonder woman with over 15 years experience on a plethora of global and local brands, she is one of the most admired and decorated Creative Directors in Nigeria.

Sinmi's superpower lies in her ability to create deeper experiences between brands and consumers by leading her team of Creatives to create clutter-breaking and impactful marketing campaigns that resonate with today's digital consumer. As Group Creative Director Nigeria's foremost advertising agency, Insight Publicis and Leo Burnett Lagos, she has led both agencies to deliver award-winning campaigns in Nigeria and across other international markets for Pepsi, Heineken, 2Sure, FCMB, Spotify, Amstel Malta, Lipton Ice Tea, Supa Kommando, Nivea, and many more.

Sinmisola is also one of the most highly respected and sought-after Creative Directors in Nigeria, and is currently the only Nigeria-based Creative Director to have been selected as a judge for the Cannes Lions international festival of creativity; advertising's most prestigious awards festival.

She has a solid record of performance with an impressive history of successful campaigns and was awarded Nigeria's Creative Director of the Year and Outstanding Female in Marketing Communications in 2021.

A breaker of barriers

and biases, Sinmisola has this to say, "Yes, I've faced quite a number of biases in my career; however I've learnt to look past that and simply focus on my performance. My portfolio of work and track record of achievements in the industry so far always speak for themselves."



SINMISOLA HUGHES -OBISESAN

An epitome of
creativity



TOLU MEDEBEM

STANDING TALL AMONG GIANTS

“The world needs women who are so strong they can be gentle, so educated they can be humble, so fierce they can be compassionate, so passionate they can be rational, and so disciplined they can be free.” – Kavita Ramdas

U nending is the amount of accolades to be showered on highly respected and influential Tolulope Medebem, a leader whose growth trajectory has positioned her as a delectable force to be reckoned with in the Nigerian marketing communications ecosystem.

Currently sitting as the Vice President of the Experiential Marketers Association of Nigeria (EXMAN) and Chief Executive Officer of Aster Integrated Marketing Limited, an experiential marketing agency which she founded years ago, Medebem who recently celebrated her 50th, stands tall with giants as a woman who has contributed impressively to the excellence of experiential marketing in Nigeria.

With almost three decades of professional expertise in brand management, marketing communications, sponsorship, strategic planning, public relations, and budget management amongst others, Medebem has a proven record of creating and delivering excellent experiences to all and sundry.

She kicked off her career journey at FKG2(Troyka Group) in 2003 as a Senior Account Director before venturing to Dansa Foods Limited where she was tasked with the development of communication ideas for the various categories of brands including Dansa Fruit Juices and ZIZA Dairy Products.

In 2009, Medebem joined brand activation company, Brand Footprint where she served in the capacity of Activation/sponsorship director, leading all activations and sponsorships within the company. After her time at Brand Footprint, Medebem served as Managing partner at Eventplus Integrated Marketing Services before establishing her own full service experiential marketing, PR and event agency, Aster Integrated Marketing Limited in 2019.

She has also worked extensively on various accounts including MTN, Nigerian Breweries Plc, Multichoice, M-Net & Supersports, Miss Commonwealth (Nigeria & International), V-Mobile and Zain (now Airtel), Procter & Gamble (P&G), British American Tobacco (BAT), First Inland Bank, and Intercontinental Bank amongst many others.

Medebem who holds a degree in Dramatic Arts from the Obafemi Awolowo University, Ile- Ife, in Nigeria, is also a graduate of the China European International Business School (CEIBS) / WELA Programme. In 2016, she was one of 500 women selected to pioneer the EDC/Cherie Blair Foundation Road to Women’s Business Growth programme. In 2020, Medebem was also awarded as one of Africa Woman’s leaders by World Women Leadership Congress.

She is also a fellow of the Chartered Institute of Management Consultants, Certified with the Chartered Institute of Marketing (UK), Advertising Regulatory Council of Nigeria (ARCON), Nigerian Institute of Management (NIMN). She became a facilitator for LSETF after undergoing training with LBS / Lagos State. She’s also a Unido/HP certified trainer, currently volunteering with Lagos State as a facilitator for the RSW (ReadySetWork) programme.

Omolara Ifeoma Banjoko:

The goal-getter marketer

A dynamic result-oriented marketing professional with over 12 years of experience, seven of which were in leadership roles, delivering strategies to small and big brands to aid business growth while delighting consumers, Omolara Ifeoma Banjoko is currently the Marketing Manager for a dairy brand at FrieslandCampina WAMCO, the no.1 dairy company in Nigeria.

With multi-category experiences in personal

wash, Non-Governmental Organisations (NGOs), food and beverage segments, Omolara has worked with diverse teams to develop successful product launches and integrated brand campaigns.

She started her career at the British Council Lagos where she was privileged to work as a communications assistant and thereafter joined PZ Cussons Nig. Plc where she developed the brand strategy for Carex and Imperial Leather. She has demonstrated a proven ability

to lead organizations to successful product launches and higher revenues based on the 5P strategies, knowledge of marketing metrics, hero SKUs focus, portfolio optimization across channels, and team development.

She is a versatile marketer with expertise in traditional and social media management, people development, portfolio, and channel management to grow household penetration. She designed and implemented over 15 lucrative marketing campaigns to grow mental availability, and build brand identity and consideration with consumers. Her superb communication skills and love to learn, share, develop people, and adventurous nature have combined to make her the goal-getter marketer that every new challenge brings.

A chemical engineer turned marketer, Omolara's first and master's degrees were in Chemical Engineering and Environmental and Energy Engineering from the University of Sheffield UK. She also holds a certificate in Digital Media and Marketing from Duke University; and a certificate in Marketing Analytics from Wharton University USA.

Bola Atta:

CORPORATE COMMUNICATIONS ICON

Bola Atta was nominated as the Best Marketing professional in West Africa in 2017. She was also on the list of the 40 top Nigerians under 40 in 2008 and celebrated as one of the 100 most influential women in Nigeria in March 2015. A graduate of Economics with an M.B.A majoring in Marketing, she has almost 30 years of experience in diverse fields ranging from Banking, Business, Communications, Publishing, Entertainment and the Media. Approximately 20 out of her experience have been in high level management and entrepreneurship, enabling her gain advanced knowledge in each of these varied fields of work. She has worked with government agencies both in Nigeria and South Africa using her expertise in public relations and increasing her wide network within Africa. She made a mark in the Media industry on the African continent as one of the most sought after editors in West Africa. She was featured on CNN's Market Place Africa in March 2010 in a segment on African Fashion. She was Executive Producer for Africa's Next Top Model

In 2001, Atta proposed to the Board of M-Net (Electronic Media Network), that a channel be dedicated solely to the broadcast of African movies - specifically Nollywood movies. She worked on the concept, development and programming of this channel which she successfully launched in 2003. Today, The Africa Magic channel is the most watched channel on the African continent. Atta moved on in the Naspers group to become the editor of True Love West Africa magazine. In 2005, Bola became the first Nigerian director of one of the largest publishing conglomerates in Africa. She was appointed to the board of Media24 Nigeria, an affiliate of Media24.

In 2003, she was invited by the African Leadership institute in partnership with the UNDP to work on a panel for the development of scenarios for South Africa in 2020. This week long seminar brought together young leaders from all parts of Africa to join heads in discussing the future not only of South Africa, but of the entire continent. It has now evolved into the Bishop Tutu Fellows for young

African Leaders.

She founded the Life Stream Charity in order to assist under-privileged children with heart problems. Over 100 children were sent to Israel from Nigeria for corrective heart surgery by the Life Stream Charity between 1997 and 2003. Atta is currently the CEO of UBA Foundation which focuses on Education, Economic Empowerment and the Environment, bettering the lives of people across the African continent.

Bola Atta is presently the Group Director for



Titilola Adedeji

A SERIAL ENTREPRENEUR

Innovative and forward-thinking Titilola Adedeji is the General Manager of Amber Energy Drink, a business which she has led to exceptional heights through her unmatched expertise in business development, procurement, manufacturing, and brand management.

Daring and focused, Adedeji who believes “upwards and forward only” also sits as the founder and CEO, Tielle Global Limited and Curllla Enterprise Limited is a graduate from notable universities in the UK, Ghana, and also professional courses from IMD and Harvard business school.

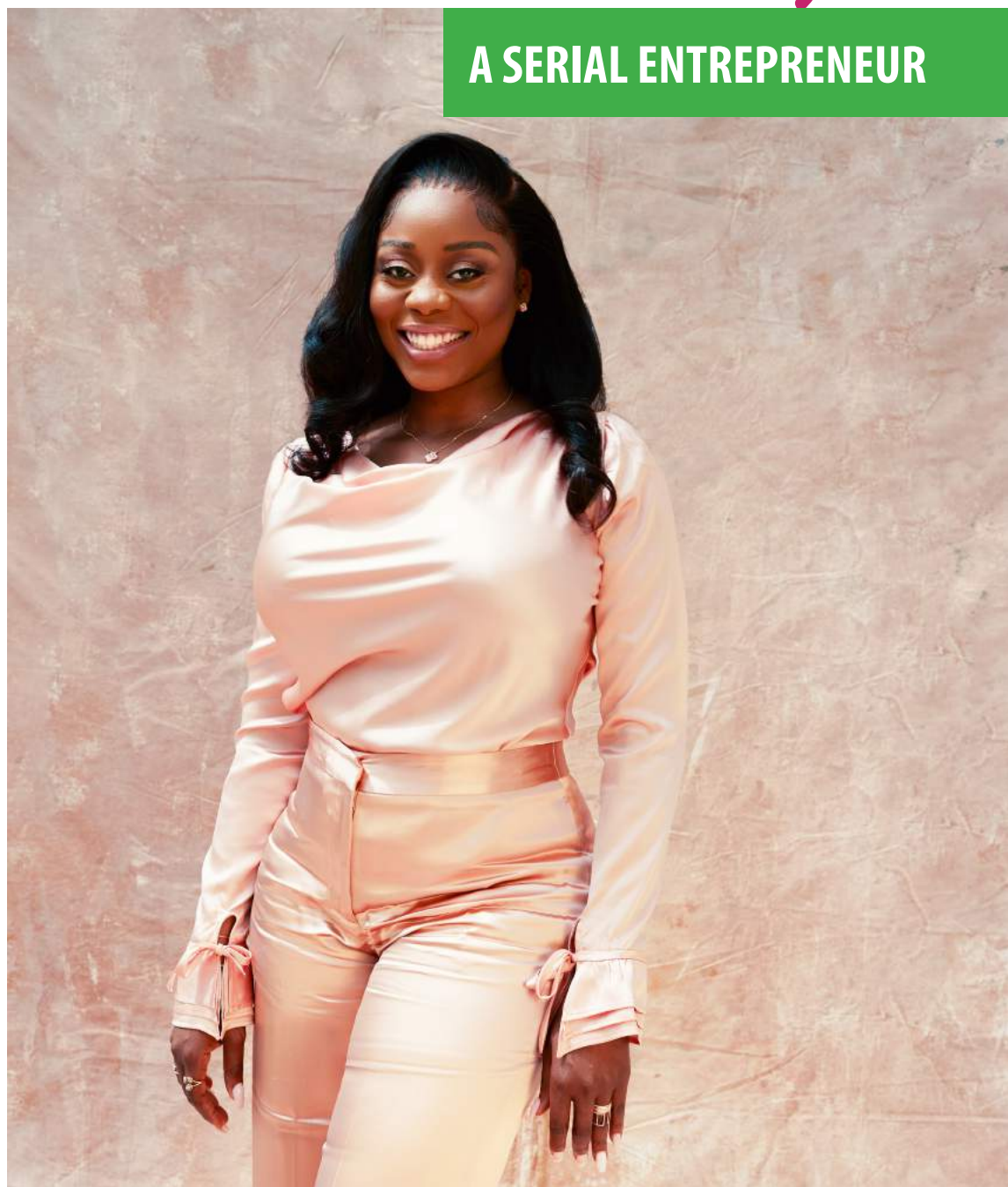
“I try to drown out the noise and focus on where we are going and that’s to Number 1,” Adedeji had shared in an interview with **MARKETING EDGE**.

“My mantra is “impossible is nothing” so for me this is not even scratching the surface yet, there is more to come.”

With over ten years of proven experience in building successful business models, Adedeji in her continuous strive for excellence has reiterated her commitment to continually better herself as well as the people she comes in contact with.

“I believe the best results are produced by passionate and motivated individuals. I must say I am intrinsically motivated, it’s my hunger to better myself, my desire to achieve. I also find inspiration from a few people, I think this is what keeps me going. You cannot be inspired if you don’t see first and if you are not willing to learn; for me I am a student, always learning from those that inspire me.”

This young and beautiful entrepreneur also believes in the phenomenal success of the Amber brand, which is glaring for the world to see. The legacy brand which made its entry



into the Nigerian market in the heat of 2020’s coronavirus pandemic has continued to gain traction, drive sales, and rapidly penetrate major stores and trade outlets in Lagos and other parts of Nigeria.

Although it is no small feat to beat the highly competitive war for market share in the Nigerian energy drinks market, the fearless and visionary

corporate Amazon says: “I don’t think I am there yet, but the birth of this brand and watching it grow is definitely beautiful to see.”

Her warmth has drawn many to her endearing pleasantness which has rubbed off on her fast growing businesses.

Ms Adedeji, General Manager, Amber drinks

Limited, is a soft spoken, humble and humane corporate leader and a woman of many parts who has achieved so much in her career trajectory and in the annals of corporate Nigeria. She is brilliant, articulate and unassuming despite her educational pedigree as a product of Ivy League schools.

Nigerian fintechs must re-examine strategies – *Ekekwe*

By Felicia Nwosu



Ndubuisi Ekekwe, Lead Faculty and Chairman, Tekedia Institute, has reacted to MTN Nigeria's report which stated that fintech subscribers rose by 87.3% to 11.5 million since the launch of Payment Service Banks, (PSB) on 19 May 2022, where its mobile money wallet, MoMo, recorded 4.2 million wallets in less than two months of its launch.

This was stated in the tech giant's first half year financial result for 2022.

Reacting on his social media platform, Ekekwe recommended and advised other fintech firms to re-examine their strategies as a paradigm shift to accelerate

optimization, efficiency and value delivery through a proactive response toward meeting the increasingly changing conditions that exist in the uncertain and dynamic markets and competitive environments.

The Tekedia Institute Faculty professor observed that with these numbers, MTN Nigeria has become the largest and biggest fintech company by customer base in Nigeria, while adding that the Mobile Money (MoMo) latest data makes it the fastest growing financial institution with no bank license in the history of Africa, with 4.2million customers in two months, he noted.

"As I have written in

Harvard where I noted that startups must see companies like Facebook and Google as utilities (here, ICT utilities) which must be built into, and not out-of, since you really have no chance to frontally confront them, MTN Nigeria is assuming a new positioning that all fintechs in the nation must re-examine their strategies, on how they fit into the age of MTN. The competition is asymmetric and truly unbounded when you see the numbers MTN has been producing.

"I have called this company "osisi na ami ego" [a tree that produces money as the fruits]. So, just like we work to fit into the world of Google, hiring and paying search experts to make it easier for Google to use our contents for free, so that we can extract small opportunities online, you need to think of how to fit into the world MTN Nigeria has defined right now in Nigeria. Nigeria is now an MTN nation and it runs this era; even the big banks are not safe."

manufacturing in India and shorten the lag in production of the new iPhone from the typical six to nine months for previous launches, according to anonymous sources within the company.

The company, which long made most of its iPhones in China, is seeking alternatives as Xi Jinping's administration clashes with the US government and imposes lockdowns across the country that have disrupted economic activity.

Analysts such as Ming-Chi Kuo of TF International Securities Group have said they anticipate Apple will ship the next iPhone from both countries at roughly the same time, which would have been a significant benchmark in Apple's efforts to diversify its supply chain and build redundancy.

Apple and Foxconn ultimately determined a simultaneous start in India and China isn't realistic this year, although it remains a long-term goal, said the people. The first iPhone 14s from India are likely to be finished in late October or November, following the initial September release, they said. An ambitious target would be the Diwali festival that begins Oct. 24, one person said.

Matching China's pace of iPhone production would have marked a major milestone for India, which has been touting its attractiveness as an alternative at a time when rolling Covid lockdowns and US sanctions jeopardize China's position as a factory to the world.

To ensure a smooth launch, Apple wanted to focus on getting the China operations up to speed first and then work out the India production, one of the people said.

Apple to manufacture iPhone 14 in India



In a bid to reduce dependence on China in the wake of the recent geopolitical tensions, Apple Inc., the giant phone manufacturer is set to begin the manufacturing of iPhone 14 series which includes iPhone 14 max and pro max in India.

The tech giant had earlier started manufacturing the phone in China two months before the decision to do the same in India and, according to report, Apple is likely to launch the iPhone 14 series in September this year.

Apple has been working with suppliers to ramp up

5G: Ericsson, Google display network slices on single device



Ericsson and Google continue to push the envelope on network slicing, bringing the full range of benefits of 5G one step closer to consumers, by that cater to both consumer and enterprise applications.

In their latest collaboration, the ecosystem partners have demonstrated support on Ericsson network infrastructure for multiple slices on a single device running Android 13, supporting both enterprise (work profile) and consumer applications. In addition, for the first time, a slice for carrier branded services will allow communications service providers (CSP) to provide extra flexibility for customized offerings and capabilities.

Network slicing has long been seen as vital to capturing the value that a 5G network can provide for CSPs and enterprises. The market for network slicing alone in the enterprise segment is projected at USD 300 billion by 2025, according to the GSMA. By demonstrating that a single device can make use of multiple slices, which are used according to the on-device user profiles and network policies defined at the CSP level, Google and Ericsson have shown a way to bridge the gap between the three important user groups.

The results were achieved in an Interoperability Device Testing (IODT) environment on Google Pixel 6 (Pro) devices using Android 13. The new release sees an expansion of the capabilities for enterprises assigning network slicing to applications through User Equipment Route Selection Policy (URSP) rules, which

is the feature that enables one device using Android to connect to multiple network slices simultaneously.

Two different types of slices were made available on a device's consumer profile, apart from the default mobile broadband (MBB) slice. App developers can now request what connectivity category (latency or bandwidth) their app will need and then an appropriate slice, whose characteristics are defined by the mobile network, will be selected. In this way either latency or bandwidth can be prioritized, according to the app's requirements. For example, the app could use a low-latency slice that has been pre-defined by the mobile network for online gaming, or a pre-defined high-bandwidth slice to stream or take part in high-definition video calling.

In an expansion of the network slicing support offered by Android 12, Android 13 will also allow for up to five enterprise-defined slices to be used by the device's work profile. In situations where no USRP rules are available, carriers can configure their network so traffic from work profile apps can revert to a pre-configured enterprise APN (Access Point Name) connection – meaning the device will always keep a separate mobile data connection for enterprise-related traffic even if the network does not support URSP delivery.

Monica Zethzon, Head of Solution Area Packet Core at Ericsson says: "As carriers and enterprises seek a return on their investment in 5G networks, the ability to provide

for a wide and varied selection of use cases is of crucial importance. Communications Service Providers and enterprises who can offer customers the flexibility to take advantage of tailored network slices for both work and personal profiles on a single Android device are opening up

a vast reserve of different uses of those devices. By confirming that the new network slicing capabilities offered by Android 13 will work fully with Ericsson network technology, we are marking a significant step forward in helping the full mobile ecosystem realize the true value of 5G."

NITDA partners ACM to train indigenous content creation



National Information Technology Development Agency (NITDA) has announced the partnership between the Federal Government and Africa Creative Market (ACM) aimed at training indigenous content creators on emerging technology.

Kashifu Inuwa, Director General, NITDA revealed this in Lagos while giving a Keynote Address on "The Importance of Tech in the Creative Industry", at the Africa Creative Market (ACM) event. He added that NITDA's aim is to identify and build the teeming talents in Nigeria's creative industry.

"We are partnering with ACM after this Summit to train you on Metaverse, Artificial intelligence, Blockchain and many more. We are identifying people that need the training and we will get the best trainers in the world to come and train the trainers," he noted.

The DG challenged African creatives to be part of the crop of people who will create Metaverse, as the days of playing the catch-up game by Africa are over.

He said, "the creation of Metaverse will help achieve three things. Firstly, it will ensure ownership and protect copyright. Before now, you can do your work and someone can take it and share it online without even making reference to the owner of that content at all. But with emerging technologies such as Blockchain, NFT, etc, it will help you to be recognized for your work. If anyone buys that work or shares, he will see the owner of the work."

The DG affirmed that the partnership will create talents and train them on how to use emerging technologies to excel and thrive in all they do. He also revealed that plans are already underway to train one million app developers in the next 18 months.

FirstBank honours CR&S week, promotes kindness across 7 countries



FirstBank
Since 1894

In furtherance of its continued commitment to impacting the lives of individuals in its host communities across 7 Countries: Nigeria, United Kingdom, Ghana, DRC, Guinea, Sierra Leone, Senegal and Gambia, First Bank of Nigeria Limited has announced the Fifth edition of its Corporate Responsibility & Sustainability (CR&S) week, scheduled for 22- 27 August 2022.

The event, which is themed: “Kindness.... A Way of Life”, reflects the single-minded purpose to make a difference in the world by inspiring and institutionalising kindness. SPARK is an acronym for Start Performing Acts of Random Kindness and it is a values-based initiative designed to raise consciousness that we can choose to be kind.

The FirstBank CR&S Week is a dedicated week designed to offer opportunities for employees to give their time & resources to defined causes in line with the Bank’s CR&S strategic approach. The CR&S Week will offer employees opportunities to give their time & resources to defined causes. The Week’s activities are an aspect of the Bank’s Employee Giving & Volunteering Program, which was instituted to encourage employees to give back to the community as well as inculcate in them the integral corporate culture of giving.

The Bank held the maiden edition of the CR&S week in 2017 with a focus mainly on three key initiatives/activities which were giving and visits to orphanages/less privileged homes/IDPs; career counselling day; and Staff Promoting Acts of Random Kindness (SPARK) initiative – which is now Start Performing Acts of Random Kindness. The CR&S week has become more successful in subsequent years and it is fast becoming a household name in the Bank’s host economies.

There are five main activities to be implemented during this year’s CR&S Week in Nigeria, FBNBank UK and across the SSA

markets. These activities include SPARK APP, Kind Comments Day, Visits to orphanage/less privileged homes, SPARK School Engagement, and Women Economic Empowerment. The major highlight of the Week will be the launch of the SPARK APP. The app is strategic in the Bank’s journey to institutionalize “A Day of Kindness” on a national level, and globally position the Bank as a Corporate Citizen in leveraging new media to drive sustainability practices.

The SPARK App is a sensational application designed to have individuals abreast with the act of kindness through various kindness-based quotes and inspirational phrases that will be displayed on one’s phone screen, especially when the phone is idle.

Kind Comments Day is an initiative that focuses on inspiring and encouraging everyone to be deliberate with the use of kind words in relating or interacting with anyone.

In addition, with Women Empowerment, the Bank will support, VVF patients in need of surgical operations and also empower them with vocational skills as they integrate back into the society.

The SPARK Schools Engagement will be implemented through the National Competition of JAN SPARK School Integration. The activity is aimed at rewarding the various participating students, following their SPARK activity, Through the partnership with JAN, SPARK is integrated into the JAN Company Program, where students are taught the values of SPARK. The SPARK schools’ competition has been tied with Company programme regional competition, ensuring they imbibed the values taught during the training. One of the highlights of the event is the visit to orphanage homes and the less privileged, across various cities which will be carried out by volunteers from the Bank.

Speaking on the week, Dr. Adesola Adeduntan, CEO, FirstBank, said: “The CR&S Week is another opportunity to strengthen our commitment and extend our reach beyond the communities where we operate in Nigeria and across our subsidiaries. Over time, our goal has stayed the same, to create platforms through which our positive impact is felt.”

“For us in the FirstBank Group, beyond saying that we care, we take a step further and show it,” he concluded.

Through the years of commemorating its annual CR&S Week, FirstBank has impacted lives across its host communities in Nigeria, the United Kingdom and its SSA subsidiaries. These impacts comprise the partnership with Lagos State Government on the provision of a Primary Health Centre at Ijedodo Community, Lagos State; engagements with over 60 charities, Non-governmental organisations, orphanages, correctional centres, schools and Internally Displaced Persons (IDP) Camps which resulted in touching the lives of over 20,000 underprivileged individuals in the society including widows, orphans and children with disabilities.

BUA Chairman donates 10bn Security Support Fund



Rabiu briefed the President on the activities of his foundation, The Abdul Samad Rabiu Africa Initiative (ASR Africa) during which he also announced the donation of a N10billion Nigeria Security Support Fund from ASR Africa towards the provision of some security equipment, medical and other supplies, upgrade of health facilities and other infrastructure for families of those on the frontlines.

Leading Nigerian Businessman, Industrialist and Philanthropist, Abdul Samad Rabiu, Chairman, BUA Group paid a visit to President Muhammadu Buhari in Abuja, to update him and to thank him for creating an enabling environment for business to thrive, and also brief him on the strides BUA Group has made in the past few years.

Thereafter, Rabiu briefed the President on the activities of his foundation, The Abdul Samad Rabiu Africa Initiative (ASR Africa) during which he also announced the donation of a N10billion Nigeria Security Support Fund from ASR

Africa towards the provision of some security equipment, medical and other supplies, upgrade of health facilities and other infrastructure for families of those on the frontlines.

According to Rabiu, the visit was in order to identify with President Muhammadu Buhari, during whose tenure BUA has built over 10 factories with two of the Group's subsidiaries now amongst the top 10 largest publicly listed companies in Africa, and to further support the efforts of his administration in business as well as in the security space.

In his response, President Buhari said it was heartwarming to see and

hear of Nigerian companies doing so much within Nigeria, and Africa especially in the area of production using locally available raw materials. He also expressed his elation at the achievements of BUA which had led to phenomenal growth within such a short time. "As a Government, we know we have done a lot in this regard, and we will continue to do more to support the aspirations of serious businesses, big and small, by providing an enabling environment as well as supporting value creation within Nigeria."



OctaFX names Onakoya, Ebuka brand ambassadors

Global forex broker OctaFX has announced Chess enthusiast, Tunde Onakoya and Forex expert, Ambrose Ebuka as brand ambassadors in extension of the commemoration of its 11th anniversary in Nigeria.

The customer-driven move comes a few days after the widely revered broker announced its global rebranding effort. In 11 years, the brand has managed to accomplish numerous achievements. Today, clients from over 150 countries have opened more than 12 million trading accounts with the broker. To become even closer to its clients, OctaFX decided to adopt a fresh new look backed by refined colours, space-inspired elements, and a new logo.

The duo of Tunde Onakoya and Ambrose Ebuka are the first set of ambassadors selected by the broker to help engage customers in the Nigerian forex market. Tunde Onakoya is a 27-year-old chess master who rose to prominence with his Chess in Slums Africa project. With the project, Onakoya has inspired hope and given a new breath of life to children from underserved communities in Nigeria.

Ambrose Ebuka, 21-year-old, has a 3-year experience in forex trading. He has held Forex webinars and seminars for students of several Nigerian universities and featured as guest speaker at several financial conferences.

Tunde Onakoya is joining OctaFX as Brand ambassador for charity. Ambrose Ebuka will serve as Brand ambassador for forex education, as the global forex broker continues to keep the focus on helping Nigerians attain their financial goals.

“Bringing Tunde Onakoya and Ambrose Ebuka as brand ambassadors is a deliberate and strategic attempt to align further with the aspirations of Nigerians. We want to keep the focus on their goals with investments in knowledge acquisition and charitable initiatives. We are delighted to have Onakoya and Ebuka join us to achieve these”, the OctaFX press office said of the unveiling of the two brand ambassadors.

Speaking on his association with OctaFX, Tunde Onakoya said: “Being a brand ambassador is a testament to the reality that I want to keep being the bridge between the children in underserved communities and their dreams, especially through impactful projects as a result of my collaboration with OctaFX.”

For Ambrose Ebuka, partnering with OctaFX will give more Nigerians access to gaining financial freedom with information-driven forex trading.

“I’ve known OctaFX to be a reliable broker consistently increasing in customer base with prudent initiatives in Nigeria. The brand shows concern about the financial success of Nigerians through easily accessible quality education on finances and I’m excited to associate with the brand to augment all of these with my experience and expertise as a dedicated forex trader. I believe that this partnership will aid Nigerians in achieving their financial goals through simplified forex education.”

Basdemir succeeds Emiroglu as managing director Hayat Kimya

By Zion Rufus



Subsidiary of Hayat Holding, Hayat Kimya Nigeria, Nigeria’s largest diaper manufacturer has announced Celik Basdemir as its new general manager/ managing director.

Doruk Emiroglu who has served in the capacity of general manager since 2019 announced Basdemir as his successor during the launch of the company’s new product offerings at the Balmoral event center in Lagos.

Commenting on his appointment, Basdemir said: “I want to express my great pleasure as the new managing director of Hayat Kimya Nigeria. I also want to say many special thanks to Mr. Doruk Emiroglu for his great contribution to our business as well as his great contribution to the successful management of our products to the Nigerian people. From the first day my plane landed in Lagos, my first impression was that Nigerian people are so welcoming, positive and cheerful. In short, they are great people of a great country. And they deserve the best. As Hayat Kimya, our aim is serving Nigerian people with all our high quality products produced by using advanced technologies.”

Hayat is the world’s 5th largest branded baby diaper manufacturer. The company was established in 1937 and operates in various industries including FMCG, port operations, construction, wood.

Hayat operates in the FMCG industry since 1987, manufactures goods in hygiene, tissue, home care and personal health categories offering well established brands such as Bingo, Gleen (detergents and home cleaning category), Molfix (baby diapers), Molped (feminine care category), Papia, Familia and Focus (cleansing tissue categories), Sholk (pet categories), Joly and Evony (adult diaper categories), Good Care and Evony (personal health category).

UBA appoints Alawuba as Group Managing Director



Pan African financial services group, United Bank for Africa has announced Oliver Alawuba as Group Managing Director.

Alawuba will be charged with overseeing the group's banking operations pan-Africa, the United Kingdom, USA, and the UAE.

Commenting on the appointment, UBA Group Chairman, Tony Elumelu, said: "I am very pleased to announce Oliver Alawuba as the new Group Managing Director of the UBA Group. Oliver has extensive experience in Nigeria and our African network and

is well equipped to advance our pan-African and global strategy. I have no doubt that Oliver will build on the legacy of Kennedy Uzoka, who has exemplified transformational leadership by championing a customer-first philosophy; launching our twentieth operation in Africa, UBA Mali; acquiring a wholesale banking licence for UBA UK in the United Kingdom; and opening our fourth global operation, UBA Dubai, in the United Arab Emirates".

Alawuba who joined the financial institution in 1997 and served in different capacities including CEO of UBA Ghana, the CEO of UBA, Africa and most recently, as Group Deputy Managing Director said: "I am grateful for the opportunity to lead this great institution and would like to thank the UBA Group Chairman and the members of the Board of Directors for the confidence they have put in me to deliver the mandate."

Nene Obichie to Head Showmax's Sales/Marketing

By **Oghale Mafuru**



Fast-growing Marketing and Communications professional, Nene Obichie has been appointed Head of Department, Sales, and Marketing of Showmax, an online streaming platform of MultiChoice Nigeria.

The astute marketing professional while announcing this on her LinkedIn page stated that: "The end of one thing leads to the beginning of another. Last week I ended my journey with Ativo Nigeria and today I'm commencing a new

journey with MultiChoice Group where I would be leading Sales and Marketing for Showmax Nigeria.

"I'm proud of all my team and what I accomplished with Quickraiz but excited for the future of Showmax Nigeria!" she added.

Prior to joining MultiChoice, Nene Obichie was the Chief Growth Officer at Ativo Nigeria where she activated and executed the company's vision and growth strategy by exploring innovative ways to grow the business, impact, platforms, and partnerships.

In her new role at MultiChoice Nigeria, she will be responsible for developing marketing strategies for the attainment of sales objectives of Showmax.

Nene Obichie is a Marketing & Communications professional who drives profitable growth in rapidly evolving competitive, digital payment and technology environments. Her management experience spans Marketing, Sales, Brand Strategy, Corporate, and Marketing Communications, and Public Relations at several market leaders including Shell Nigeria, Zenith Bank Plc, Wakanow, Unified Payments Ltd and Multichoice Group.

Grey names Maness Global CEO

By **Zion Rufus**



and grow a legendary and celebrated agency like Grey combined with the unmatched calibre of talent from across the globe is incredibly meaningful. I look forward to building on the strong foundation of Grey's storytelling prowess and famously effective work by fuelling a culture of creativity, innovation, and continuous impact."

Global communications network Grey has announced Laura Maness as its Global Chief Executive Officer effective September 2022.

In her new capacity, Laura will play a pivotal role in talent attraction and retention through a values-led culture, emphasizing diversity, equity and inclusion while driving sustainable, responsible growth and impact worldwide.

Additionally, she will be tasked with shaping Grey's global strategy, and building on its international capabilities to bring people together across the network to prioritize employee experience and breakthrough, and high-performance work for clients.

Commenting on her new role, Maness said: "As only the sixth CEO in 105 years, the opportunity to renew, galvanize

With over two decades of proven efficiency in advertising, integrated communications, and digital, Maness has served as US Chief Growth Officer for Havas Worldwide North America and Managing Director of Havas Chicago. Before joining Havas, Laura was head of growth for FCB in San Francisco.

Mark Read, CEO of WPP, said: "Laura believes in the power of what we do to make a difference in the world, and has an impressive track record of delivering growth for agencies, their people and their clients. I'm delighted she's joining AKQA Group as Global CEO of Grey. Grey is known for outstanding creativity that produces outstanding results, and I'm sure that reputation will only grow under Laura's leadership."

AKQA appoints Adeleke as Creative Strategist

By Felicia Nwosu



AKQA, one of the world's leading marketing agencies, has appointed Adedeji Adeleke as its new Creative Strategist. In his new role, he will be responsible for developing and executing marketing plans that align with the company's overall business strategy for sustainable growth.

Before now, the creative guru held several positions with Noah's Ark, having started off as the Assistant Manager, Planning and Strategy. He played a significant role in securing major clients and also led research processes of published independent reports which were attributed to the agency. He was later elevated in the same agency as the Deputy Group Head, Planning and Strategy, a position he got through performance, and dedication.

The creative wizard rose to the position of level head, and was responsible for Planning and Strategy. and was charged with group-wide strategic leadership across, helping creatives tell better stories via relevant channels, furthering research capacity, and driving innovative frontiers.

Mr. Adeleke's experience cuts across agencies. He has functioned remarkably as Senior Digital and Media Strategist with Insight Communications Limited, as a key team member in morphing Ad tech for innovative and disruptive digital marketing. Before then, he worked as Team Lead, Digital Strategy and Analytics and Market Research Analyst with Cerebre Digital.

Mr. Adeleke has a Bachelor's degree in Sociology and Anthropology from the notable Obafemi Awolowo University. A member of the Marketing Week Mini MBA with Mark Ritson as well as other prestigious licenses and certifications

Commenting on his LinkedIn handle, the newly appointed strategist said: "Today, I join the "rockstar" strategy and planning team at Akoa London. Shout out to Jennifer Taylor Khyati Chauhan and John Bernard for making my interview process seamless, as well as Alexandra Kennedy Stacey Williams (and team) for a fantastic onboarding process. To the amazing Nicole Armstrong who was the springboard to this – agencies need more strategy leaders like you, and the world needs more people like you. Here is to new challenges, new people, new culture, and a renewed sense of ignorance that I plan to milk with the power of questions. Let's create the future, shall we?"

Sharma joins Kimberly-Clark as marketing director

By Zion Rufus

Marketing expert Neha Sharma has joined personal-care corporation Kimberly Clark as its marketing director.

Sharma who previously served as head of marketing at Kellogg Tolaram Nigeria Limited is an efficient marketing communications professional with a proven track record in revenue growth,

Laolu Thomas becomes DSTV Nigeria's PR Manager

By Felicia Nwosu



Laolu Thomas has been appointed as Public Relations Manager by DSTV Nigeria. Thomas is a professional who has impeccable track record as a result-driven Brand Strategist with experience of maximizing the awareness, sales and profitability of recognizable brands.

Her expertise spans across developing and delivering strategies for clients' new business development, marketing and communication.

She was previously the Corporate Communications & Partnerships Lead at 9Payment Service Bank (9PSB) is your one-stop fully digital bank 9 Payment Service Bank, where she was in charge of both internal and external planning and creating marketing and communications.

Laolu also handled the role of Senior Communications Manager at Pagatech Limited, after leading as Marketing Communications & Corporate Engagement at Ajuathe.

The communication strategist spent two years playing the role of Deputy Group Head Brands & Corporate PR, at CMC Connect Burson Marsteller, having honed her professional skill previously as Senior Business Executive Development & Strategy with CMC CONNECT (PERCEPTION MANAGERS) LIMITED for six years.

Through her vast experience, she has been able to coordinate 4 key agency accounts while maintaining an 80% retention rate of accounts, developing annual communications strategies that broaden programmatic visibility and reach, enhancing development goals and deepening the impact of clients' organizations.

The new DSTV image maker is an alumnus of the School of Media and Communications and also a product of Lagos state University with Bachelor of Laws.



product development, and campaign development amongst other growth activities.

At Tolaram group where she served in the capacity of brand manager, Sharma was tasked with managing P&L; designing strategy for the fighter brand; developing flavors and packaging; implementing BTL and digital activities to fight value brands; assessing competitors, pricing, and coordinating with the sales team to design trade marketing activities to fight competition.

Neha Sharma is a graduate of the University Institute of Engineering and Technology, Kurukshetra University; and a PGDM in marketing and communications from MICA, Ahmedabad.

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