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Building credible brand image through awards

Award winning is important in any sector, but for one as unique and essential as the integrated marketing communication sub-sector, every point of recognition and accolade adds to a brand's credibility and equity. Because many marketing-related industries rely on, or are complemented by awards, entering and winning awards have become part of the elements that contribute to a positive and credible brand image.

An award by any measure is a sign of excellence, an acknowledgment that professionals and peers alike agree that a certain brand or company excels in what they do. For example, awards given by the Academy Awards or the Cannes Film Festival are usually displayed by the recipients as a credible badge of honour.

In the MC industry where services are being offered to almost all sectors of the economy, including the government, clients who put their product and service brands in the hands of agencies and consultancies should be able to trust them and believe that they know what they are doing. In this regard, it is important for a brand to have the backing of an award to signify their knowledge and understanding. Meanwhile, this does not suggest that brands, agencies, companies and personalities who have not won awards are lacking in professionalism and excellence.

Awards that highlight a company as



being a great place to work, or a brand as a hallmark of innovation and advertising are as important as awards that single out a brand's know-how in a specific offering. In showcasing that a specific brand, company or personality has been awarded for their work, they stand out from others who have perhaps only won general awards. This specificity creates an expectation and indeed admiration in the consumer/customer or client, building credibility and engendering trust in the long term.

In the highly competitive and

multi-billion dollar Fast Moving Consumer Goods (FMCGs) industry, this is an outstanding and very advantageous selling point.

Specific awards attract certain brands, personalities and companies, and may help them in attracting more customers, clients and partners who appreciate and patronize their offering. To merit and receive an award, a brand, business or personality must undoubtedly strive to stand out amongst their competitors. The very fact that they have won an award of

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any kind demonstrates to customers and clients that this company goes the extra mile. Most times, awards are a by-product of a drive for general excellence. It is also not uncommon for a brand to focus more on a specific area in order to win an award and therefore sway public opinion.

The 2022 edition of the **MARKETING EDGE Brands and Advertising Excellence Awards** may have come and gone, but winners of the awards are still featuring them on their social media handles, emails, Newsletters and promotional materials. This isn't a new concept – companies have been touting their award-winning products for over a century. But the reason this is such an effective component of a holistic marketing strategy is that awards are a fundamentally limited resource. While any company can send emails, create promotions and run advertisements, relatively few can claim that they've actually been recognized by trusted third parties as among the best in their field.

In this well packaged special edition on **MARKETING EDGE Annual National Marketing Stakeholders Summit and Brands & Advertising Excellence Awards**, which also coincides with the 10th anniversary of the annual 2 in 1 event, we bring to the reading pleasure of industry stakeholders, a better, bigger and more glamorous offering.

If you're thinking that your company is too small, your brand too unknown, your personality too young, or your product too new to win an award, you're selling yourself short. Awards come in many types: industry, niche, product, city, region, nation and so on. To the astute marketer, any type of award can be used to differentiate the brand in communications. You may not have the most popular product in your industry, but if you just won an award for the most innovative and engaging website, that's news you can use. From press releases and blog posts to social media and ads, your award gives you an important differentiator from the competition – one they can't easily copy.

Awards aren't just good for a little visibility through a press release and social media post. Featuring them on the page of your website helps attract visitors who value a company that strives for excellence. And it's no secret that top-tier talent creates a high-quality product and brand. When you have a strong brand, your products inherit the positive perception.

The strategy also works well for B2C and B2B companies alike. In B2B, companies often prefer partners and vendors who have a track record of recognition for their high standards. In B2B relationships, a brand's reputation is often judged by the companies it works with, so an award-winning brand can be a major asset in business development. In a B2C setting, consumers are always looking for trust signals – why should they trust your brand and its products, especially if they haven't heard of you? Third-party recognition in the form of awards goes a long way toward building trust.

Love them or hate them awards are an incredible marketing tool for any brand or business prepared to put themselves out there. Remember, **MARKETING EDGE Annual Awards of excellence** is a credible platform to leverage your brand recognition, and as such you need to reach a maximum audience to get the best Return on Investment (ROI).

Equally important is that this very robust package does not fall short in all its regular offerings on Local and Foreign news, Features, Spotlights, etc, etc.

Happy reading!

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World's biggest brewer debuts *Flying Fish* in Nigeria



International Breweries, a proud member of AB InBev, the biggest brewer in the world has launched a new brand in Nigeria. The new brand called Flying Fish joins the portfolio of premium brands like Budweiser, Hero Lager, Trophy Lager, Trophy Stout, Castle Lite, and Grand and Beta Malts.

Speaking at the launch, Tolulope Adedeji, Marketing Director, International Breweries Plc, expressed excitement at the new flavoured alcoholic beer.

Adedeji said, "Today, we launch Flying Fish, a perfect blend of premium beer and

zesty lemon flavour into the Nigerian market to the delight of our consumers who wanted us to introduce something different to them because they know our pedigree when it comes to making premium beers that people love. Flying Fish comes at 4.5% ABV in a unique flint bottle and golden liquid which is as unexpected as the brand name. Nothing tastes like this and this is why both men and women will equally love it."

Brand Manager, Flying Fish, Ifeoma Igbokidi explained that Flying Fish will cater to the category of consumers who prefer alcoholic content beers

with a tinge of sweetness and flavour.

"We are genuinely excited about this product because we not only see its potential in terms of how well it will do in the market but also because we know Nigerians will love it just as much," Igbokidi said.

Flying Fish comes in a zesty lemon flavour that leaves the consumer feeling playful and vibrant. Some of the guests who attended the launch attested to this.

Kingsley Alfred, a consumer noted the unique taste of Flying Fish. According to him, "The taste is nothing like I have ever experienced before. I am not much of a beer drinker, however, when I tasted Flying Fish, I loved it and can already predict it will be a favourite of myself and my friends who love more flavour than the typical beers."

Another guest at the launch, Kelechi Osude had only positive words for the International Breweries team. "I can't tell you how excited I am to be here to witness this event. I have had Flying Fish, and I can confidently say that it hits all the right spots for me," she said.

of the 20 finalists was made through a rigorous process where 20 women-led SMEs and pre-seed startups were selected to advance to the public voting phase that will determine the eventual 10 beneficiaries of the Nimbus Aid Project.

"We believe by supporting these 10 women-led businesses across several sectors with advertising support; we are providing them with economic opportunities that will help them create jobs, grow the economy and impact communities." Wale Adegoke said.

Meet the 20 Nimbus Aid Project Finalists

1. The Headfort Foundation: a non-profit organisation that provides free and easy access to Justice.
2. AdireHome24: a business producing unique designs and the sale of adire.
3. Clozetsales: a Declutter Marketplace leveraging technology & social interactions.
4. Wadi: digital platform connecting African researchers to the resources to conduct groundbreaking research.
5. ReHboX: a start-up revolutionising how physiotherapy is delivered using proprietary motion analysis technology and AI-based algorithms.
6. The Good Life: a health and wellness startup promoting healthier living using natural remedies.
7. myStash: enables African businesses and earners to manage their finances and build financial safety nets leveraging modern technology
8. myMedicines, a certified online medicine ordering platform that enables last-mile access to genuine and affordable medicines across Nigeria.
9. Milky Express: Nigeria's first Lactation company, focusing on supporting new moms via three primary platforms: manufacturing, consultation, and technology.
10. HoneyPot Cravings: a registered culinary brand providing clients with individualised, healthy, delicious, high-standard meals.



20 Finalists emerge in The Nimbus Aid Project as voting commences

The top 20 finalists in the 2022 Nimbus Aid Project have been announced. The finalists are in the final phase of the Nimbus Aid Project, and winners of the N20 million will be announced on the 25th of November at an event to mark the 10th anniversary of Nimbus Media Ltd.

According to Wale Adegoke,

CEO of Nimbus Media, the 20 finalists were selected from over 500 entries following a series of screenings by industry professionals and partners of the Nimbus Aid Project, LSETF and TechCabal. He said that this next phase would allow members of the public to vote and select the eventual 10 winners.

"We are really excited about the 20 finalists selected by our judges and partners. These organisations represent some of the most impactful businesses we have come across over the last few months since we began the Nimbus Aid Project," he added.

Speaking further, Adegoke pointed out that the selection



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PR practitioners advocate role in nation-building

By **Ibidunni Banjoko**



Navigating the future of communication and national development dominated discussions at the just concluded 33rd Annual PR Leadership Lecture, organised by the Nigerian Institute of Public Relations (NIPR), Lagos State Chapter. The lecture was held at the Nigerian Institute of International Affairs (NIIA), Lagos, recently.

This year's event had the theme, "Navigating the Future: Communication and Nation Building". The annual PR Week and lecture have become part of the corporate culture of the Institute in setting agenda, building relationships with key stakeholders, and promoting

professionalism and excellence among practitioners.

In her welcome speech, Comfort Obot Nwankwo, Chairman of the Lagos Chapter, noted that Lagos State is the leading and most populated branch of the Institute accounting yearly for about 60% of public relations practitioners in the country.

"As the saying goes, he who fails to plan plans to fail. We are here because the future is the function of our actions today. The need for proper stakeholders' engagement cannot be overlooked. As public relations professionals, we are expected to re-awaken that national function required for a

greater future," she said.

"I commend Governor Babajide Sanwo-Olu for his leadership and for supporting the Institute and its members. I would like to appreciate the leadership of the NIPR too. We are not there yet, but we are going somewhere," she stated.

Hon. (Engineer) David Setonji, Chairman, House Committee on Information, Security and Strategy, who represented Honourable Mudashiru Obasa, the speaker of Lagos State House Assembly, in his keynote speech, said the issue of Public Relations is taken seriously in Lagos. He urged PR practitioners to manage communication professionally as the state needs insight from them to curb mismanagement of information.

In his good will message, Israel Jaye Opayemi, the President of the Public Relations Consultants Association of Nigeria (PRCAN), said: "There couldn't have been a better time for us to discuss a timeous topic like this. The future is not some esoteric space that is far away; the future is here. The future is already being determined around some tables nationwide,

and my challenge is: Do we as PR practitioners have a seat at the table?"

"The navigational map is already flying somewhere in Abuja, and at different state capitals across the country. Where are the public relations people?" he asked.

"It is either we are at the table bringing that together or we'll just end up as table shakers. We are just busy criticizing everything on social media, ranting daily about that future we envision in 2023 and how our expectations have not been met.

"We are the PR practitioners helping to shape the future of Lagos as far as legislation of good governance and welfare of people is concerned; other professionals have found their ways to the table. Let's not think the future we are talking about is far, the future is here," he said.

Sina Thorpe, Council member (NIPR) and immediate past Permanent Secretary, Lagos Ministry of Information and Strategy, advised PR practitioners to stop agonising and start organising.

"Without organising ourselves, nobody will take us seriously.

"There are issues that bother on state policy that the practitioners need to make inputs. What has been the position paper from the NIPR body when it comes to issues related to governance? It can only be rocket science if we don't position ourselves properly," he said.

20 Finalists emerge in The Nimbus Aid Project as voting commences

11. Emergency Response Africa: a health tech company transforming emergency management

12. Helpa: a healthcare financing platform that allows public fundraising for medical expenses.

13. Healthtracka: a health-tech start-up making medical diagnostics accessible and convenient with at-home lab testing via its consumer platform, API, and doctor's portal.

14. Market Doctors: provides affordable and accessible basic healthcare to

Nigerians in the informal sector, rural areas and slums who cannot access or afford quality healthcare.

15. Legal X: a company that connects lawyers and clients by providing clients with access to affordable and niche-based legal services.

16. Reposebay: an HR consulting firm that provides human resource management software as a service (SaaS)

17. SJ Recycling: a company producing innovative, high-quality furniture by recycling used tyres into functional pieces that add

aesthetic beauty to any living space.

18. Yemmies Chocolates: a producer of Premium Chocolates with a range of chocolate products that are luxurious and yet affordable

19. Gift Pixels Studios: a corporate photography studio.

20. Baitus Foods: a food company dedicated to processing grain food for health-conscious persons.

According to Wale Adegoke, members of the public can visit www.nimbus.com.ng/vote to vote and ensure their favourite businesses win.

A corporate social initiative of Nimbus Media Ltd, the Nimbus Aid Project supports eligible businesses making an impact in their communities with N2 million in advertising on Nimbus Media advertising screens across Nigeria.

Formerly called "Nominate a Charity", since its inception in 2016, the project has focused on providing impactful organisations with advertising support to meet their growth objectives.

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ARCON mandate on social media misconstrued - Fadolapo



By Oghale Mafuru

Dr. Olalekan Fadolapo, Director General, Advertising Regulatory Council of Nigeria (ARCON), has reiterated that the regulatory body is not mandated to regulate social media, but all forms of marketing communication and advertisements across the platforms.

The Director General, who disclosed that the regulatory body has commenced talks with the owners of the main

digital platforms, stated that It is outside of the remit of the apex regulatory body to regulate social media.

“We are not regulating social media. We are regulating advertising, advertisement, and marketing communications on social media. That is our remit. Our remit does not cover the whole social media. Social media is a medium or platform. The House of Reps sometime this year, passed a resolution requesting the

former APCON to ensure they put up a framework to regulate advertising, advertisement, and marketing communication on social media.

“When our law was passed, it was the key element. So, what we did was write to all the primary digital platform owners. The ones that responded, we are talking to them,” he said.

The advertising regulator, who decried the unethical forms of advertising in the

social media space, noted: “There must be sanity in the social media advertising space. All kinds of advertising that normally won’t be allowed into the traditional media finds its way to social media.”

Recall that ARCON recently announced the introduction of a new law that aims to reposition the advertising ecosystem by ensuring strict adherence to ethical standards and tenets of advertising.

Airtel ‘Esther’ campaign ranks most engaging campaign in Africa

By Ibidunni Banjoko

Airtel Nigeria’s professional campaign titled ‘Esther’ has been ranked the most engaging campaign in Africa. The film medium campaign, created by Noah’s Ark, was announced by Twitter a few weeks after it was released in October, 2022.

Tagged ‘The Important Things in Life Are Powered by Data’, the emotional commercial, which uses the creative device of misdirection and rides on a moving piece of music, was said to have garnered 2.1 million views on Twitter, 1.3 million views on Instagram, and 1.4 million views on YouTube.

Known for demonstrating innovation in its storytelling and further connecting with its teeming subscribers, the ‘Esther’ campaign plays up how important the role of data is in helping individuals and families to seamlessly accomplish the truly important things in their lives.

Commenting on the campaign, Noah’s Ark, the creative agency said: “The

concept behind the campaign is to follow the philosophy that data is life and important for communication. This campaign is saying that no matter your status you can consider data for communication. Economically you will find out that inflation is increasing over time and everything is expensive – data is also expensive, but no matter how expensive data can be people will always make data a priority.”

“Covid-19 also has made data inevitable. As of December 2019, data users were 10 million, but by April 2022, they hit 300 million users. During the pandemic, a lot of people migrated to Zoom for meetings, and Netflix became a must-watch for people. There is nowhere you fit into where you won’t have to use data for one or two things, and even football fans use data to get updated,” the agency added.

While flipping through people’s comments on Instagram, Tokunbos and more said: “It’s such an intelligent, simple, and beautiful

ad.... honestly the person behind this ad is super good.”

Nne.-. – said: “This has to be the best advert of the year.”

Art_sophiaclement said: “Whoever made this ad should be treasured.”

michellejose said: “Whoever writes adverts for Airtel should keep getting promoted year-in-year-out... The team is so good with storyline.”

Love.welle said: “Best advert ever.”

Air_star_gold said: “I keep watching over and over again... Esther.”

On Twitter, Silva Ndidi Kayode said: “This is one of my best adverts yet this year. It drove me to tears of joy each time I watched it. Thank you guys for this gift.”

Donald Summer said: “This is remarkably the best and emotional advert I have seen so far.”

RayRay said: “I love your ads... the intentionality, everything is beautiful.”

Temi said: “I love this advert You guys have the best advert.”

On Youtube, Kamaldeen Hamza said: “This is extremely beautiful and I am short of words. She is deaf but not short of words. She is smart even when she can’t vocally convey information like others. I don’t usually comment, but I have to do this, this time. Thanks, @Airtel for being socially inclusive.”

Fusky27 said: “Wow, Airtel has the best adverts but this one here really touched me.... great advert as usual.”

Basil Ngozi said: “It’s quite encouraging and interesting as it’s mind-joggling”.

According to Airtel Nigeria’s tagline, “Even when words fail, data always comes through to keep us connected with our loved ones”.





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Experts canvass collaboration to drive innovation at Nimbus@10 Symposium

By Felicia Nwosu

As technological advances continue to move at breakneck speed, experts in the marketing communications space have canvassed for collaboration as key enabler that will drive innovation in the new era of digital disruption to create meaningful experience for consumers and value propositions for clients.

This formed the focal point by both the keynote speaker and panel of discussants at the Nimbus Media 10th Anniversary Symposium themed: Nimbus 10 years of Innovative Advertising Solutions: The Way Forward," held at the notable Harbour Point Event on 25 November, 2022. The event was hosted by Oghale Mafuru, MARKETING EDGE ONTV anchor.

The keynote speaker, Promise Oduh, Associate Director, MediaReach OMD, Nigeria, opened the conversation with a focus on "How technology will shape the Nigeria OOH." He shared some insightful lessons for practitioners to understand that out-of-home is the cornerstone that bridges the gap between online and offline retail and advised them to see OOH beyond billboards or mere portrayal of an opportunity to see only. He alluded that it should move to location-filled experience even though brands are not aware of experience but return of investment.

Oduh emphasized the need for OOH professionals to embrace emerging technologies through the use of omnichannel, programmatic and location-based target.

"Therefore, driving an effective reach because it is not just about awareness, it is not just about driving commercial that is on air when someone is passing, or a billboard or LED message that he sees, but at what extent are you actually catching the attention of consumer. Driving attentive reach in today's elusive



L-R: Osagie Alonge – Director of Marketing at Kippa; Rilwan Ajiferuke – GM, Plural Media & Tech Limited; Oyindamola Fakile – Creative Director, Nitro 121; Wale Adegoke – CEO, Nimbus Media Limited; David Akharume – Executive Chairman of Troydoes Nigeria Limited; Ayoola Ogunyomi – Head of Media/ Marketing at Patricia and Promise Oduh – Associate Director, MediaReach OMD Nigeria during the Nimbus @ 10 Symposium.

market requires omnichannel marketing, it is a seamless integrated branding and messages across online and offline touchpoints enabling a more impactful consumer. That is what omnichannel seems to solve."

The MediaReach Associate Director stated the need to move from site location to billboard format selection, from point of interest planning to ecosystem audience planning to ensure that OOH is not planning in isolation. Instead, it is building messages that are meeting the touch-points of consumers.

The digital leader called on OOH professionals to consolidate technology, innovation and creativity with collaboration.

"New models thrive on partnership and consumer centric utilitarian idea, being empathic. Go beyond billboards to serving as a shade by impacting lives and adding value to consumers. It should be a call to action in providing value as well as embrace partnership to drive growth."

The panel session on the other hand took a look at how technology will shape the Nigeria OOH. Ayoola Ogunyomi, Head of Media/ Marketing at Patricia, averred that he once read online "the birth of the new media, the death of traditional media"

but over time we have seen sync between both media. He said brands must identify their campaign or brand goals and optimize for the consumer/ users and be data-driven as outdoor advertising efforts present a huge opportunity for advertisers.

Ayoola noted that there is a missing link which has not existed within the OOH sector which he would love to see being achieved in the OOH subsector.

"I think the future of OOH is real-time for me, the use of audience interaction to increase engagement, take a Data Driven Approach to Outdoor Advertising Using pDOOH.

I remember we worked on Heineken campaign, and that infused tech and traditional media coming together and the result was highly commendable. But I remember we tried to do real-time billboard at the 3rd mainland and have users tweet real time and see come alive.

I think that real-time data is very important because it gives the brand team an idea of their metrics, conversion and or ROI and the customer a wow experience or opportunity to engage with the brand".

David Akharume, Executive Chairman of Troydoes Nigeria Limited said innovation births disruption, adding that traditional media will continue to be in existence.

"You need to innovate even with static. Printing will be there but voluminous will not be there. To disrupt a whole industry, you need to do it will others to step over the hurdles in terms of collaboration."

Oyindamola Fakile, Creative Director, Nitro 121, revealed that the shape of the creative mind has really evolved. According her, it is one thing to come up with a 360 campaign, so she like to see empathy in it.

While Rilwan Ajiferuke, General Manager, Plural Media & Tech. Limited urged industries to leverage technology while noting some of the challenges.

"To stay ahead of the curve for new trend, we must think more first for the consumer and the clients. What we need more in this environment is collaboration, it has gone beyond I am a media planner. How much is digital penetration, then there is the challenge of infrastructure, which makes it difficult to domesticate some of the new ideas but we can improvise."

NB records 27% revenue growth in Q3 2022 amid cost challenge

By Ibidunni Banjoko

The foremost brewing company in Nigeria, Nigerian Breweries Plc, has announced revenue of N393.336 billion for the third quarter that ended 30th September 2022. The figure represents an increase of 27.2



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percent from N309.22 billion recorded in the corresponding period in 2021.

The Nigerian Breweries stated this in a statement signed by Uaboi Agbebaku, the Company Secretary/Legal Director, noted that revenue growth in the quarter was driven by pricing, and was offset by higher input costs arising from an increased rate of inflation and higher energy costs.

Analysis of the results revealed that the cost of sales rose significantly by 20.2 per cent from N198.75 billion in 2021 to N238.92 billion during the period under review in 2022. Marketing, Distribution, and Administration expenses also grew by 40.1 per cent, from N86.33 billion in 2021 to N120.95 billion in 2022.

Apart from volume and cost challenges that negatively affected business performance in Q3 of 2022, there was increased pressure on consumer disposable income as well as heavy rains and flooding. Nevertheless, the company performed relatively well in the period led by a strong premium portfolio of Heineken, Tiger, and Desperados.

Despite the volume and cost challenges in the third quarter, the strong performance recorded in the first half of the year ensured that operating profit grew by 44 percent while Profit After Tax went up 80 percent. The Board has therefore announced an interim dividend of N3.29 billion payable to shareholders at 40kobo each per ordinary share of 50 kobo.

While being cautious about the development of input costs and consumer demand in the remaining period of 2022, the statement assured stakeholders that the Company is well-positioned to take advantage of any upswing in the market and maintain its leadership position.

Survival of Nigeria's ad industry now depends on creativity

By Zion Rufus



There is now an urgent need for agencies in Nigeria's marketing communications industry to evolve beyond what has been tagged a "stereotypic" and "traditional" agency structure as industry professionals have averred that a monumental stagnancy is hitting the industry.

This notion, which also comes on the premise of the latest "japa syndrome" (the migration of talents to greener climes), and the increased shift of creatives to the tech space, has begged the industry to revisit the conversation on the importance of creativity and collaboration.

Lanre Adisa, chief creative officer and MD of Noah's Ark Communications who spoke at the press conference for the 17th LAIF Awards shared: "For us it is about taking the lead and being the advocates of creativity. Like someone said somewhere, we are moving from the creative business module to the creator economy, because it is no more about me doing 60 seconds commercial for anything; some young kids out there will just

do a bit of content that will go viral in no time. Now, the question is, do we want to see this as a threat to our industry? Or do we want to collaborate with the people in those spaces?"

For almost a decade, ad agencies have constantly been faced with the threat of finding themselves falling further into irrelevance owing to continuous evolution in the marketing and advertising technology landscape, arrival of new technologies, changes in consumer preferences, stiff competition, lack of collaboration, and low productivity.

Again, industry professionals are reemphasizing the need for advertising agencies to become drivers of inventiveness and cooperation.

Adisa continued: "It is also good to know that one of the things that came out of COVID is the elasticity of ideas, and the relevance of ideas in today's world. The world needed some kind of cheering up and the only way to sustain LAIF as it were during the COVID years came

from people being creative one way or the other. So for us, what came out of it was that the frontiers of creativity as we know it has been evolving, and keeps evolving, and that is what we are taking recognition of this year to say 'this is not just about ourselves, patting ourselves on the back and say we have done well'; it is also recognizing that there are other people in this space."

Addressing the need for agencies to evolve beyond the way businesses are currently being run in an earlier submission on the migration of talents to the tech space, Frankline Ozekhome advised: "Let's bring the uberification model to marketing and advertising services. That's how we transform, lead change and growth, as well as harness technology to digitalise our services and put into place a 24 hour mechanism that connects the agency to clients, and clients to consumers."

Marketers are losing sleep searching for newer ways of circumnavigating this seemingly endless loop of ideation to development to management and execution. They want to be able to respond real-time to trends and consumerism, as well as to better connect and engage with consumers."

"If agencies were to borrow the design thinking mindset of startups that focus on product development, prototyping, testing, iteration and launch to market at speed, then we become better prepared to developing creative marketing solutions that actually resolve mitigating problems beyond brand awareness, perception and conversations" ♦

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Winning brands display **MARKETING EDGE** awards with pride

By Felicia Nwosu



Outstanding brands that emerged winners at the recently concluded 2022 MARKETING EDGE Annual Stakeholders Summit and Awards of Excellence are creating enviable nostalgia and endorsement over the prestigious recognition bestowed on them by the industry biggest awards show. The winners are celebrating their achievements and recognitions on various social media platforms, showcasing the beautiful inscription on their awards with pride and sense of admiration.

In no particular order, MARKETING EDGE selected and featured some of the appreciative expressions made by the awardees on their various social media platforms.

Poke Media

This fast rising creative agency was recognised as the

Fastest Growing Marketing & Creative Agency of the Year. In expressing this milestone seal on its brand, the agency said: “Firstly, we set out to build our creative competence and in our next chapter we focused on growth. It’s fantastic to see that our strategy is getting noticed – kudos to everyone helping us to tell our story at Poke Ltd.”

Scout Media

The MARKETING EDGE Awards searchlight, when rotated, beamed on this young agency as the Outstanding Young Media Agency of the Year.

Appreciating the recognition, Scout Media modestly said: “Winning once can be a fluke; winning twice proves you’re the best. We won the Outstanding Young Media Agency of the Year for the second time in a row at the 2022 edition of

the MARKETING EDGE Stakeholders Summit and Awards of Excellence. We are Young, Outstanding and we are getting it!”

FairMoney

This leading fintech brand is making waves in its space and it is already rocking its award on various social media platforms. While appreciating the organisers, FairMoney said: “This award and recognition is well appreciated, and more importantly, it serves as a testament to our efforts and performance in providing seamless financial services to everyday people, while staying true to our vision of building the digital bank for the next 2 billion and closing the financial inclusion gap in emerging markets.”

First Katalyst Marketing Limited

This leading experiential marketing agency whose vision is to register its presence across the African continent is gradually moving closer to its dream by distinguishing itself in various remarkable feats. It bagged the Experiential Marketing Agency of the Decade. Expressing this on its Instagram platform, the agency said: “Another win for us at First Katalyst; to God be the glory. Thank you MARKETING EDGE.”

Brainbox

The name of this agency has truly played out in all its undertakings and operations in the industry as it shined brightly at the just concluded MARKETING EDGE Awards by emerging as an Outstanding Experiential Marketing Agency of the Year. The elated agency while expressing its joy said: “Congratulations to the team for winning Outstanding Experiential Marketing Agency of the Year.”

GDM

The experiential leader in innovative ideas was bestowed as the pioneer receiver of the award category of Outstanding Communications Industry Initiative of the Year, which it reacted and said: “The vision is clearer than ever, to set the pace for marketing and media innovation in Nigeria, and getting recognition from industry thought leaders and stakeholders is a sign that we are on the right track. Here is to the vision of MarkHack becoming bigger than the visioners. MarkHack 2.0 is



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Leadway Pensure

Leadway Pensure, a legacy company whose priority focuses on consumer's future well-being, was honoured as the Innovative Pension Fund Administrator of the Decade Award. Leadway has proudly displayed the award on its Facebook platform and this has attracted about 15,000 likes.

Commenting on the recognition, the company said: “Congrats to us for winning the Innovative Pension Fund Administrator of the Decade Award.”

X3M Ideas

For this agency, it has been a year of celebrating the number '10' in the creative journey. It has continuously stood out by distinguishing itself with extraordinary recognitions. At this year's edition of the MARKETING EDGE Awards, it was named the Agency of the Decade.

X3M Ideas, who recently marked its 10th anniversary also expanded its footprint to the Middle East and three African countries, said it is a season of endless celebration

“Marked 10 years in the ad game and was crowned Agency of the Decade in our 19th year. We can't think of a better way to celebrate this year and we are so proud of ourselves.”

The MARKETING EDGE Annual Awards of Excellence, no doubt, has come a long way, having clocked a decade. The renowned advertising platform within its 10 years of promoting the brand idea has naturally become an annual tradition to be reckoned with among key players in the marketing communication industry and other sectors of the economy. Its huge impact in the industry has endeared many to it as it keeps celebrating the achievements of truly remarkable people.♦

Experts task IMC practitioners on tech at MARKETING EDGE Summit 2022



Marketing communication experts who featured as Guest Speakers and panelists at the just concluded Annual Stakeholders Summit 2022, organised by MARKETING EDGE, Nigeria's foremost brand and marketing publication, have called on industry practitioners and stakeholders to fully leverage advancements in technology, not just for better storytelling, improved brand experiences for the consumer, or for innovation sake, but as a collective mandate to future-proof their business.

The summit is a hybrid event that has become a corporate part of MARKETING EDGE's culture and commitment to promote the brand idea and contribute to the knowledge and information industry. This year's summit, which had the theme: “Technological

Explosion in the Digital Age: Imperative for the Marketing Communications Industry”, witnessed the convergence of marketing communication industry professionals from different parts of the world.

In his opening speech, John Ajayi, Convener of the summit and Publisher of MARKETING EDGE publication, noted that, understanding new developments, which have influenced marketing communication in the digital age, is the only way to create relationships, strengthen the effectiveness of brand building, and allow industry practitioners to share knowledge and help businesses to grow and prosper.

According to him, MARKETING EDGE specifically initiated the summit as a way of inspiring, exciting and igniting passion in the industry while stimulating positive and healthy

competition amongst players and gladiators in the Nigerian marketing ecosystem.

“Technologies such as the internet, mobile phones, social media, Artificial Intelligence, Augmented Reality, and now metaverse are greatly impacting the way brands communicate with prospective customers. These new forms of communication are changing the marketing communication landscape and the type of messaging strategy brands use. Many of the consumers and business professionals seek information and connect with other people and businesses from their technological devices.

“In a nutshell, the business of brand management and the management of brand business are changing and will keep on changing undoubtedly. The major part which cannot be denied or neglected is the emergence of technology as



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a new branch of marketing communication which is known as digital. Marketing communication today and in the past ten years has seen a significant change and that change is technology," he said.

In his brilliant presentation, Emeka Okeke, Founder/ Managing Partner & Group Executive Officer, MediaFuse Dentsu International (Nigeria), noted that data privacy is currently the most important policy that marketers must consider, warning that the use of Personally Identifiable Information (PII) without originators' consent could wipe out entire businesses.

"From July 2023, we will enter a world without third-party cookies – a seismic shift that will have far reaching implications for marketing. Is not as if we have not been having data, but the amount of data we have today requires that we do more from a brand and marketing point of view.

"Where will marketing be when third party cookies are finally phased out in 2023? The biggest challenge we have in the Nigerian marketing communication industry is that we don't restrain ourselves. If we don't reinvent and realign ourselves, we would be out of business. You can't earn the respect of your client if you don't invest in yourself," he said.

Restating that the print media platforms have moved from serving yesterday's news to disseminating news on-the-go, Mr. Okeke averred that technology through social media has revolutionized the entire marketing space as brands have no choice but to key into the new media platforms if they must remain relevant.

"On content creation, the power to create has been democratized because technology is giving us endless supplies. Stop wasting your time buying those big machines. With TikTok, people are sending out massive video content out there every second," the agency boss said.

In her presentation, Tolulope Adedeji, a global marketing leader and Marketing Director of AB InBev, West Africa, noted that Nigeria is still scratching the surface when it comes to technology and marketing insights.

"Tech is changing the world rapidly; so we have to change our orientation as marketing professionals or else, we would be stuck in the past," she said.

Citing the Hero lager beer Igba Boi campaign targeted at Igbo apprentices who are on the verge of attaining independence through mentorship, seed capital grant, and business advisory, Adedeji said: "If the initiative could generate 1.5 million votes on YouTube alone, imagine what

will happen when we take it across all platforms."

Preetesh Sewraj, the Chief Executive Officer of the Lorries Award, who made his presentation virtually from South Africa, posited that technology really should be about how practitioners apply the human spirit and how they engage in marketing brands to consumers.

"As marketers, our tech strategy should be multidimensional if we must carry every demographic along without leaving any generation of consumers behind," Sewraj said.

Giving the closing remarks, Ralph Tathagata, Managing/Executive Editor, MARKETING EDGE, expressed his deep gratitude

and appreciation to the distinguished guest speakers, panelists and to the wonderful and brilliant attendees from all walks of life.

"I would like to take this opportunity to express to the marketing communication industry, in and outside Nigeria, our sincere thanks for their support and active participation. It is our intention and duty to disseminate as soon as possible knowledge and insights shared at this 2022 Stakeholders Summit

"In order to report on the outcome and to place before our esteemed audience the results we achieved in this meeting. We promise to continue the industry conversation beyond this space," he said. ♦

Budweiser FIFA World Cup campaign features Nigeria

By Oghale Mafuru

Ahead of the FIFA World Cup billed to hold in Qatar, Budweiser, a brand from the stable of the world's leading brewer, AB InBev has debuted its FIFA World Cup campaign featuring three international football icons and some fans flying the Nigerian flags.

The campaign which launched globally featured Lionel Messi, Neymar Junior, Raheem Sterling, and a diverse group of fans making their way through the player's tunnel toward the FIFA World Cup pitch.

Commenting on this, Tolulope Adedeji, Marketing Director AB InBev stated that "For the first time in the history of Budweiser which is a global brand, we got Nigeria featured in a global Budweiser film. That is huge. You will typically see Budweiser global ads airing in China, America, and everywhere showing foreign

arts but with leadership, local representation, and my team pushing to say we are part of the global village, why can't Nigeria be in a global ad that will air in the US? If you can consume US models and Asian models, why can't you consume African models?

"It is a huge moment as Budweiser, the King of Beers debuts THE Global FIFA World Cup campaign reminding us that the world is ours to take! Budweiser's global campaign features Naija globally for the first time! Can you spot that Green white Green?

"Before footballers walk into greatness, they pass through "The Tunnel". But

right after the tunnel, greatness awaits. Naija, greatness awaits, she added.

The Marketing Director also revealed that Budweiser is also releasing a line of limited-edition cans featuring QR codes to enable fans to win prizes including match tickets and entry into Budweiser-hosted watch parties around the world.

Budweiser plans to promote its recent alcohol-free lager at the upcoming soccer World Cup in Qatar, balancing its role as the official beer of the event with the strict regulations on the sale and consumption of alcohol in the predominantly Muslim host nation. ♦



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Admen advocate technology for low budget, effective campaigns

By Felicia Nwosu

The transformative impact of technology being witnessed globally should be geared towards ensuring and creating more consumer-centric benefits and also helping brands to achieve memorable campaigns derived from lower budgets.

The above position formed the crux of presentations made by experts at the recently concluded MARKETING EDGE Annual Stakeholders Summit, a hybrid event that was held at the Harbor Point event centre, Victoria Island, Lagos. They cautioned that, as the digital revolution is sweeping globally across board, brands must ensure that consumers remain the pulse and centre of every digital journey.

The prestigious summit, which had the theme, “Technological explosion in a Digital Age: Imperatives for Marketing Communications Industry”, witnessed the presence of notable personalities in the marketing communications industry and across other sectors of the Nigerian economy.

Preetesh Sewraj, the Chief Executive Officer of the Lorries Award, who featured virtually during the summit, urged digital creators to be mindful not to create digital drama in the lives of customers with unimportant content. He advised that technology should be leveraged to deliver campaigns with focus on consumer’s benefits.

“Are you creating a digital campaign or digital



experience? The space we are now, everybody is focusing on campaigns, but consumers don’t care about digital campaigns. They care about what experience they are going to have as they interact with brands on digital platforms. Is it going to give them a rewarding experience? You don’t need to create digital drama in the lives of your customers. Always ask yourself if what you are doing is really focusing on the benefit of the customers,” he said.

The marketing communications expert pointed out that brands must understand how to choose the right solution and how to tailor them to the specific benefits of consumers. He advised them to see the imperative of digital disruption beyond competition but instead cultivate deeper relationships that are accelerated and propelled by leveraging digital technology to enable consumers to enjoy the benefits of the digital

explosion.

“One of the things that we keep forgetting is that technology has been part of our existence. If we look at the history of human society in this exact region as soon as they invented the wheel, you tend to find out that they were able to do exactly what they were doing but in a much faster way. Technology should be how to amplify and enhance the human experience, and the marketing communications industry should ensure that new technology advancements are used to amplify the human connection between brands and consumers,” he said.

Meanwhile, Idu Raphael, Chief Executive officer and Chief Creative Officer of Poke Media Ltd., said technology is changing at the same rate with marketing communications. He revealed that lots of brands these days are waking up to the fact that technology is a disruptive force and a strong element that can help in

running cheaper, affordable, effective and efficient adspend that is supported by a lower budget with transformative impact.

“We see this because the trend is showing it, if you look at places like China and what they are doing and how

that is changing e-commerce. While brands try to tell more authentic stories, its impact is incomparable with print campaigns. Brands should begin to find ways to be more authentic and find alternative options in platforms that will afford them a lower budget. Brands should be looking at reducing adspend by leveraging cheaper platforms or using influencers who already had a platform to avoid unnecessary expenses in order to create a campaign with a low budget,” he said.

Idu said the acceleration and disruption brought about by technology through the intervention of Artificial Intelligence and other technological disruption have tremendously transformed the entire industry with a faster and smarter approach to execution. ♦

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Winning political campaigns must be data, research-driven – *Opayemi*

By Felicia Nwosu

Israel Opayemi, Managing Director and Chief Executive Officer of Chain Reactions Limited, has said that every winning political campaign strategy must be data and research-driven to enable it to accomplish its goal in touching the electorate's pain and need points. He stated this on Brands and You with Benjamin Okoh.

The Chain Reactions boss said thorough research into electorate's insights will help in delivering the right thrust for the campaign messages and that this will impact significantly in the life of the voters. He reaffirmed that propaganda has no place in winning elections.

"The starting point of winning political strategy is through research. Propaganda has no place in winning elections. If it takes you there, it cannot keep you there. Research reveals or tells you

the top priorities of issues that matter to the electorates, what are the pain points of the electorates, and how to develop your policies. It takes into account all of the things that we think about in the world of strategic communication. Who are we talking to, what is our message, how do we reach these people with our message? It takes into account even the most rudimentary theory of communication which is the RACE formula that talks about research, action, communication and evaluation," he said.

The PRCAN president suggested that, for political parties not to short-change the electorates, and also to help them make informed decisions, they need to engage professionals who have skillfully honed their craft in the field of political



marketing communications under the rudiments of political campaign.

"A campaign should have experts and specialists that their opinions carry weight. You must be a professional who understands that the electorate must be involved, the political party, political candidate and then the media. It is a distinct strategic marketing communications. It is a nuanced discipline of strategic communication; so the earlier those on the agency

side and the practitioners understand this, the better for the nation and the electorate. They need to understand that this is a speciality; political communications has emerged as a special branch of strategic communication itself," he said.

Mr. Opayemi noted that as the 2023 general elections gather momentum, people-centric political parties ought to have commenced their campaign research processes for deeper understanding of the electorate and mutual connection, while adding that the procedure is not a one-size-fits-all.

"This is why I will be embarrassed if by now any of the political parties has not commissioned research, because that is the fundamental strategy development of everything. If you are running in this election, by now, you should have a demographic and psychographic breakdown of your registered voters, because media buying is now a scientific process. It is not all about slogans. There is a difference between slogan and message," he stated. ♦

Brands need to collaborate with agencies, tech companies – *Elatuyi*

By Abimbola Mohammed

Agencies and brands need to co-create because nobody is an embodiment of knowledge and information. Brands need to collaborate with agencies and tech companies to be able to inform and convince their consumers.

The above assertion was made by Dr. Omotola Bamigbaiye Elatuyi, Marketing Director, Sub-Saharan Africa for Pladis Global, at the 2022 MARKETING EDGE Summit and Awards with the theme: "Technological Explosion in the Digital Age: Imperatives for the Marketing Communications Industry".

The prestigious event was held at Harbor Point event

center in Victoria Island, Lagos for the in-person attendance while also streamed live on MARKETING EDGE YouTube page with over a thousand participants.

Dr. Elatuyi, while speaking on collaboration, said: "I feel like if you are not co-creating you are in a world of your own because nobody is an embodiment of the information and knowledge. You will definitely need the agency and someone in the technology space to direct your activities because technology today gives us all the insight that we need. It enables us to personalize our activities.

"It also enables us to better integrate the choices that we have because at the end of the day today's consumer

is looking into something specifically made for them, they want to be spoken to on whatever platform they want to feel special, they want the brand to recognize them."

She added that without collaboration, supports from digital agencies, many brands wouldn't have survived.

While speaking about influencers and their impact on brand engagement she said often time using influencers don't necessarily generate the kind of information and data needed by brands to convince clients to buy.

"Looking at the way we use influencers today, they have millions of followers but not much engagement, the level of engagement is very important because it enables you know

how your consumers relate with you, what they are saying about you, how they like your brand, when they consume your brand, that level of data and insight can help look inward and better strategy and better reorient your activities such that the consumer needs are really met."

Dr. Elatuyi added that the principle of marketing hasn't changed, it has only been enhanced with technology but the digital advancement must answer two things which are to inform and convince because without that there will still be struggles.

She advised that both brands and agencies should embrace tech: "With the level of advancement, and new things coming up every day, I think technology is something we all need to embrace because it enables us better skills and personalization, without agencies brands will not be able to do much. ♦"



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10 BIGGEST THREATS TO THE FUTURE OF ADVERTISING AGENCIES IN NIGERIA

By **Zion Rufus**



Evolution of social media and the internet as we know it has transformed marketing, putting the modern marketing landscape into perspective, and exposing the vulnerability of the current ad agency model, traditional marketers, media, and agencies.

What's more, the arrival of new

technologies and 2020's pandemic also resulted in the adaptation of a "new normal", heralding a disruption in the way brands worked.

Other disruptions also include media fragmentation, decline in traditional ad spending, massive shift to streaming platforms, increase in the use of ad blockers, and the arrival of new players

such as social and digital platforms and software companies focused on data driven marketing, who have been identified as clear winners.

MASSIVE TALENT MIGRATION, GREAT RESIGNATION

The ad industry is suffering a huge talent migration as creative minds are now working outside of big agencies as freelancers or starting their own agencies. Agencies are losing talent for quite a number of reasons such as "greener pastures" as a result of the pandemic which accelerated talent drain in the ad industry as employees sought better pay packages, work-life balance, and growth opportunities. In the post-pandemic era, preserving talent emerged as one of the key challenges for advertising agencies.

EXISTING AD AGENCY MODEL HAS TO CHANGE

The biggest threat to the ad agency model is without a doubt, the model



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itself. The Nigerian advertising industry is currently permeated with inconsistent methodologies and processes, talent drain, high aversion to risks, amalgamation of acquisitions, as well as rinse and repeat hirings from across the industry, and is now required to adopt more comprehensive and better integrated models.

RISE OF GEN Z AGENCIES

As the advertising business became increasingly more nuanced and fragmented, the industry saw a rise in the level of specialization resulting in an increased number of agencies with highly concentrated service offerings. Led by millenials and Gen Zs, these new generations of creators are all in one; doing pretty much everything ad agencies used to, including branding, viral hits, social content, influencer marketing, real-time engagement, and high quality contents at shorter periods, and cheaper budgets.

These Gen Zs are also structured as traditional agencies, with the same kind of roles (Creatives, Creative Directors, Account Managers, Strategists and others), they position themselves as a relevant, efficient way to connect with their generation, which brands are desperately chasing.

ELIMINATION OF AGENCIES AS INTERMEDIARIES

Among many other trends, influencer marketing became the buzzword, and its growth over the past few years has been remarkable. An increasing number of brands shifted to Instagram celebrities and social media influencers on other platforms for content creation, cutting their ad agencies out of the process.

The situation peaked during the COVID pandemic when brands began to turn to influencers for content creation instead of production agencies.

REMOTE WORKING

Prior to the pandemic, the concept of remote/hybrid working was a myth. However, after the pandemic, employees don't even want to find themselves confined to the four walls of an office space. After more than two years of working remotely, ad industry employees say they have developed their own varied expectations about how best to spend their time, grown more productive, and grown accustomed to a better quality and

balance of life and work. Meanwhile, a lot of agencies have invested small fortunes in purchasing, leasing and refurbishing their office spaces. If staff do not return to the office, C-suite executives will have to eat the huge expensive costs of their office buildings.

IN-HOUSING

The rise of in-housing is also a notable threat to the existence of agencies. Big names like Budweiser, Disney, H&M, LG, Lego, Marks & Spencer, Neutrogena, and PepsiCo now have their own internal agencies. A recent report from the World Federation of Advertisers (WFA) and The Observatory International revealed that creative in-housing has risen to 57% among multinational companies. Currently, more and more businesses are turning to inhouse

functions (i.e. broadcast production, digital production, programmatic trading, trafficking, etc.) according to MarketingMath.

DEARTH OF THIRD PARTY COOKIES

The proposed elimination of third party cookies is also a notable challenge for advertising agencies. On its part, Apple's ad changes wiped \$142 billion off Snap, Facebook, YouTube and other online ad giants. The tech giant introduced its App Tracking Transparency policy in April, which forced apps to ask for permission before they tracked the behaviour of users to serve them personalised ads. Most users have opted out, leaving advertisers in the dark about how to target them. Advertisers have responded by cutting back their

THE BIGGEST THREAT TO THE AD AGENCY MODEL IS WITHOUT A DOUBT, THE MODEL ITSELF. THE NIGERIAN ADVERTISING INDUSTRY IS CURRENTLY PERMEATED WITH INCONSISTENT METHODOLOGIES AND PROCESSES, TALENT DRAIN, HIGH AVERSION TO RISKS, AMALGAMATION OF ACQUISITIONS, AS WELL AS RINSE AND REPEAT HIRINGS FROM ACROSS THE INDUSTRY, AND IS NOW REQUIRED TO ADOPT MORE COMPREHENSIVE AND BETTER INTEGRATED MODELS.

marketing. The report also found that 30% of respondents reported that cost efficiency was one of the main driving factors for going inhouse. Similarly, 64% felt that in-housing resulted in better integration and 59% also felt that going inhouse resulted in better brand knowledge.

CONSOLIDATION OF AGENCY RELATIONSHIPS

Collaboration between agencies and having dedicated teams are two attributes that are more and more valued by clients when it comes to their agency relationship. Going forward, agency holding companies will have to "right-size" their brand portfolios, combining and or shedding redundant service providers, consolidating agency brands and developing "centers of excellence" to gain scale efficiencies and improve client delivery within key

spending at Snap, Facebook, Twitter and YouTube.

EMERGENCE OF AUTOMATION

The single biggest threat to the agency model is by far automation. Natural language processing and algorithm-powered cloud technology platforms are making artificial intelligence a real threat to the agency model. Ads that write, place, design, and optimize themselves according to predictive behaviors of consumers are making all the laggard agencies extinct. This isn't just going to be ads. It's going to be emails, customer service, and the way entire brands are run, according to SEM/PPC analyst, Kagalwala♦

3



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'JAPA' SYNDROME HITS IMC INDUSTRY

By Felicia Nwosu

In the late 60s, 70s up till the early 80s, Nigeria was a destination of choice for professionals and golden fleece seekers. There were Indian, Philippine, Ghanaian South American teachers, and Egyptian teachers, doctors, and construction professionals who were employed by the regional/ state governments, Federal Government, or private establishments. These professionals were happy to come to Nigeria in search of greener pastures.

Things turned awry in the mid-80s with the overthrow of the Shagari regime and the enthronement of the Buhari-led draconian military administration on

December 31, 1983. Thereafter, there was a gradual reversal of the above-stated trend which reached a climax during the Babangida- era with the introduction of the Structural Adjustment Programme, (SAP). This was when Nigerian professionals started leaving the country in droves to find greener pastures.

From the few 'Andrews that were checking out' in the 80s, we have come full cycle to the 'Japa Syndrome' that has now hit us in the face as doctors, engineers, nurses, computer engineers, professors and researchers, students, and artisans are daily exiting or bent on exiting the country.

Japa is a locally coined word for

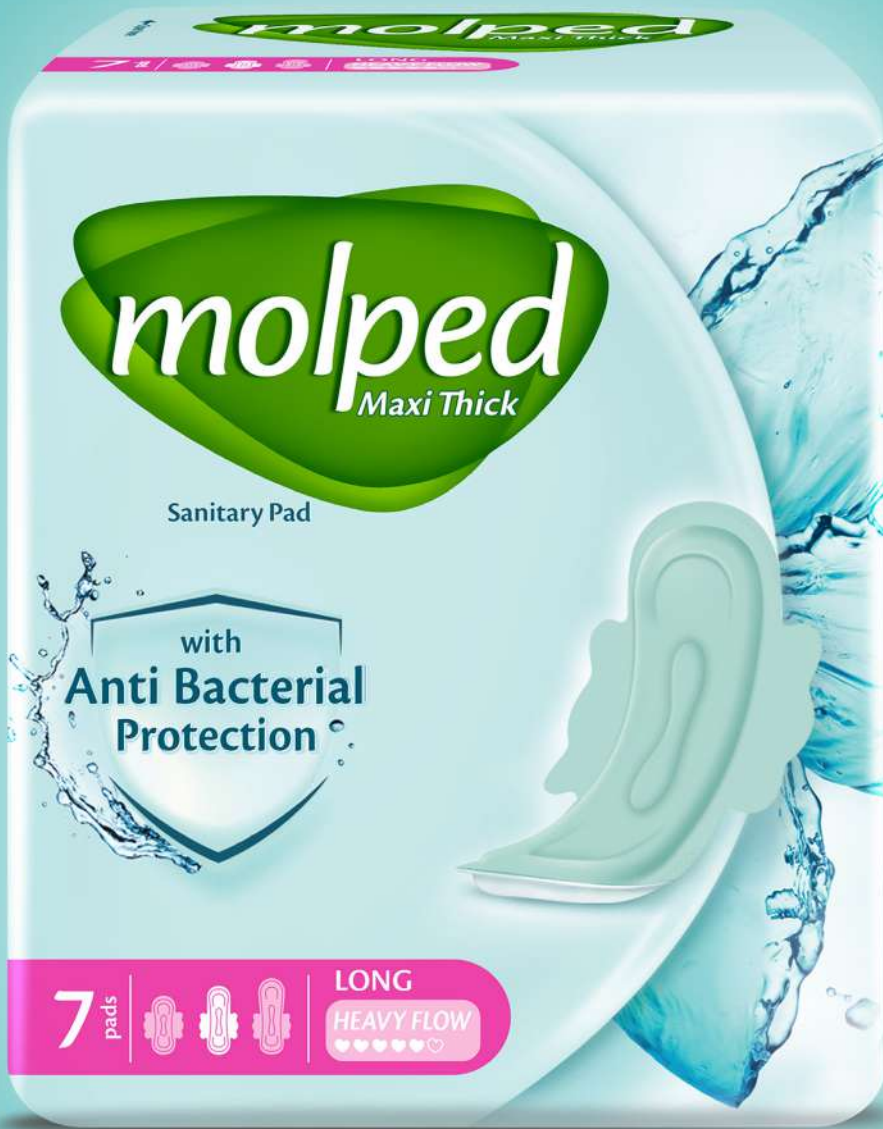
emigration. It best describes the situation where most people in the productive population bracket aspire to relocate to America, Europe, or the Middle East, or in the worst case scenario, anywhere, in search of greener pastures. This is an apparent reaction to the harsh economic realities in the country caused mainly by mismanagement and lopsided priorities.

It appears, however, that it is neither Nigeria nor underdeveloped economies alone that may be the only sufferers from this ailment. A recent World Federation of Advertisers (WFA) and consultancy MediaSense report revealed in a report that Marketing is facing its "worst-ever"

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talent crisis according to new research, titled: 'Media's Got Talent?'

According to the report, nearly half (48 percent) of all advertisers, agencies, ad tech companies, and media owners think the industry is facing such a crisis, peaking at 54% among agencies. 77 percent of respondents reported "some" or "high" scarcity of talent in their organisation, peaking at 85 percent in the agency and ad tech sectors, 81 percent in the US and 93 percent in APAC.

Overall, 67 percent of all respondents (76 percent in APAC) believe that talent scarcity is proving to be a major blocker to growth.

The findings come from some of the world's largest advertisers, agencies, media platforms, and technology companies.

Matt Green, WFA Director Global Media Services says: "The talent crisis is affecting all parts of the industry and clients are feeling the pinch within their internal global media teams. But, as this research shows, the impact is particularly pronounced on the agency side and this is having a profound impact on the ability of clients to execute campaigns globally. Sooner or later someone (advertisers presumably) will need to pay for the multi-skilled polymaths they say they require.

In Nigeria, the same trend is also rearing its ugly head with a devastating impact on practitioners in the IMC industry. The tension caused by the talent-crisis, according to many industry leaders is heightened by the 'Japa syndrome' which saw most of the brilliant brains in the industry running away for greener pasture outside the shores of Nigeria.

Uche Ugbor, Managing Director and Founder, Ark Technologies Group, expressed worry over the development and noted that its implication for the growth of the industry will be huge.

"One of the biggest challenges now is the brain-drain syndrome; there is a massive 'japa' as we call it. The young people that are supposed to be doing the work are all leaving. It is not because they don't love Nigeria again, and you won't blame them. It is because of how harsh the economy is and the realities they found themselves in. It has become a worrisome challenge for every employer of labour, including myself, that every younger person working with you is definitely planning to leave for Canada or any other country, and they won't even tell you. You know within you that they will definitely

JAPA IS A LOCALLY COINED WORD FOR EMIGRATION. IT BEST DESCRIBES THE SITUATION WHERE MOST PEOPLE IN THE PRODUCTIVE POPULATION BRACKET ASPIRE TO RELOCATE TO AMERICA, EUROPE, OR THE MIDDLE EAST, OR IN THE WORST CASE SCENARIO, ANYWHERE, IN SEARCH OF GREENER PASTURES. THIS IS AN APPARENT REACTION TO THE HARSH ECONOMIC REALITIES IN THE COUNTRY CAUSED MAINLY BY MISMANAGEMENT AND LOPSIDED PRIORITIES.

leave and these are people you have trained over the years. It is very painful and demoralising. If you talk to young people between the ages of 24-34 on the street today who have professional skills with good educational grades, none of them is hoping to stay back and work. Out of 20, 15 are already processing papers to go somewhere else. It is affecting us."

Oti Ukubeyinje, Senior VP, Products, Terragon who shared his experience on the effect of talent crisis while working with an agency said the lack of professionals could have a negative impact on the outcome of consumers' insights.

When I was in an agency in 2015, they had a data analyst, and I felt this was awesome, as not a lot of agencies have data analysts. Six months in, they guy left. We never replaced him, and every day, we felt that burn because everybody then became a data analyst. We would do report, manufacture insights and were using numbers to fit into the narrative that we wanted the client to hear, and it was absolutely wrong. I am sure if we had a professional analyst, and I used the word professional very rightly, he would have discouraged that behavior.

The President of the Association of Digital Marketing Professionals (ADMARP) said further: "To integrate better with clients and to improve on our relationship, it is really imperative to discourage that client behavior where an agency is working for you, they come into your office, instead of you to try to work with the agency, you are thinking of which of their staff that you want to steal. Please stop. It is not helping the agencies"

The Terragon VP pointed out the need to acquire new skillsets for today that will also present businesses for future-fit purposes.

"I would say within the media and communications industry, one of the biggest gaps that should be fixed very fast in terms of skills; is data scientists, and not just data scientist but also data engineers. I say this because, the scientist will do the soft part, but for that to be repeatable, you need the engineers to build solutions around that. I will draw down a little deeper. Today, when our clients say let us go and do some research before coming out with strategies, we are quick to either hit the streets or pay research companies, to take what I will call intent and attitudinal data. There is a big gap, agencies need to build competences in software to plug into the ecosystem that provides that data."

Steve Babaeko, President, Association of Advertising Agencies of Nigeria, AAAN, expressed great concern over how Nigerian professionals, after investing in their human capital development, have to watch helplessly as these same people leave the country for greener pastures.

"We are passionate about creating jobs and building businesses. Given the state of the country at the moment, now you have human capital issues. You train young people hoping that they can at least work for another 2-3 years, but next tomorrow they are on their way to Canada or somewhere else. You really can't blame them because they just feel that the country is not conducive enough. All of those challenges are increasing by the day. To now make matters worse, the state of insecurity in the country has worsened beyond imaginable levels. Those things have a very direct way of impacting negatively on businesses, and those are the things we've been grappling with for a while."



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WPP acquires Passport to expand creative offerings

By Zion Rufus

Creative transformation company, WPP has acquired brand design agency, Passport as part of its accelerated growth strategy and focused M&A approach to advance its core creative capabilities in marketing, communications and design.

WPP will also leverage Passport for extensive brand identity, design expertise and insight into WPP and works across a broad range of consumer categories and global markets, spanning Australia and Asia to North America.

According to Mark Read, CEO of WPP, Passport brings extensive experience in delivering strategic positioning and creative execution across all touchpoints that will greatly benefit clients.

He said: "I'm delighted to welcome its people to WPP. With consumer expectations at an all-time high, defining a brand's characteristics and identity has a major impact on its ability to succeed in today's world."

Over the years, Passport has developed a reputation for creating highly impactful,



innovative and results-driven campaigns for clients such as Coca-Cola, Kraft and Heineken. The agency will join VMLY&R's global network, creating exciting new partnership opportunities for existing talent and clients and expanding VMLY&R's presence in the West Coast region.

In the same vein, the newly acquired design company will enhance client experiences and WPP's ability to continue delivering client services with integrated solutions.

Natalie Taormina, CEO of Passport, added: "It is a great honor to join a global team of passionate branding and business experts. Nearly

twenty years ago, we founded Passport on the mission that great creative output is a result of a great team connection and respect. When the agency is happy, the client is happy. VMLY&R shares this ethos, and with the strength of its global network and WPP's vision, Passport intends to continue that mission."

Founded in 2004 by Natalie Taormina and Jeremy Creighton, Passport brings extensive brand identity, design expertise and insight into WPP and works across a broad range of consumer categories and global markets, spanning Australia and Asia to North America.

which cities have the fastest internet connections.

MTN South Africa came in first place with a median download speed of 65.95 Mbps, followed by Vodacom South Africa and Safaricom Kenya, with median download speeds of 48.71 Mbps and 36.25 Mbps, respectively. According to the report, MTN Nigeria's median download speed is 26.3 Mbps.

When the internet download speeds of major African cities were calculated, MTN Cape Town and MTN Johannesburg came in second and third, with speeds of more than 60 Mbps in both cities, respectively, while Vodacom Johannesburg took first place with a speed of more than 81 Mbps.

MTN outperformed Orange in Côte d'Ivoire and Vodacom in South Africa, both in terms of median download and upload speeds. While MTN had faster download speeds in the Democratic Republic of the Congo, MTN outperformed Airtel in Rwanda in terms of median download speed.

In Nigeria, MTN service in Lagos is ranked amongst the top 10 cities with the fastest internet speeds, while MTN service in Abuja is ranked in top 15, both with internet speeds of more than 20 Mbps, outperforming Airtel in both states. MTN Nigeria once again outperformed Airtel in terms of 4G availability, with MTN having 83.8% 4G availability against Airtel's 77.9%.

Following a six-month analysis of over 320 thousand users, German IT firm umlaut revealed MTN as the best in test, best rated user download speed, and best rated latency in Nigeria, beating Airtel, 9mobile, and Glo.

With MTN Nigeria's 5G network rollout and a combined investment of over \$502 million by Nigerian telecommunications companies, internet speeds are expected to increase.

MTN named Best Network in Sub-Saharan Africa



Global leading data and technology firms, Ookla and Umlaut, have named MTN as the best network in Sub-Saharan Africa.

Using insights from its data platform, "Speedtest," which tests internet connection performance, Ookla, a network

firm based in the United States, measured four network providers, MTN, Airtel, Orange, and Vodacom, which account for 62% of internet subscriptions in Sub-Saharan Africa, to determine which network providers have the fastest internet speeds and

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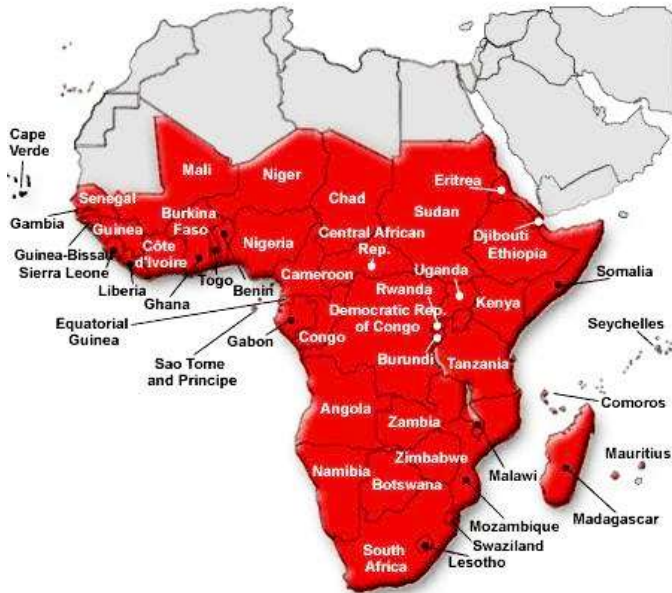
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Economic growth in Sub-Saharan Africa decelerates to 3.3%

By Zion Rufus



Weighting on economic activity by depressing both business investments and household consumptions, the war in Ukraine is exacerbating already high inflation according to a World Bank report.

Countries in Sub-Saharan Africa including Nigeria,

Kenya, Ghana, South Africa, Mozambique, Ethiopia, Malawi, Tanzania, and Rwanda amongst others as of July 2022, had inflation rates over 5% while 17 countries had double-digit inflation and according to the World Bank's latest Africa's Pulse, a biannual analysis of the near-term

regional macroeconomic outlook, economic growth in Sub-Saharan Africa (SSA) is set to decelerate from 4.1% in 2021 to 3.3% in 2022.

"Global headwinds are slowing Africa's economic growth as countries continue to contend with rising inflation, hindering progress on poverty reduction," the report revealed. "The risk of stagflation comes at a time when high interest rates and debt are forcing African governments to make difficult choices as they try to protect people's jobs, purchasing power and development gains."

Andrew Dabalen, World Bank Chief Economist for Africa also said: "These trends compromise poverty reduction efforts that were already set back by the impact of the COVID-19 pandemic. What is most worrisome is the impact of high food prices on people struggling to feed their families, threatening long-term human development. This calls for urgent action from policymakers to restore macro-economic stability and support

the poorest households while reorienting their food and agriculture spending to achieve future resilience."

Debt is projected to stay elevated at 58.6% of GDP in 2022 in SSA. African governments spent 16.5% of their revenues servicing external debt in 2021, up from less than 5% in 2010. Eight out of 38 IDA-eligible countries in the region are in debt distress, and 14 are at high risk of joining them. At the same time, high commercial borrowing costs make it difficult for countries to borrow on national and international markets, while tightening global financial conditions are weakening currencies and increasing African countries' external borrowing costs.

This challenging environment makes it essential to improve the efficiency of existing resources and to optimize taxes. In the agriculture and food sector, for example, governments have the opportunity to protect human capital and climate-proof food production by re-orienting their public spending away from poorly targeted subsidies toward nutrition-sensitive social protection programs, irrigation works, and research and development known to have high returns. ♦

Eat 'N' Go begins eco-friendly deliveries

By Oghale Mafuru

Against the rising concerns of climate change globally, organizations are intensifying measures to curtail the amount of carbon emissions by introducing environmentally friendly alternatives.

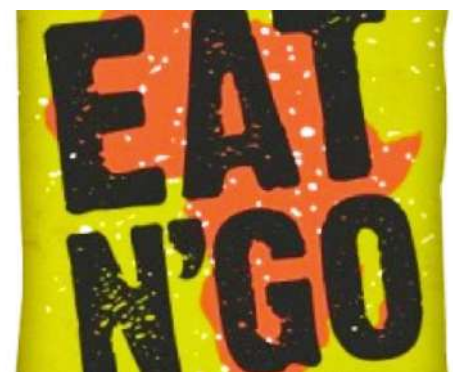
The latest is a leading Quick Service Restaurant, Eat 'N' Go Limited Kenya, a franchisee of Domino's Pizza, Cold Stone Creamery, in Kenya which has announced it has commenced trials of electronic bikes as part of efforts to gradually phase out the fuel-powered bikes.

The Company made this announcement at its office in Westlands Nairobi where its MD, Peter

Jones hosted Mr. Sotaro Nishikawa, the Executive Director at Japan External Trade Organization (JETRO), and representatives from Arcride Global Bede Hesmond Halgh and Jo Hurst Croft during an inspection of the e-motorbikes and the high tech battery swap unit.

According to the company, the initiative which seeks to drive the environmental sustainability agenda through the reduction of our Carbon emissions will facilitate the realization of its 25 Minutes delivery guarantee promise to its customers.

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introduced several eco-friendly initiatives in line with its vision to reduce its carbon footprint and achieve net zero by 2050.

“The challenge posed by climate change is serious and growing. Nestlé is working hard to reduce its carbon footprint and achieve net zero by 2050 at the latest. We take a holistic approach to managing our impact on the environment joining the dots between climate and related issues including water stewardship, biodiversity, and human rights” the company stated.

According to Nestle, 4 million tonnes of greenhouse gas emissions reductions have been achieved through Nestlé projects since 2018, and by 2025, it will reduce absolute emissions by 20%, and by 2030 by 50%. The company added that while 63.7 % renewable electricity was sourced in 2021, by 2025, it will source 100% renewable electricity across our sites globally.

The company further revealed that while it has achieved 97.2 % deforestation-free in primary meat, palm oil, pulp and paper, soya, and sugar supply chains in the year 2021, the company projects that by 2022, it will achieve and maintain 100% deforestation-free primary supply chains.

Recognizing the severe impact of carbon emissions to climate change, Unilever stated that it is taking action across its business value chain and that the company is on the front line with game-changing product innovations.

It said: “Guided by the Unilever Compass and our Climate Transition Action Plan, we’ve set out a clear pathway to take us to zero emissions in our operations by 2030 and net zero emissions across our value chain by 2039.

We’re transitioning to renewable energy across our operations, finding new low-carbon ingredients, expanding our plant-based product range, and developing fossil-fuel-free cleaning and laundry products. Across our portfolio, our brands are working hard to reduce the impact of our products when used by consumers. And we’re using our influence to accelerate progress in our value chain.”

Today’s levels of

consumption of products across the world have a huge environmental impact and greenhouse gas footprint. Around 3.4 billion consumers use our products every day. We want to make affordable, effective products that don’t cost the earth.

The company which disclosed that it is working hard to decarbonize its operations by 2030 by engaging suppliers to join us in our efforts to achieve net zero emissions by 2039 stated that Two-thirds of products’

greenhouse gas footprint is from consumer use and has taken responsibility for reducing this impact.

“That’s why one of our medium-term goals is to halve our GHG impact per consumer use by reformulating products to cut GHG emissions in use, helping consumers lower their GHG footprint by reducing food waste or choosing plant-based foods, and through helping them understand the GHG footprint of products they purchase”.

In a wide-ranging address

to the U.N. General Assembly in New York, on 20 September 2022, Secretary-General António Guterres while lamenting the environmental crisis caused by carbon emission said: “Fossil fuel companies and their “enablers” need to be held to account, he said. “That includes the banks, private equity, asset managers, and other financial institutions that continue to invest and underwrite carbon pollution.”

He stated that decisive action needed to be taken to save the planet.

Sasan Saeidi takes the rein as IAA President

By Oghale Mafuru



Global advertising body, the International Advertising Association, IAA has announced the emergence of Sasan Saeidi, Chief Executive Officer, Wunderman Thompson New York & Global as President and Chairman for the next two years.

The advertising body while congratulating the former President, Joel Nettey for a successful tenure, commended him for the great strides recorded despite the COVID-19 pandemic.

It said: “A huge THANK YOU to Joel Nettey for leading IAA for the last 2 years and turning the COVID crisis into a brave, new opportunity for IAA”.

Joel Nettey who served the global body in the last two years expressed satisfaction for passing the baton to a worthy individual who has proven his mettle through knowledge and service.

“It’s been the honour of my life. As I pause to reflect on the last two years I am humbled by the opportunity as the first African to lead this global association as well as what we were able to achieve in spite of the challenges the pandemic threw at us. I’m grateful for a super

leadership team I spent almost every week with, albeit virtually for the most part.

“In handing, over to Sasan – a smart, goal-oriented leader who has not only been an able “right hand” over the last two years ... but has become more of a brother than a friend or colleague, I’m crystal clear in my mind that the IAA is in a good place and this new team will continue to build on what other volunteers have built over 84years”.

Commenting on the new mandate, Sasan Saeidi stated “I have big shoes to fill. You are the best. Thank you for all that you did and for this gracious handover. Nothing like it. God bless you and our entire family”.

Sasan leads the Global Coca-Cola relationship and business for Wunderman Thompson Global. Sasan and his worldwide team manage the business of the Atlanta-based client worldwide working hand in hand with the WPP Open X team.

Prior to this assignment, Sasan successfully led the Global Nestlé relationship for Wunderman Thompson for 3 years; working with Nestle SBUs and Markets across the Globe on brand building and marketing communication for some of the most iconic brands in the world.

The International Advertising Association is the world’s only globally-focused ‘tripartite’ advertising trade association with membership representing advertisers, agencies, and the media. It was established in 1938 as a not-for-profit organization. The body is composed of corporate members, organizational members, education affiliates, as well as Chapters with individual members and young professionals from over 40 countries.



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Ogilvy wins big at Loeries awards



Ogilvy South Africa, a leading advertising agency, has emerged as the biggest winner at the 2022 Loeries event with 25 awards, given for works across multiple brands including Volkswagen, AB InBev, Coronation, KFC, Mondelez, and Spotify.

The agency bagged a total of 7 golds, 4 silvers, 10 bronzes and 4 craft certificates across multiple disciplines: digital crafts, use of technology, media innovation, social media, graphic design, mixed media campaigns, radio crafts, film crafts, and integrated campaigns at the 44th Loeries Awards, largest and most prestigious Advertising Festival in the region.

Commenting on the win, Pete Case, CEO and

creative chairman of Ogilvy South Africa stated: "I am so proud of our teams and the level of work we were able to produce this year especially when we see the spread of work across so many of our great clients. We strive to create work that engages with people in unusual, relevant, surprising, and impactful ways. This Loeries, our work underlined that ambition. Thank you to the judges and a huge thank you to our clients for their partnership on all the work we've made with them this year."

Ogilvy's biggest winner was Volkswagen with its integrated 'Game On' campaign, winning 4 of the 7 golds won. A metaverse inspired campaign, combining Volkswagen's first ever non-fungible token (NFT) collection, with a gamified fan experience. An integrated campaign using multiple media in parallel to entice a hard-to-reach audience, to engage for record levels of time with the brand, alongside record levels of vehicle sales.

Also commenting, Bridget Harpur, head of Marketing at Volkswagen Group SA said: "We are overwhelmed with gratitude for the recognition from the Loeries co."

COURT FINES APPLE \$20M FOR ABUSIVE PRACTICE

Multinational and leading technology company Apple has been fined \$20m for selling iPhones without chargers. The judge, who is a Brazilian, has called the act an "abusive practice" that forces customers to buy an additional product.

The decision, which can be appealed, came after Brazil's justice ministry slapped a separate fine of nearly \$2.5 million on Apple in September over the same issue and barred the US tech giant from selling its iPhone 12 and 13 models without chargers.

The new fine, 100 million reais, was awarded by a Sao Paulo civil court judge as damages in a lawsuit filed by the Brazilian Consumers' Association.

Apple stopped including outlet chargers with new iPhones in October 2020, saying it wanted to help reduce electronic waste.

But the move effectively "requires consumers to purchase a second product in order for the first to work," Judge Caramuru Afonso Francisco wrote in his ruling.

He ordered the California Company to supply chargers to all consumers in Brazil who bought iPhone models 12 or 13 in the past two years and begin including them with all new purchases.

Recently, the European Parliament passed a law requiring all smartphones, tablets, and cameras to use USB-C ports as the single charger standard from late 2024, which will force Apple to change its phone designs.

Omnicom raises organic growth forecast for Q3 2022

Omnicon group, the owner of global agencies, including BBDO, DDB, and TBWA, posted organic revenue growth of 7.5% overall. The organic growth in the third quarter of 2022 compared to the third quarter of 2021 increased across geographic markets with 7.6% for the United States, 11.5% for the United Kingdom, 6.0% for the Euro Markets & Other Europe, 4.4% for the Asia Pacific, 13.1% for Latin America, 7.7% for Other North America, and 12.2% for the Middle East & Africa.

John Wren, Chairman/CEO of Omnicom Group, said: "Omnicom delivered 7.5% organic revenue growth in the quarter with double-digit organic growth in precision

marketing, public relations, and commerce & brand consulting, and solid results across our portfolio broadly."

"Profitability also remained strong, and our experience with challenging economic environments leaves us confident that we can navigate through current business uncertainty," he added.

Across disciplines, the group reported organic growth compared to Q3 2021 including 5.9% for Advertising & Media, 16.3% for Precision Marketing, 12.6% for Public Relations, 11.1% for Commerce & Brand Consulting, 5.0% for Healthcare, 3.9% for Execution & Support, and 2.3% for Experiential.

Looking ahead, Omnicom raised its expected full-year



organic growth from 6.5-7 percent up to 8-8.5 percent. While macroeconomic factors put pressure on advertiser budgets, Omnicom says it has continued to drive better-than-expected growth.

"While we are confident in our forecast, we retain a healthy level of caution due to macro factors, including the ongoing war in Ukraine, the continuing disruption of global supply chains, the economic risk posed by rising interest rates here in the United States and higher inflation around the world," said Wren.



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Users back Apple's 'abusive practice' against \$19m lawsuit

By Zion Rufus

Talk about brand loyalty, iPhone users are backing Apple against the fresh \$19million fine imposed by a Brazilian Court for selling its iPhones without chargers.

Earlier in September, the Brazilian Ministry of Justice had fined the iPhone maker \$2.34 million citing it as 'abusive practices' for selling its flagship product without a charger. The Ministry then ordered a halt to the sales of iPhones in Brazil if the package did not include a power adapter.

In a poll launched by branding consultant, Talal Al Murad, some LinkedIn netizens expressed their views on Apple's decision to stop including a charger with new iPhones, a deliberate effort towards cutting down on the amount of electronic and packaging waste the world produces.

Housing Landlord, Bill Miller said: "Phones are often used in two or more environments. One is the home, where depending on the power source may be 115V or 230V. In 115 V environments, the wall power plug is the same. In 230 V environments, the wall power plugs can be different, depending on the country. Then we have automobile 12V outlets that are still another configuration. This can create a logistical nightmare for the manufacturer. Package the phone without a charger. Sell the appropriate use-specific chargers separately."

Apple had announced in 2020 that the firm will no longer be giving out charging adapters along with iPhones upon purchase. The iPhone maker had stated that power adapters use large



amount of materials such as plastic, copper, and zinc for manufacturing.

On his part, Andreas Sondrup, Design-to-Value (DtV) Lead at Arla Foods believes that your phone typically lasts shorter than your charger.

He said: "For the last two iPhones I bought, I could just as well have used my old charger. Now I have two excess chargers in my drawer. It becomes even more relevant now that Apple has shifted to USB C. You might have a handful of other USB C devices where you can use the same charger. Why not cut both price and not at least resources used for extra chargers you might not need? Easy to buy an extra one if you need it."

Omer Noor, ASM Lucid Motors shared: "Give customer an option if they need a charger they can get it for free with their device, now if they can be mindful of plastic waste, then they will only request it if they really need it; in my case I have a drawer full of chargers and cables that came with previous devices that I purchased; I don't need a new one, so there can be a less plastic waste going back to the earth, a small contribution from everyone can have a major effect."

Validating Sondrup's premise, Sagar Paranjpe said: "Looking at this example, I believe that the debate begins

with the description of a complete product. Most of us have older chargers. Unless we slept in 2017 and woke up in 2022. Those chargers work perfectly well for the new phone. Normally, you will keep the old one or the new one aside and carry on till you throw it away and it becomes the rubbish in the middle of the ocean. We really do not need another charger in most cases. Hence in this case, yes, a product can be sold incomplete."

Lending his voice, Harry Padayachee shared: "Two ways to Look at it. For first time purchasers you have to invest in a charger and the shipping costs by removing chargers out of the box allows you to get

the device cheaper. Secondly, the cost to buy a charger will add to your already expensive investment. we need to decide the lifecycle of our handsets by taking full care of the devices. Ultimately, do we really need a new charger with every device we have, especially when we already have bought one with a previous handset."

However, marketing scientist Earl Panganiban has suggested that it is better to give people the option.

He explained: "We wouldn't need a new charger for a new phone if the old charger remains compatible. That way we can reduce waste. What I find concerning is when companies force people to change chargers or sell them separately at ridiculous prices. But maybe there's a good benefit to the latter – it gets people to think twice before getting a new one or it encourages households to share."

Alan Jope to retire as Unilever CEO



Unilever has announced that Alan Jope, CEO of Unilever, has informed the Board of his intention to retire from the company at the end of 2023, after five years in

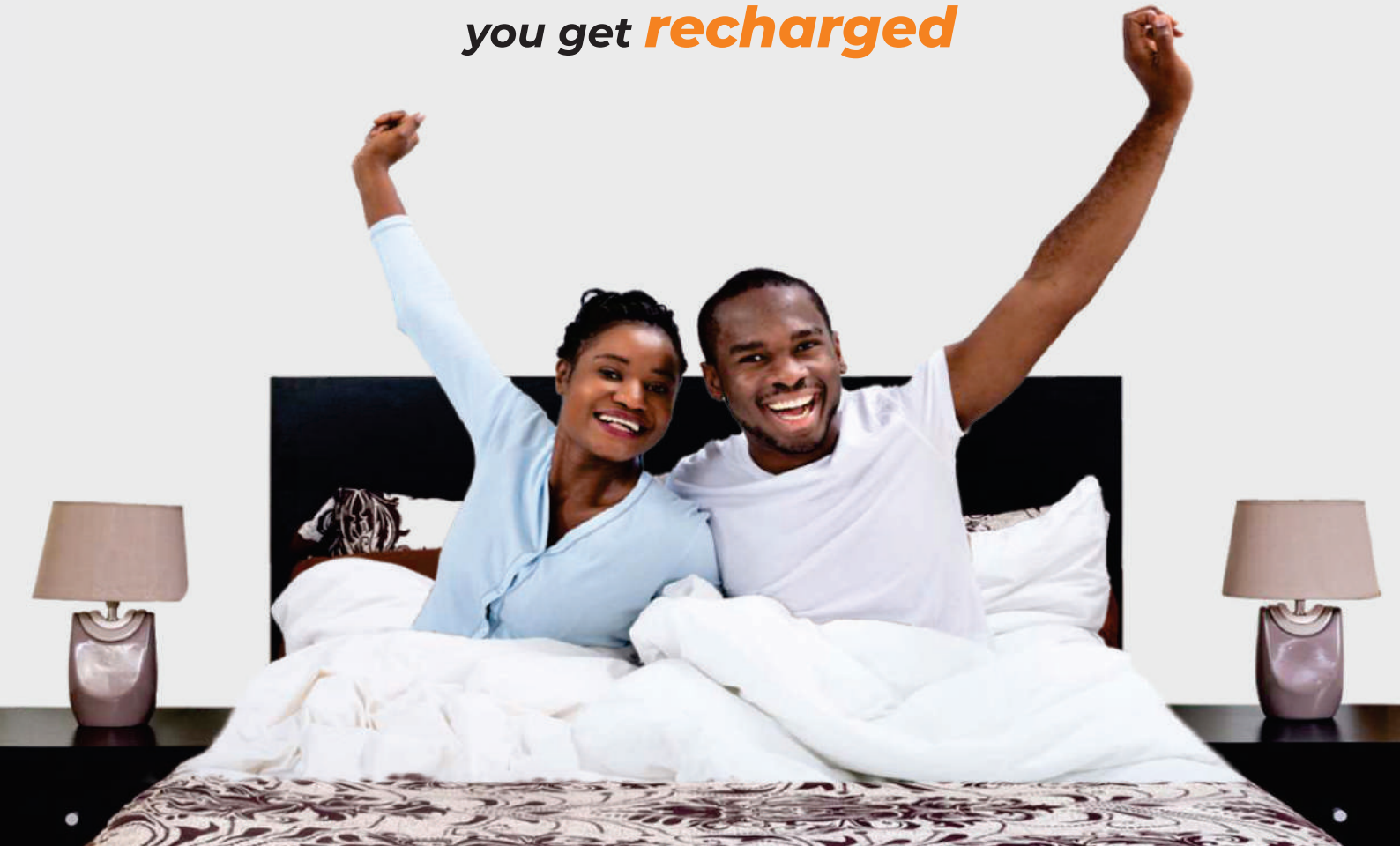
the role.

In the communication to the Board, Jope said: "As I approach my fifth year as CEO, and after more than 35 years in Unilever, I believe now is



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the right time for the Board to begin the formal search for my successor. Growth remains our top priority, and in the quarters ahead I will remain fully focused on disciplined execution of our strategy, and leveraging the full benefits of our new organisation.”

Commenting on the above, Nils Andersen, Unilever Chairman said: “Unilever has seen improved performance, enabled by its clear strategic choices and a significant company transformation. The Board will now conduct an orderly succession process and support Alan and the management team in further driving the performance of Unilever.

“Alan’s retirement next year will mark the end of a remarkable career with Unilever. Under his leadership, Unilever has made critical changes to its strategy, structure and organisation that position it strongly for success. This work continues, and we will thank Alan wholeheartedly for his leadership and contribution to our business when he leaves next year.”

Alan Jope will be treated in accordance with Unilever’s approved remuneration policy. He is expected to step down from the Board of Unilever and retire from employment on 31 December 2023. He will continue to be paid in line with Unilever’s normal remuneration policy during this period. Treatment of all elements of his remuneration will be in line with the remuneration policy set out in the 2021 Annual Report and Accounts.

The Board will now proceed with a formal search for a successor and will consider both internal and external candidates.♦

Adnek Food & Beverages unveils Dublin City Whiskey, Dublin City Gin

Adnek Food & Beverages Limited has officially unveiled an award winning whiskey brand called Dublin City Whiskey and Dublin City Gin into the Nigerian spirit market. The Single Malt Irish Whiskey and Gin was recently launched at Shores Night Club, in Victoria Island, Lagos.

The new premium whiskey and gin brands with the distinctive smooth taste is known for its visual appeal and premium content.

Speaking with **MARKETING EDGE** in an exclusive interview, Honourable Ifechukwu Mbanefo, MD/CEO Adnek, said: “Dublin City Whiskey is a premium Whiskey, likewise is the Dublin City Gin. It is not just a blended whiskey that you bring together; it is a tasty whiskey with single malt and a whiskey with an accent.”

According to him, the introduction of Dublin City Whiskey and Dublin City Gin into the Nigeria market is strategic and deliberate despite the stiff competition in the whiskey brands category.

His words: “Dublin Whiskey and Dublin City Gin is a premium single malt product that has a very distinct taste that should be experienced not just for the sake of drinking, but also because we want people to have good drinks that won’t affect their health. This brand is the type of drink that does not damage people’s organs.”

Drawing an analogy from the Holy Writ, the Adnek boss averred that when it is said, “a little wine for your stomach’s sake”, the writers must have Dublin City Whiskey in mind. “It’s a premium whiskey brand with a mature and distinctive smooth taste and premium malt to cater for consumers’ health. It is known for its visually appealing packaging and premium content,” he said.

During the launch, Diego Menedez, Commercial and Sales Director, Adnek Food & Beverages Nigeria, said: “We started with the gin first in 2017, and at the moment we have the most awarded gins in Ireland with 17 Gold Medals and that was the beginning that opened the doors for us.”

He added that Dublin City Whiskey is cask strength and also an original brand, noting that the brand name is embroiled on the bottles to prevent adulteration.

Spirit lovers, connoisseurs, club owners and club goers who witnessed the launch and partook in the product sampling attested to the quality and smoothness of the drink. It is especially good, easily tolerated, mixes and blends well with cocktails. You won’t go for other brands of whiskey.

Dublin City Whiskey, “Irish Whiskey with a Dublin Accent”, is Ireland’s most impressive award winning brand. It’s distilled in super premium small-batch in the finest London Dry Style – the recipe is prepared by hand, which includes ripe rhubarb grown along the Grand Canal in Dublin itself. Dublin Whiskey has been acclaimed for quality and taste as a multiple award winner with over 30 accolades to its name.

“We know the whiskey market is a very tough and competitive one, but this brand is a game changer because of its quality. I want people who drink whiskey to taste the difference from what they are used to. Since the announcement and preparation for the launch of the product, people have reached out to order for the brand in cartoons because they liked its smooth taste,” Mbanefo enthused.



Red Carpet host, Emeka Golden and celebrity guest, Nkechi Blessing Sunday



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Publicis raises full-year forecast, pays bonus after strong third quarter



Publicis Groupe, one of the world's biggest advertising groups, raised its full-year guidance for the second time this year, after posting better-than-expected third-quarter organic revenue growth.

The company forecasts

organic growth at 8.5% compared with 6%-7% previously and an operating margin rate close to 18%, up from 17.5% to 18%.

Arthur Sadoun, Chairman and CEO, Publicis said in a statement that: "For the third quarter in a row, our

model allowed us to deliver double-digit growth, as the group continued to benefit from clients shifting toward first-party data management, digital media and business transformation."

The group, which posted all-time high results in July, is continuing its growth momentum despite high inflation and global economic slowdown.

Sadoun said in a call with journalists it was still too soon to give guidance for 2023, but the group had not seen a significant impact from clients cutting costs.

Even if clients reduced their advertising spending, these cuts would be made to so-called traditional marketing budgets, he said.

"We are absolutely convinced that our clients,

as we see every day, will continue to invest in their transformation, whether it be marketing or digital," Sadoun told pressmen.

Publicis saw its digital and data-driven businesses Sapient and Epsilon grow respectively 18.1% and 13.9% in the third quarter.

Home to ad agencies Leo Burnett and Saatchi & Saatchi, the group posted a third-quarter organic growth of 10.3%, above analysts' estimate of 5.1% in a consensus provided by the company.

Publicis, which has on average increased salaries by 7% so far this year, said it would give a one-off bonus of one-week salary for half of its employees, to help them cope with inflation as the holiday season approaches.♦

Dentsu Creative India appoints Daniel, Seth as GECD and GCD

By **Abimbola Mohammed**

Dentsu Creative India has announced dual creative members with the appointment of Dalip Daniel as Group Executive Creative Director and Tulika Seth as Group Creative Director. Both will report to Joy Mohanty, Chief Creative Officer, Dentsu Creative India.

Daniel is a seasoned creative leader with previous leadership roles across agencies and radio stations like Ogilvy & Mather, GroupM ESP, and BIG 92.7 FM. He has worked for brands like Airtel, Nokia,

Limca, Dabur, Pepsi, LG, Tata Tea, SONY, Nestle Milo, Honda, Perfetti, Horlicks, UNICEF, Max New York Life, Zomato, Luminous, and Uttarakhand Tourism, to name a few. In addition to this, he has also created branded content for TV shows and launched BIG 92.7 FM in North India.

Seth brings over 16 years of experience having led creative teams at agencies including Lowe, TBWA, Grey, Innocean, and Humour Me in Delhi and Mumbai. Some of the brands she has worked with

include Hyundai, Dunzo, LG, DS Group, Set Max, Dabur, National Geographic, Henkel, Anne French, and Parle, among many others.

Speaking on the appointment, Mohanty said: "Together with a superb body of work, Tulika & Danny bring with them a wealth of experience across formats."

"They will both play a key role in driving our agenda of creativity beyond silos. It is great to have them on board."

While Daniel added that it's an exciting opportunity: "This

is an exciting opportunity, and I am thrilled to be joining Dentsu at such a pivotal time. Today, when you think of dentsu, you can't help but realize that 'kuch toh naya ho raha hai iss agency mein'. So, it would be really amazing to work in such a great creative environment filled with the best of the creative minds in the industry."

On her part Seth said: "What has drawn me to dentsu is how it has embraced digital technology in its everyday thinking, to firmly establish itself as a future-forward organization. 'Wholly integrated' is the key descriptor that has really got me excited. The work that has been coming out of the agency is truly inspiring, and I can't wait to dive right in.♦"



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WHY SMARTER COLLABORATION SHOULD TOP YOUR AGENDA

Across many sectors and industries, leaders are realizing that they have to get better at collaboration, and many are plunging in. But it's easy to get implementation wrong and fall into what might be called "collaboration traps." For example, some leaders treat collaboration as a magic cure-all, as if all they need to do is form a team and their challenges will go away.

Others consider collaboration an "initiative" that can be "implemented" and then left to fend for itself. Some organizations focus on collaboration as a goal in and of itself. In those cases, collaboration becomes an explicit "organizational value."

This sounds good, but in practice, it often means that people aren't shown how specific collaborative behaviors will help realize the company's strategic goals. Some managers wind up throwing teams at every problem, which commits valuable employees to too many different projects and thus stretches good people too thin. Some leaders instruct people to collaborate on X, Y, or Z without equipping them with the skills or technology to do it well.

Given the economic



uncertainty and tight labor market we're currently facing, CEOs need to collaborate smarter in order to boost their bottom lines.

Smarter collaboration boosts revenues

Simply stated, collaboration across functions, business units, and geographies lead to better financial outcomes for companies. Let's consider revenues first, followed by profits.

Let's take a commercial real estate company as our first example. When they provide a single service to a client—say, leasing to a retail chain—that service might generate x dollars: a straightforward fee for service. But what if they can make that service part of

a larger property management lifecycle solution, focused on how to optimize a client's real estate portfolio over time?

What if they can offer a solution that necessarily includes planning, finance, leasing, acquisition, disposal, consulting, property management, and more? If that happens, the leasing activity becomes more valuable, because it is integrated with other disciplines to create a differentiated, value-adding strategy.

Stated differently, leasing alone can be viewed as a commoditized offering; but in combination with other disciplines, it becomes strategic. And this isn't to pick on commercial real

estate leasing; the same considerations and calculations hold true across a broad range of disciplines.

Those disciplines are more valuable when they are integrated, and less valuable when they are freestanding. Capturing that exponential value requires experts from each of those separate disciplines (planning, finance, property management, etc.) to come together in a way that we call smart collaboration.

Our work has revealed this pattern time and time again across a wide array of organizations, ranging from technology companies and financial institutions to traditional professional services firms like law and accounting. The underlying principles apply to both companies that are international and those that are entirely domestic and that range from very small to giant.

Why? Where does the upside come from? It's not about a simple cross-sell, as in, "Do you want fries with that?" Having a broader range of people—executives, product managers, client-service experts, technologists, and finance managers—involved with a client in a coordinated way gives you more information about that client's needs, priorities, and preferences. If your account teams communicate effectively among themselves (and that's a big "if" that can't be left to chance), you can leverage these insights to spot opportunities to support the client (and generate revenue) that your less-engaged competitors might overlook.

Of course, some of the new work may be discrete projects or products—in the case of our commercial real estate company, for example, a contract to handle building maintenance for all of a client's properties in one city. But the big value-add opportunity arises when those individual units bring together their

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intel—that is, what they picked up in the course of the simple project—and think together about the customer’s more complex challenges. That’s how they start to identify the big questions and answer them in innovative, sophisticated ways.

When you address the bigger, more complex challenges of the sort faced by chief-level officers, you gain access to more senior executives who have broader responsibilities, larger budgets, and more sophisticated needs. And, of course, the more excellent work that you do for very senior executives, the greater your reputation and perceived legitimacy inside the client organization.

That said, you don’t need to be working at the board level for smart collaboration to have a major impact on revenue.

Smarter collaboration can make your company more profitable

The kinds of holistic solutions developed through collaboration create the ability to not only deliver more

solutions to existing buyers at your customer but also be more profitable. As you move up the food chain at your customer, work for the C-suite is likely to be the most critical and therefore the most valuable and highest margin. Further, expanding your relationship with existing customers is less expensive (total cost of sales including marketing costs, time, etc.) than landing work with new customers.

In other words, this is a win along two key dimensions: higher-margin work with a lower cost of sale. One senior manager at a consulting firm described it in these terms: When a board needs advice, I guarantee they’re not asking the procurement department’s permission on whom to hire. Recently some headlines hit about forced labor in a certain country, and my client’s board commissioned a supply chain review that required collaboration across experts from human rights, operations, regulatory, data science, and lots more. We could never have

sold this in at a lower level, and the margin was excellent.

Generally, “moving the client to the right” broadens the scope of work toward more sophisticated, multiline solutions. Again, this move takes you out of the commodity game and into the realm of differentiated products and services.

Let’s look at a simple example from a tech and data provider we’ll call ReachPro. The company’s core product was data that tracked the effectiveness of marketing campaigns, which subscribers downloaded and analyzed. Most customers used a third-party’s data visualization software to help them detect patterns in the data. But integrating these two software packages was a cumbersome process, so when ReachPro began offering a data-visualization tool optimized to analyze the data it provided, uptake was dramatic. The new ReachPro tool was easy to use, and it came prepackaged with reports and graphs directly

linked to the marketing data, allowing the company to charge a slight premium over the generic products in the market.

Because ReachPro was selling exclusively to existing data customers, moreover, the cost of sales was low. Most executives understand intuitively that expanding existing relationships is one of the most cost-effective ways to grow. If companies had a way of capturing the true cost of sales—and many don’t actually track this number accurately—most would find that it requires less time, effort, marketing expense, and risk to convert an existing customer into a one that uses the full breadth of services than it does to woo a brand new customer of equal size away from a competitor.

The bottom line? Done right, collaboration works, and it amply rewards those organizations that embrace it.

Source: CEOWORLD Magazine

BRANDS PLAY EXPERIENTIAL FOR THE LONG GAME OF LOYALTY

Flip the narrative. Going experience first shows confidence in your product offering

Though I don’t own a Porsche, I recently attended one of their driving experiences, felt the g-force accelerating around the track, and finally understood why so many Porsche drivers become brand loyalists. That experience could easily make anyone fall in love with the

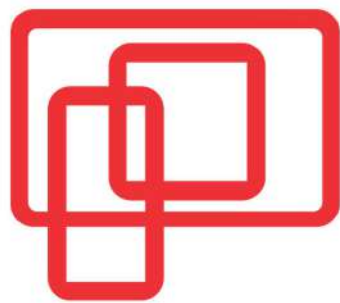
brand, even if they don’t go out and buy one the next day.

Porsche knows the power of experiences and understands the emotional strength of getting behind the wheel and its potential impact on me buying one in the future. Experiences like these are marketing investments in their future growth.

As the world shifts from a “things” economy to an experience economy, branded experiences offer an investment



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in long-term loyalty. Brands that want to weather economic storms and maximize earnings over the next ten years should be actively investing in building authentic relationships with consumers, studded with memories, emotions, and personal connections.

Where Google and Instagram allow for brands to target consumers and see immediate conversion and sales (indeed, this was a big part of their allure), experiences can be the gold standard for brand marketing, far superior at creating lasting mindshare than banner ads thrown across your screen. If your brand is thinking about wide growth over the next 10 years and loyalty is an important part of your strategy, you will need to build lifelong fans that become part of your community.

The most successful brands of the next decade will sell experiences

During the early days of

the pandemic, Michaels was exploring ways that they could expand their community and create memories in the face of the quarantine. Working alongside their leadership, we helped them stand up a robust online classes program. They opted to make all of these classes free at first and, nearly out of the gate, they brought in hundreds of thousands of new consumers to experience their brand.

In that daunting moment of early 2020, when society was struggling with simply leaving their homes, Michaels was allowing makers to become part of their community and build a relationship with the brand that would last a lifetime. They are now extending their classes into paid in-store courses, adding more value for a small fee, all with the same goals of growing the community and long-term loyalty.

In a things-driven economy, most brands had an unspoken

provision that necessitated the purchase of their products to be part of their brand community. However, in the burgeoning experience economy, we're seeing brands flip this narrative to offer experiences first, knowing that loyalty will reign supreme and the payoff will be multiples higher than a one-time sales conversion. Look no further than the rise of AthletaWell, Nike Run Club, Dick's House of Sport, or Lululemon's yoga classes that are building emotional bonds through classes, events, and services.

Mattel is hosting events in Walmart parking lots because they intuitively know that the six-year-old who finds time to play with Hot Wheels with other kids will be turning to the brand for years. Beauty companies have known this longer than most, as they invite young consumers to experience their brands and build a relationship early on. Many women first set foot

into a Sephora for an event or makeover as kids and are now lifelong customers.

If you feel like your brand is already behind, it's never too late. We're seeing more traditional brands like Weber setting up and building out communities around interactive classes as a bid for future growth. If you are unsure where to start, look for the added value you can bring to your enthusiasts and the potential skills to bring to new customers. These can easily be free classes or events, or you can follow the trend of building out paid experiences that break even. It's a brilliant way to de-risk the first steps of building an experiential ecosystem.

Remember that it can take time to pay off, but as you measure outcomes, it will be one of the "stickiest" forms of brand marketing and one of the best growth investments that you've ever made.♦

Source: ADWEEK

IS SHRINKFLATION THE NEW GLOBAL ENDEMIC?

By Zion Rufus

Have you noticed smaller rationing in the packaging of your favorite consumables? Well, a lot of consumers are crying out!

Shrinkflation, a new term for an old strategy, has now been tagged by professionals across the globe as the new

global endemic.

The marketing tactic of shrinkflation comes into play when cost of production increases, as companies tend to cut costs either by reducing quantity or quality of a product while maintaining the price, or maintaining the quality and quantity and inflating the price. Meanwhile, consumers

are keenly focused on the price of goods and less aware of the small changes to the size or volume and quality of the products.

As a result of global inflation, economic disruptions, sustained increase in the general price level of goods, countless big name brands, especially in the

FMCG sector have been found culpable in the Shrinkflation practice, and it gets worse as professionals across the globe identify the impact of the marketing tactics on their local markets.

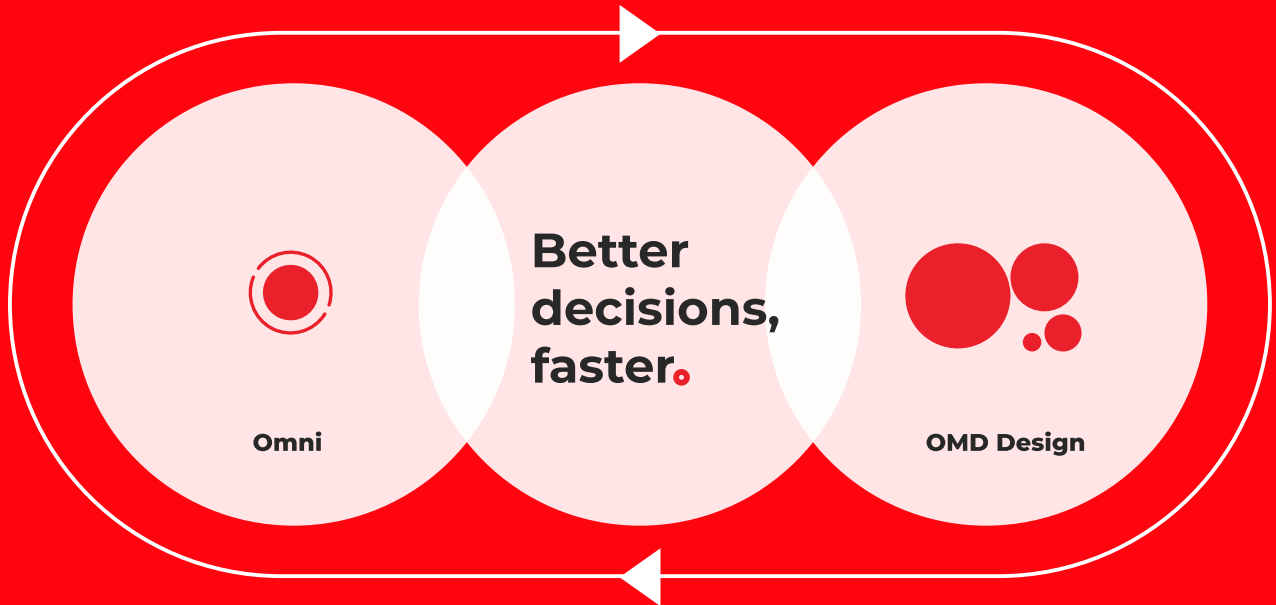
Ignacio Ottati, a business analyst at The Catalyst Airport Authority said: "I have seen many manufacturers shrinking the size of the product but also increasing the price. At least that is the case here in Calgary. Every time there is inflation or significant changes in the economy the food sector acts fast to increase prices way above what the inflation rate may be. They definitely take advantage of the situation, and it hurts everyone's pockets."

Tatiana Betson, Principal Science Manager at BAT noted: "Well, it has actually gone on for years, even when inflation was very low as a way to increase gross margins. It's definitely not new nor limited to times of high inflation."

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SHRINKFLATION



Theo Carpio Segundo, sales and online transactions specialist said: “Now I know the term. In the Philippines, shrinkflation is always an option when inflation arises. Especially in Filipino morning bread “Pan De Sal”. Decades ago, it was as large as your whole palm, and as inflation passed by year after year, now it has become as small as a fist of a two-year-old toddler.”

John Patrick Kerns, AIB Merchant Services in Ireland shared: “What I see now here in Ireland is when you go for a meal in a pub or a local restaurant many of them have reduced their portion sizes – so sometimes you have to look • for the food on the plate If that happens I say it nicely to the server that I came here hungry & I’m leaving hungry so I won’t be back No often mind you but

it’s a bit of a trend!”

Ivor Tackie Adams, Senior Citizen at Pensioner in Ghana submitted: “Ghana has no excuse to increase prices in petroleum products. We have the petroleum and we’re drilling it in the sea. We get 25% of the output of the drills and have the Tema Oil Refinery. The common sense in economics is to put the factories into production and employ workers to do the job. We can’t continue to import refined oil at exorbitant rates to sell. Please, put 25% of the crude oil into TOR and we’ll refine our own petrol at a cheaper rate and get the workforce to do that.”

Aurora Elezi, a CX advocate shared: “My (2) young daughters love Babybel cheese and it always came in a packet of 4 where we usually

shop, so they shared. In the last few months or so the price became 30% higher and the pack reduced to 3 not 4 little snacks anymore. I stopped buying the product altogether to avoid them fight about it, but seriously this is daylight robbery.”

Moya Gray, a lawyer said: “This is a fancy name for human behavior – more consumers than suppliers creates more opportunity for increased sales all the while the consumer is willing to either outbid the others or pay more for the product. This is more a consumption challenge than a supplier problem except for wheat and oil products. But even in those areas consumption still drives the market. Can’t get by without food – so how do you eat when you can’t buy food? In

these times the localization of food production may undo the globalization of demand.”

Engineer Farooq Ahmad, ex GM, Production at Vehicles Rebuild & Assembling shared: “Shrinkflation is rampant in every field of business. The products are reduced in size, weight and volume. The quality is also sometimes compromised. Its ok as long as making smaller ready to use products are marketed, like shampoo in sachet etc. This concept of commercialisation makes things affordable for the customer to paying only for the quantity being immediately used. But reducing the size of Tissue Box, Biscuit pack or Chocolates with cuts and groves to reduce the weight with same or sometimes higher price tag, is like a theft or deceiving the customer and can’t be approved ethically.”

In Nigeria, companies are also grappling with rapidly rising costs that are passed on to their customers as content and sizes of packaged products like cereals, beef rolls, beverages, noodles, pasta, powdered products, and more have been manipulated and reduced.

In an interview with **MARKETING EDGE**, Deborah Olaiya shared that she has seen package downsizing in brands such as Gala Sausage Roll, and Indomie.

“We love Indomie Noodles. In fact, I think Nigeria is obsessed with the brand. But daily, it’s like they are slowly creeping up on us with the price increments. One day you are buying 70g for N60, next day you are buying for N80; the following week, the store owner tells you it’s now N120. Meanwhile, what Gala used to sell for N50 has transformed to N100, even though they are now selling an unbelievably smaller size for N50. Can we be considered too?”

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RISE OF VIRTUAL INFLUENCERS AS BRAND PROMOTERS

By Temitope Akanle

The saying that the world is dynamic sounds cliché but nothing can be truer. This truism is brought home more poignantly through a cursory look at the global technological ecosystem. The pace of the changes and dynamism in this sector is mindboggling and has continued to exert a whirlpool effect on almost every aspect of life and living. One instance of such dynamism can be seen in the artificial intelligence space and its multiplier effect on life.

Artificial intelligence is used in a wide variety of places, including our homes, workplaces, and personal electronic devices, not leaving the world of advertising and marketing behind. It has birthed so many innovations one of which is virtual influencing, the ‘in-thing’ in marketing and advertising.

Virtual influencing is the use of software-created avatars -characters- which have human-like appearances, to influence people’s decisions – specifically their online behaviour and purchases- in favour of the brands they promote.

A virtual influencer, which is also known as a virtual persona or virtual model, is a fictional computer-generated character that can be utilized for a range of marketing-related tasks, but is most frequently used in place of real-life “influencers” most especially for social media marketing. The majority of virtual influencers are created with the aid of computer graphics and motion picture technology to resemble real individuals in true-to-life circumstances. These virtual people are prominent figures having, as stated here, a first-person perspective on the world, and made accessible via media platforms for the sake of influencing.

Virtual influencers have developed into a potent and cutting-edge marketing tool in recent years, with an increasing number of stylish digital characters appearing on social media platforms like Instagram and garnering sizable followings. Some of the most popular virtual influencers include, Shudu, imma, plustic boy, Lil Miquela, AI Ailynn, amongst others. These 3D models commonly appear in advertisements, brand collaborations, and PR stunts, much like celebrities and legitimate influencers.

For instance, last year, PUMA selected Maya, as the online personality to serve as the face of its Future Rider campaign throughout several Southeast Asian nations. As a highly diverse region, companies have long struggled to discover influencers capable of appealing across all markets. Maya, who is also the first digital model in Southeast Asia, was developed specifically to represent various cultures. Maya was the

ideal fit for the brand, according to Puma, given how relatable, contemporary, and entertaining she is. The team of creators behind this virtual influencer added that “the emergence of virtual influencers is not an indicator that they are human replacements, but rather, a kind of escapism and imagination that offers audiences with a canvas to project their voices, hobbies, and personalities.”



Maya.
Photo
Credit:
Google

For one of its most recent perfume commercials, luxury brand, Prada, decided against using a traditional brand ambassador or celebrity. Instead, the company introduced Candy as its own “virtual muse.” The virtual influencer oversaw a campaign in which she marketed a fragrance line while modeling several Prada pieces. The advertisement, according to a spokeswoman, offers a chance to reach new heights because when her own world malfunctions, she starts to perceive another, expanding her existence through the power of technology.” Since she is no longer constrained, her curiosity increases, new creative views are revealed, and an opportunity to reconsider reality follows. Candy appears in numerous kinds of advertising, including a print campaign, short films, and social media sites like Twitch, Snapchat, and TikTok where she interacts with the actual perfume bottle.



Candy.
Photo
Credit:
Google

The most well-known virtual influencer is probably Miquela Sousa, also known as Lil Miquela. Since its inception in 2016, Miquela has amassed over three million followers on Instagram and has established herself as a household figure in the fashion

business by serving as the face of numerous brands, including Prada, Calvin Klein, and UGG. She was designated one of TIME Magazine’s “25 Most Influential People on the Internet” in 2018, and she made about \$20 million in 2020 alone, demonstrating the extent of her fame. In addition to being a flawless model, Miquela has also put out a number of tunes on Spotify.



Miquela.
Photo
Credit:
Google.

The list of CG influencers is continually expanding as these models’ ubiquity spreads across social media. The ease with which items can be incorporated into the lives of virtual influencers plays a significant role in their popularity. Their biography and life story are well suited to the good or service they are promoting, a feat that is significantly trick to accomplish with a real-world influencer.

With more emerging from time to time and more firms lining up to work with them on cutting-edge marketing strategies, virtual influencers are becoming a significant force in the influencer marketing sector.

In the Nigerian market, no avatars have been developed, but there are abstract characters like Uche from Bolt, Efe from Fairmoney, Ope from Kuda, and so on. However, because these characters haven’t yet been given a face, they are still regarded as abstract even if they serve similar purposes as some of the characters mentioned in previous paragraphs. Rome wasn’t built in a day and so the Nigerian advertising and marketing industry is taking baby steps to venture into the world of virtual influencing by using some of these abstract characters as building blocks. This will allow for the inclusion of virtual influencers, which will be a game changer for both the local and global scene.

In any case, the trend of virtual influencers is here to stay. They are trendy, futuristic, entertaining, relatable, and expertly suited to the target demographics they seek to engage. They’re also the best resource for helping firms expand their audience, strengthen influencer marketing, and engage customers through creative storytelling. ♦



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360 marketing communications





Lagos as megacity brand

MARKETING EDGE'S OUTSTANDING MEGA CITY BRAND OF THE YEAR

By **Ralph Tathagata**

A megacity is a city with a population of 10 million people

or more, while a metacity is a city with 20 million or more people. Oftentimes, megacities are agglomerations, created when two or more towns and cities grow so large that they join together.

At the start of the 20th century, only London and New York could be considered megacities. At that time, just 2% of the world's population lived in cities. Thereafter, most of the world's megacities

were found in Asia, and were also often found in coastal locations. Currently, megacities are now growing faster in the developing world, especially Africa compared to the developed countries.

As part of its pre-colonial history, Lagos, a name given to the settlement by the Portuguese, was originally inhabited by the Awori subgroup of the Yoruba people in the 15th century. They later moved to an island now called Iddo and then to the larger Lagos Island. Because the area was dominated by the then expansive Oyo Empire, they called it Eko, from the late 16th century to the mid-19th



century, which still remains its native name to date.

Prior to colonial Nigeria, colonial Lagos was declared a colony on 5 March 1862. The remainder of modern-day Nigeria was seized in 1887, and when the Colony and Protectorate of Nigeria was established in 1914, Lagos became its capital, continuing as such after the country's independence from Britain in 1960. Along with migrants from all over Nigeria and other West African nations were the returnee ex-slaves known as Creoles, who came from Freetown, Sierra Leone, Brazil and the West Indies to Lagos.

Having gone through a

series of urban, geographical, social and political metamorphoses, Lagos as it is known today as a megacity brand remains one of the fastest-growing cities in the world.

Despite the argument over the exact population of metropolitan Lagos, the true population figure of Lagos area in 2022 is roughly 28 million (up from some 23.5 million in 2018). Lagos may therefore have overtaken Kinshasa as Africa's most populous city. In other words, Lagos is the largest city in Nigeria and the most populous in Africa, having surpassed Kinshasa.

Brand positioning as

it applies to destinations involves complexities in its conceptualisation and practical features which suggest that the design and implementation of brand positioning strategies are not trivial. However, despite the many complexities involved, brand positioning can be operationalised as a contextualisation of the destination considering the external conditions from the socioeconomic, environment and technology development perspectives which then affect the atmosphere.

For Lagos, the question on many experts' lips is: What are the critical destination brand and marketing challenges facing the mega city of over 20 million people, due to increase twofold by 2050, according to some predictions?

At the continental level, a recent report from the Population Reference Bureau predicted that by 2050, three of the 10 most populous nations globally will be African – with Nigeria at number four. The country's population, the report said, will rocket to 397 million. To put this figure in context, by the middle century, Nigeria's population would be larger than Central Africa's in its entirety. The population boom will impact the whole country, but nowhere will it be more profound than in Lagos.

T.H.E.M.E.S is an acronym for Mr. Babajide Sanwo-Olu, the executive Governor of Lagos State administration's six strategic development agenda namely, Traffic Management and Transportation Health and Environment Education and Technology Making Lagos a 21st Century Economy Entertainment and Tourism Security and Governance.

The T.H.E.M.E.S agenda is designed to address the multi-modal transportation system deficit and reduce the city's dependence on fossil fuels as its primary sources of energy, enabling the development of viable industries and local production.

The state in its efforts to be a 21st century mega

city economy is strategically leveraging tourism to build its equity as the business hub of the nation's economy.

To bridge the enormous physical and socio-economic gaps of the city, Mr. Sanwo-Olu's government has been working on the most critical challenges common to all its inhabitants, including energy, water and transportation.

Safety on the roads is an important metric to the Lagos State government hence the need to deploy penalties for traffic offenses. It is important to know that the least financial penalty to be paid under the traffic law in Lagos State is N20, 000.

Apart from penalties relating to road users behavior while driving, other major reasons they can be penalized include if their cars have expired or fake documents, driving without a Driver's license, driving of any vehicle by person under 18, driving with fake number plates, and driving with forged vehicle particulars among others.

A smart mega city requires a smart population, and education is one area set to become a potential crunch point in the Lagos mega city project. With less than 15 higher institutions (both public and private), Lagos, as currently constituted, is a far cry from meeting its higher education demands. And gaps between academia and industry would mean that even if there were an increase in higher education supply, graduates would not be well groomed to fit into industries or to create jobs.

The government is therefore investing in educational public-private partnerships that will provide technical and vocational skills to ease the pressure on higher education. Through these improvements the system would not only meet the needs of Lagos, but has the potential to power the entire national and other African economies, positioning Lagos as a future continental market leader. ♦

Maintaining brand consistency through content creation

By **Ralph Tathagata**

In today's economic climate, how a brand stands out and makes a name for itself is more important than ever. In addition, how a brand builds lasting relationships with its customers is what keeps the brand ahead of competition.

A recent research has shown that the biggest representative of a brand is content, and for the content to have a maximum impact, it must be consistent.

According to Shutterstock, 60% of marketers create a minimum of one piece of content each day. Maintaining brand consistency in all that content would require a variety of content creators, as each writer has their own unique personality and style.

According to McKinsey & Co, brand consistency means making sure the words, design, perspective, and offerings all relate to the way a brand wants to express itself. It's the secret to customer satisfaction.

When a content story is inconsistent, a brand seems disingenuous. If customers connect to a brand's story on one page, then jump to a different page and see a completely different story, they feel disconnected. To make the customers happy, a brand should produce consistent content because by improving the customers' experience, the brand also improves its value.

Inconsistent content is unpredictable, and unpredictability dissuades customers from trusting a brand. Inconsistent branding confuses the customers by forcing them to do the hard work of keeping track of what the brand is talking about, while consistent content fosters relationships with consumers

According to the Edelman Trust Barometer, 67% of customers say they'll only continue buying products from a brand if they

trust the company behind them. In all relationships, trust is built through consistency. Communicating the same values in the same voice at every customer touchpoint develops a reliable brand personality. When people can count on a brand, they'll be more loyal.

What's more, a PricewaterhouseCoopers study found that one in three customers say they'll walk away from a brand they love after a single bad experience. Customers pick up on mistakes immediately. Therefore, if a brand wants customers to always think about it and focus on the heart of the messages, the content must be clear and consistent.

In addition to making a brand's offerings more desirable, a research by Lucidpress has shown that on average, consistency

increases revenue by 23%. In other words, the more people get to know and trust a brand, the more likely they buy that brand's products or take advantage of its services.

A post on social media can boost a brand's SEO, increase traffic on its website and social media platforms, and ultimately generate leads and revenue. Consistent content delivery makes sure that each new consumer who's interested in a particular brand meets with the same great messaging their friends raved about.

Brand consistency means telling the same story over and over again, at every point of contact with consumers. Maintaining brand consistency may be challenging, but the benefits are worth it. No brand should miss out on growth opportunities by underestimating the powerful element of brand consistency in strategic marketing.



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How EyeKontakt is redefining OOH with innovative ideation



Regardless of the offering, every advertiser knows the importance of putting their brand in front of existing or potential customers. Finding the agency that will help put the brand out there is one thing, getting the agency with the right team to deliver results is quite another. In fact, choosing the right agency means that the advertiser will be able to do business with a creative agency that will help them think and come up with avant-garde specifications that can touch the heart of the industry and deliver significant Return on Investment (ROI).

As different types of media become increasingly fragmented, advertisers are expanding their reach by leveraging Out-of-Home (OOH) to reach a much broader demographic.

According to a recent industry report, 77 percent of people are more aware of their surroundings in the post-pandemic era than they were before the epidemic. Marketers are, therefore, advised to invest their time and resources to promote their brands/products using OOH media, as the outcome promises to be illuminating.

In Nigeria, EyeKontakt Limited is one of the leading out-of-home advertising companies with great affinity for professionalism, innovation and excellence.

Strategically and audaciously positioned not just to help advertisers fight

for, but to earn the attention and loyalty of their existing/potential customers, EyeKontakt provides outdoor advertising solutions in the form of Billboards, Wall drapes, Digital LED Boards, Transit/ Highway Logo Signs and Lamp Poles displays.

Dedicated to play much more than just act as a framework for striking brand campaigns and boosting brand awareness, EyeKontakt plays the role of a significant activator and action motivator that is critical to the “last window of impact”, that crucial period before a ready customer takes action or makes a purchase.

What’s more, at EyeKontakt, there is no shortage of remarkable ideas; what’s missing might be the will to execute them. In Nigeria’s busy and densely populated environment, EyeKontakt’s avant-garde visuals along with audacious visibility and strong branding stand out. For example, their Orijin wall mural at Pencinema, Agege, Lagos, is not in competition with other kinds of media in that environment and helps their client’s brand dominate several other ads within the vicinity.

With EyeKontakt’s LED billboards strategically placed in the corridor of Lekki-Ikoyi toll gate, advertisers’ brands are sure to gain awareness and premium visibility.

According to Adeniyi Ganiyu, the MD/CEO of EyeKontakt, the outdoor powerhouse embarked on a creative

mission to create bonds and affinity for brands through provision of excellent innovative and environmentally friendly out-of-home advertising services since 2007. For close to 15 years running, EyeKontakt is still driven by the need to consistently outdo its best accomplishments and to deliver premium services to all its clients.

The agency is certified by the Lagos State Signage and Advertising Agency (LASAA) and is also a member of the Advertising Regulatory Council of Nigeria (ARCON).

The positioning of a brand determines whether it succeeds or fails. A customer’s mental image of a product is significantly more important than the object itself most of the time. As part of its brand positioning, EyeKontakt has continued to provide its clients with strategic brand awareness insights, creative support and channels to deliver their brand messages from start to finish.

As out-of-home marketing continues to evolve beyond its early focus on specific brands, EyeKontakt as a rapidly growing outdoor powerhouse continues to increase the effectiveness of its delivery strategy with a view to making Nigeria’s OOH media a prime channel for advertisers.

Overall, deciding on a brand positioning requires a clear vision as well as extensive market research. EyeKontakt’s vision is to take over a large chunk of the Nigerian cityscapes and strategically integrate advertisers’ brands into the fabric of many cities. For EyeKontakt, every available and potential space is a large canvas for its creative team to conceptualise, collaborate and develop eye-catching designs that simply can’t be ignored.

Our Martell's brand launch experience

- EyeKontakt Boss

Adeniyi Ganiyu is the Chief Executive Officer and Founder of EyeKontakt Limited, one of Nigeria's leading most innovative outdoor advertising companies with great affinity for professionalism, innovation and excellence. In this interview with the MARKETING EDGE team he speaks on how his agency has been recording remarkable feats by delivering unique, innovative and superior services to clients over the years.



Adeniyi Ganiyu, EyeKontakt's MD

What's your assessment of the Nigerian Out-of-Home (OOH) advertising ecosystem in recent times?

OOH is evolving in Nigeria. I joined the family some years back, precisely in 2004/2005. I worked my way up, and I can conveniently tell you about the evolution of OOH in Nigeria. From the era of 96 sheets to 48 sheets, unipole, used to be the iconic thing back then. But over the years, we have heard a number of transformations in terms of innovation in OOH. Right now, there are lots of innovative, disruptive and mega concepts all over the country.

We still have a lot to do and we are on ground to make that happen. EyeKontakt limited happened to be part of the few companies around to change the paradigm and proved to the world that we can come up with iconic and disruptive ideas that will compete with any structure in the world. Yes, we are evolving and we will definitely get there.



The Martell Lounge AKA The Audacity at the Admiralty Way Roundabout, Lekki, Lagos

You spoke about innovation and disruption. Could you identify the major innovative shift in that sector?

We have been challenged by advertisers recently, so to say, by frequently requesting for new and unique OOH holdings. They are more or less bored of the conventional platforms being recycled year in year out. If you look around now, you will see exceptional billboards because when you talk of disruption and innovation, it has to do with your location, the shape, size of the board and then other features that makes it iconic like deployment of light and facade. You will also notice that we are moving away from the usual rectangular billboards. recently we have a 360 degree LED billboard, and EyeKontakt happened to be the first coy that brought in a complete circular LED board in West Africa. It was done at the admiralty Roundabout. Before then, it was believed not achievable. They asked, "How is it going to be done and what is it going to look like?" It is part of the innovation we brought in the industry. We are looking at coming up with more unique concepts. Like I said, we are almost there, but we still have a lot to do.

With all of the things that you said your company is doing to create more innovation in the

industry, how is technology enabling that to happen?

The only way to advance our innovative drive is adaptation of technology and AI artificial intelligence is the key area of focus moving forward. Today, we have 3D display effect on LED which is the latest innovation on DOOH but our attention and focus at EyeKontakt in the area of leveraging technology is how to make static board more interactive and 24hrs visible. We are presently devoting a lot of time and resources in this direction and very soon we shall demonstrate this.

What are the challenges OOH is facing in Nigeria, that you would like to talk about?

Every sector in advertising has its own challenges. OOH challenges are there, they are known to practitioners and the biggest of it all is regulation. Some of the policies around OOH are not nationally aligned, so to say. If you move from Lagos to Ibadan, what operates in Ibadan does not what work in Lagos. There is inconsistent regulation across the state of the federation on OOH, and it is not helping our business in terms of planning and execution. Based on the nature of our business, when advertisers launch a campaign, all the channels have to go along simultaneously (360). Once the radio, television, newspaper etc. are on,

OOH has to follow suit, because they have to complement one another. But in terms of regulation, we find it very difficult to get approval on time; even if you get approval on time moving to site is another headache, different government agencies claiming concurrent approval on a location. All of these usually affect us in meeting deadlines and we lose lots of businesses because most campaigns are time bound. As campaigns are already running on other channels, they have to take back OOH budget most times to the other channel as a result of not being able to meet up with timeline due to approval issues.

I know that the sectoral body, OAAN, is putting a lot of effort into mitigating these challenges so that, within the shortest period of time, we can have approvals and be able to meet campaign time line. Regulation is a major headache.

More so, at EyeKontakt, where our core focus is in the area of innovation/unique and iconic concepts, major challenge is where to domesticate our concepts. I mean that, when you think of an unusual concept, you have to struggle to see where to locate it. Like the one we did for Martell recently, we struggled to get the location. It is actually reducing our vigor in pushing the innovative skill forward because it has to be where people can see it. Even if you construct it and you do everything, it has to be installed in good location. Although we are going back to the drawing board to see how we can actually manage that, it is



EyeKontakt's MD

still what it is; we can't reconstruct Lagos overnight or any other parts of the country. We have to make do with what is on ground. Those are some of the challenges we are facing recently. As for finance, this affects every business, I don't need to over-emphasize this.

What kind of policies do you think the government can put in place to improve on your operations?

The Advertising Regulatory Council of Nigeria (ARCON) came up with some new regulations recently. You know we have it as the overall regulatory body for advertising and we also have the subsidiary body which is OAAAN, which focuses strictly on the out-of-home. The evolution of state governments having separate agencies to regulate outdoor has actually made things very difficult. It has made the questions

you asked me now very difficult to answer because, like I said, each state has its own regulatory body. There are different regulations and some are not structured. You have different agencies within a state claiming the same authority over an approval. We are presently at the mercy of state agencies. OAAAN has been trying to bring things together, but because of the power of the states, it has been difficult to achieve much in this direction. For now, we have to face what is on ground and push for better alignment moving forward.

What would be your assessment of the advertising spend in the OOH sector?

Globally, during the COVID-19 pandemic, there was a plunge, which is not only on advertising alone, businesses were generally affected. Fine, we thought the aftermath of COVID-19 in terms of spending would be with us for a very

long time, but there was a sharp and very sporadic increase, post-pandemic, which was more or less miraculous. We thank God because some of us started shivering and wondering how we would cope. The industry came back sharply and there was even an increase. So, 2021 was good for both OOH and advertising generally.

But recently, because of what is going on around the world, the Ukraine-Russian war, the fight between China and the U.S., the global economy has been going down, according to a World Bank report. They are even projecting recession in some of the leading economies. And because some of these accounts are multinational, once anything happens at the global level, its effects trickle down to other parts and actually slow down the spending.

Companies have been cutting down advertising budgets to respond to the global economic downturn which is quite reasonable. By and large, where we are is not that bad, though we are still trying to ensure that by the time things pick up, we would definitely follow the tide. I believe that, depending on what is happening, the trend globally will also pick up very soon to where it was maybe at the end of 2021 to 2022.

Another trend we have observed is that advertisers are rethinking about their marketing strategy. So, they are tilting more towards digital channel, though that has been there with the emergence of digital space; the noise has been on how digital is replacing OOH and so on. But in reality, we all know that advertisers cannot do without OOH because of the effects and potentials it offers for brand visibility and boldness. In fact, after COVID-19, we have been having a kind of increased traction on OOH, particularly on the big brands, more so, with the evolution of fintech. We will continue to witness this surge, speaking to the fact that OOH remains the platform that boldly tells brand stories to the public without any hindrance.

The past three years have revealed to us that OOH is here to stay and by virtue of the innovations coming up recently, advertisers are willing to spend more on OOH because return on investment is good and rewarding. There is no point agitating or losing sleep over digital channels taking over OOH.

How would you describe your brand, EyeKontakt?

EyeKontakt is a company that is built on a niche. From day one, we set out to be different, to stand out. We are that OOH company that when you think of being iconic, bold, audacious, you think of



The Ecliptical LED which is situated at the Admiralty Roundabout, Lekki

EyeKontakt. That was the positioning from the beginning. We set out to be innovative and to do something people will like to copy. Where we are today has given us a testimony to that. We stand to keep that tempo of being different. In parenthesis, that is what we are, the pacesetter.

Maybe I should tell you a little bit about how we came about the name EyeKontakt, because sometimes some wonder and ask if we are into eye lens accessories. In such cases, I would have to start explaining. It started when Silverbird Galleria was newly launched. At the peak of its activities the Galleria was a prestigious place for brands to showcase their products and services. I went there one evening for a show performed by Dbanj. I went to the gents to answer nature's call. I had been trying to do something at the Galleria, but the price was just too high. For you to even wrap a small pillar at Silverbird Galleria then was in millions. While I was in the restroom, I was looking at the blank door and it then rang in my head that I was looking at a vacant, blank space without distraction. What if I have a frame at the back of the door looking back at me? It would make direct eye contact to me and that was how I came up with the name and idea. We ended up selling that idea to Reckitt Benckiser's Dettol, but it didn't scale through because of the price.

Along the line we thought of coy name to execute the concept myself and my partner, my senior Oga, Mr. Tony Ekwaega, the idea of eye making contact with the frame without any hindrance struck us and EyeKontakt limited was birthed. This means that anywhere our assets are, you can't miss it; you must see it.

Could you tell us about the Martell story?

Before I talk about the Martell story, I think I need to say one or two things about where we actually started from, to further corroborate with the assertions that I have made about our motto, our vision and other things. We started with branding of the water tank at Onikan. Yes, that was what we started with and we partnered with Consolidated Breweries then before they merged with Nigerian Breweries. That tank was a round tank, and the idea we sold to Consolidated Breweries was that they could brand the edge of the tank, which had a shoot up. You know when you fill a glass of beer, the upper part is always white foam, while you have the colour of the content down. We targeted 33 lager beer then, the colour of 33 is more or less like yellowish gold, and the top of it is white foam.



EyeKontakt's Staff in front of the Company's head office building

We used the tank as a cup, and we filled the cup and branded it the colour of 33 beer which was gold, while the top was branded white (white foam). From afar, you would be looking at a cup containing 33 beer with white foam. Immediately we presented it to the company, They signed off, and that was the first of its kind.

So coming back to Martell, based on our partnership with Pernod Ricard and PHD Media, we got a brief expressing Martell brand going on an audacious journey and EyeKontakt was asked to come up with an unusual concept to achieve this. This actually challenged us and I must use this opportunity to applaud Pernod Ricard and PHD Media for the opportunity. We went to the drawing board and came up with about four different concepts out of which the "cognac Martell lounge" AKA the Audacity was approved. A lot of challenges were encountered i.e. choice of location, material options, safety concern etc. but with the doggedness of my team, all of these were surmounted and the rest is history.

After settling for the Admiralty Roundabout, the question of 360 degree visibility became an issue, so also as day and night model because the concept is

a combination of experiential and OOH meaning, during the day, it's a billboard and in the night, an "experience". We overcame this by opting for an all-round frameless transparent glass with a cantilever cladding up and down.

The level of sophistication was high but we thank God that we were able to pull it through. No doubt that euphoria of the disruption is still very thick in the air. This is actually good for the OOH as an industry as a lot of competitions and non - competitions with the Martell brand has been contacting us for partnership.

The good thing afterwards is that our clients were excited and applauded the team. This gave us more energy to step up the game. The project was a two-day experience but the effect was so impressive and massive.

What EyeKontakt does essentially is to give clients direct experience by delivering ideas that connect with consumers' experience on point of sales or public spaces. That was what we achieved with the Martell experience at Lekki roundabout. It was a tug of war, very tough because as you can see, the location is one location nobody thought could happen.

In terms of innovation, what are the new initiatives you are bringing on board for your client?

We are leveraging on technology in unveiling new ideas and state of the art concept moving forward. A lot of concepts are in the pipe lines and the target for us is to make static boards more interactive and visible 24hrs.

So, can people also respond to the static interactive boards?

Yes, of course. They can respond because technology has made it possible. You can have an ad that will communicate with your phone when you are within a reasonable proximity to it. but I won't let the cat out of the bag now. That is stage we are headed in EyeKontakt. That is what can make us compete with the digital channel you mentioned. We have to step up the game, and like I said earlier on, OOH is here to stay.

You keep talking about partnerships and collaborations, what is their impact on your business so far?

I have a different view when it comes to running a business. I think I belong to the 21st century business group whereby synergy, collaboration and partnership are the drivers. Many business owners have not come to the reality that you can't do it alone. You have to synergize. For example, this partnership cuts across the advertising industry. Even with your client, it is no longer a PO/ invoice relationship. You have to move closer to your client to be able to feel their needs; it's a strategy for you to come up with something that will align with their plan. So, for smart practitioners, it is now beyond seating in your office and be expecting briefs from clients instead, you have to move closer and propose concepts that fit into their plan.

Secondly, even among us as practitioners, partnership is the way to go. Like I said the other time, our environment is also a challenge to us. The physical planning arrangement of the various cities that we have does not really encourage innovation because everywhere is choked up and everybody is scrambling for space here and there. So, for a company like ours, we don't mind collaborating with like-minded practitioners. We have the idea, you have a good location with approval; we partner and make it happen. That is a trend that some of our colleagues are still trying to adjust to. But I have seen that a long time ago and it is working for us.

For example, the Ozumba wrap I made mention of is a partnership between EyeKontakt and MBR. He has the location, I have the idea and we came together, and within a short period of time, we made that happen. He had been carrying the location for a long time while I had been carrying the idea for a very long time as well, but when we partnered something spectacular happened within very short time. So, partnership has been working for EyeKontakt and we are ready anytime to partner with people of like minds. People that share the same ideas and principles with us. If you ask me, it is the best way to go in this present business environment. You cannot do somethings without partnerships because nobody has it all. We cherish it and it has been working for us.

Give us a hint on your career journey so far

That is the story I like to tell people. Going to school, being educated and let's say education generally in the 21st century is a stepping stone. It is not an end; it is just a means to an end. When we were in school, we had this idea that, by the time you are in your final year, you would start thinking of a company that is related to your discipline for a job. But reality always sets in by the time you are done with schooling. You will then begin to navigate the real world. This is what I tell a few students that I mentor now from University of Ibadan, my alma mater. I usually tell them to open their minds and study widely. Know something about everything because it is quite challenging out there. By the time you are coming out, in fact, you will not even know where to start from. But what will help you is how prepared your mind is.

So, coming to my own story, yes I studied Agricultural Engineering from the University of Ibadan and I graduated during the evolution of these second generation banks. So, we were chasing bank jobs up and down. Many of my friends who got bank jobs are still stuck till today. As providence would have it, no bank was ready to employ me. I had to take a second look and I was introduced to Engr. Obajimi who does outdoor fabrication. That was my first job. He employed me as a supervising engineer and the first project I handled was the Glo City Entrance. That was way back in 2004/2005. So, I handled the Glo City Entrance for Ogun State and Lagos State. Those 4x8 panels that greet you when you enter a town in their local language, I was in charge from workshop designs, fabrication to installation and presented reports. I used to go to Glo House then for report reviews and all that.

That actually opened my eyes into the industry. As providence would have it, after six months, he got another supervisor and would not be able to pay both salary and I had to leave. It was touching, but I said to myself, I know a little bit of this thing and I could not let all that experience and effort go to waste. I started like a lone ranger with the little contact I had then. With the little contacts I had, I started getting calls asking if I could do one thing or the other. So, the confidence started building as I was getting small jobs around. When LASSAA came and changed the whole landscape by removing about 80% of boards in Lagos then, the call for fabrication dropped. I had to dust my certificate and go back to school. I had to pick a diploma in advertising. I sat for the ARCON (then APCON) exams and I got inducted afterwards, that was how I established myself in the mainstream business of advertising. Since then, it has been good. We give glory to God.

**WE ARE
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NEW IDEAS AND
STATE OF THE ART
CONCEPT MOVING
FORWARD. A LOT
OF CONCEPTS ARE
IN THE PIPE LINES
AND THE TARGET
FOR US IS TO
MAKE STATIC
BOARDS MORE
INTERACTIVE
AND VISIBLE
24HRS**

Peak Milk brand celebrates Nigerian Para Powerlifting Team



L-R: Marketing Director SSA – Chris Wulff-Caesar, Executive Corporate Affairs Director FCW – Ore Famurewa, President Nigerian Para Powerlifting Federation – Chiemeka Ezenwanne Charles, Managing Director FCSSA – Ben Langat, The Deputy Director and Liaison Officer, Lagos for the Federal Ministry of Youth and Sports Development – Mrs. Ekanem Mborra, Sales Director FCW – Adedeji Adesoga, The Secretary General NPPF – Mr. Ahmed Abdullahi Libata, Technical Director NPPF – Dr. Joy Mayaki, Senior Brand Manager Peak – Moninnuola Kassim, Brand Manager Peak – Lilian Elue, Marketing Manager Peak – Omolara Banjoko, Innocent Nnamdi, Lucy Ejike, Lovely Obiji, Oluwafemiayo Folashade OON, Bose Omolayo, Latifat Tijani.

Peak brand, Official Partners of the Nigerian Para Powerlifting Federation, has reiterated its commitment to sustain its long-term support to the Federation's athletes as they continually strive to win medals for Nigeria in international competitions.

The Team, also known as “the Unstoppables”, sustained their impeccable performance streak at their latest exploits at the 2022 Commonwealth Games in Birmingham, England; and the 22nd African Championships in Saint Pierre, Mauritius where they posted credible, medal-winning performances.

At a Peak Breakfast event recently in their honour at the National Stadium, Surulere, Lagos, the Managing Director, FrieslandCampina Sub-Saharan Africa Cluster, Ben Langat affirmed the continued backing of the Unstoppables by Nigeria's foremost milk brand.

The event also saw the Federation



receiving new sets of top-of-the-line wheelchairs, in addition to nutritional support to nourish the athletes to even greater performances in upcoming competitions.

The Honourable Minister of Youth and Sports Development, Mr Sunday Akin Dare, represented by the Deputy Director and Liaison Officer, Mrs. Ekanam Mborra, was full of gratitude to the Peak brand for its support to the Para Powerlifting Federation and its athletes, as well as Nigerian sports in general.

In attendance at the ceremony were

members of the newly inaugurated Board of the Nigeria Para-Power Lifting Federation (NPPF), led by the President, Mr. Charles Ezenwanne.

Langat outlined the support the brand extended to the team over the years which, in turn, inspired the athletes to unprecedented heights, making them rank high among the most successful Nigerian National Teams ever.

He also revealed that Peak fully funded “the Unstoppables” to two international meets in 2019 and 2020. The sponsorships, he said, were preceded by a complete refurbishment of the team's training facility at the National Stadium, Lagos which was also fitted with brand new International Paralympics Commission-approved equipment.

He further noted that the brand procured an International Paralympic Committee (IPC) approved wheel-chair mobility bus specially customised for elite athletes. The bus, now fully reconditioned

after four years in the service of the Federation, was re-presented to the athletes for their continued use.

According to Langat, “the company’s decision to partner with the team is in line with the brand’s promise to enable and empower its teeming consumers to reach their Peak, regardless of any limitations”, while emphasising that, by these reach-outs, “Peak has again demonstrated that it is a brand that is committed to corporate social responsibility ethos and one that is patriotic in orientation and outlook.

“At FrieslandCampina WAMCO, we are indeed very happy to be associated with ‘the Unstoppables’ because the team has inspired many people and we employ the team to continue in that same spirit.

“As the Official Partners of the Nigerian Para Powerlifting team, we remain committed to supporting the team and thus enable the athletes to continue to reach their Peak. It is the reason that we have always opened our doors of partnership to the Nigeria Para-Powerlifting Federation in its various activities many of which you will easily recall”.

The Breakfast session also witnessed the presentation of ‘Unstoppable Humans of Change’, by Marketing Director, FrieslandCampina WAMCO, Chris Wulff-Caesar. It is designed to identify unsung heroes among Nigerians with the same unstoppable spirit, and who strive to impact the world around them despite challenges and limitations, and serve as cheerleaders and a launch pad to further enable their cause.

The President of NPPF, Ezenwanne expressed profound gratitude to Peak for the brand’s various sponsorship support to the Federation and its various activities since 2016, describing the nation’s number one milk brand as “indeed, the number one sponsors of sports in the land”, to the applause of all present.

He expressed optimism that the new Board under his leadership would continue to give Peak satisfactory returns for its investment in “the Unstoppables”.

L-R: The Secretary General NPPF - Mr. Ahmed Abdullahi Libata, The Deputy Director and Liaison Officer, Lagos for the Federal Ministry of Youth and Sports Development - Mrs. Ekanem Mbora, Managing Director FCSSA – Ben Langat, President Nigerian Para Powerlifting Federation - Chiemeka Ezenwanne Charles



L-R: Executive Corporate Affairs Director FCW - Ore Famurewa, President Nigerian Para Powerlifting Federation - Chiemeka Ezenwanne Charles, The Secretary General NPPF - Mr. Ahmed Abdullahi Libata, Managing Director FCSSA – Ben Langat, Marketing Manager Peak – Omolara Banjoko



L-R: Company Secretary/Cluster Head of Legal FCSSA, Olubukunola Olateru, Sales Director FCW – Adedeji Adesoga, Executive Corporate Affairs Director FCW - Ore Famurewa, President Nigerian Para Powerlifting Federation - Chiemeka Ezenwanne Charles, The Secretary General NPPF - Mr. Ahmed Abdullahi Libata, Managing Director FCSSA Ben Langat, Technical Director NPPF - Dr. Joy Mayaki, Marketing Manager Peak – Omolara Banjoko, Marketing Director SSA – Chris Wulff-Caesar, Innocent Nnamdi, Bose Omolayo, Oluwafemiayo Folashade OON.



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Mobil ServSM

Performance by ExxonMobil

Mobil Serv Engineering Service

By SN Ezendiokwere

The Mobil Serv Engineering Service is an umbrella name for dozens of technical service programs and offerings available from Mobil for use by Asset Management personnel to improve or sustain machine health in the application of lubricants. They are proactive-oriented in practice. The overall focus being the plant asset or facility, including the human and material asset in procurement, equipment management and use of lubricants.

The programs under Mobil Serv Engineering Services drive practical improvements in asset health and performance. Plant management teams are provided options of programs and services to select from and to adopt to help them navigate the overwhelming variety of engineering service challenges to asset improvement management in order to enthrone sustainability in asset reliability and operational efficiencies that will guarantee;

- Long lasting peak performance
- Lower total cost of operations
- Increasing productions and general improvement of plant bottom-line

Building on decades of application expertise, the Mobil team will be positioned to provide and adopt workable lubrication solutions through these services to help achieve the set goals in plant maintenance and management.

In addition, the enthronement of Mobil Serv Engineering Service programs will obviously lead in the implementation of practices that enhance operations, improve safety, minimize environmental impacts and



streamline maintenance. Doing so will help you to better understand the working conditions of your lubricants and equipment.

In summary, the innovative Mobil Industrial Lubricants application, supported with proven application expertise of Mobil lubrication engineers, the programs and services will provide the solutions that can help any plant to attain higher levels of productivity. As a result, therefore, the following programs and services that constitute the numerous offerings under Mobil Serv Engineering Service will ultimately lead to practical engagements with proactive plant maintenance teams and asset management personnel;

- Basic and Advanced Lubrication Training
- Mobil Serv Plant (Lubrication) Study/Audit
- Detailed Plant Lubrication Chart (Instructions)
- Gas and Steam Turbine Analysis
- On-site Lubrication Analysis Lab
- Mobil Serv Lubricant Analysis
- Contamination Control Study

- Drain Interval Study
- Engine Inspection
- Gear Inspection
- Hydraulic Inspection
- Storage and Handling Study
- Root Cause Failure Analysis
- Natural Gas Engine Analysis
- Startup and Compatibility Services

The Mobil Serv Engineering Service offering process consists of four key steps, which are namely; Mutual Planning, Objective Execution, Benefit Documentation and Annual Business Review. The processes shall serve as a promise to provide documented potential business improvements arising from reduced expenditures, increased equipment uptime, improved maintenance processes, and reduced oil consumption and waste.

In conclusion, we recommend you ALWAYS make it Mobil in your plant lubrication management and proactive implementation of engineering service programs in equipment condition monitoring efforts to promote asset reliability.

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& ASSOCIATES

RECENTLY, in recognition of his efforts to ensure rapid industrialization, enhance the ease of doing business and make Ogun State Nigeria's top investment destination, the Federal Government honoured the Ogun State governor, Prince Dapo Abiodun, with the Distinguished Award for Industrial Revolution. The award more or less coincided with the confirmation by the National Bureau of Statistics (NBS) that Ogun State, with its N100.9bn revenue profile in 2021, is one of the states with the highest internally generated revenue nationwide, coming only after Nigeria's economic capital, Lagos; the FCT and Rivers State, a top oil-producing state. If anything, the award is cheering news for all and sundry in Ogun State, recognising the governor's resolve to bring positive development to the state, especially in the area of industrialization. There is no state that can develop without industry and, contrary to the submissions of naysayers, a silent revolution has, in the last three and a half years, actually been ongoing on in the Gateway State.

In view of the fact that awards in this country often tend to be inspired largely by political patronage, it is legitimate to ask precisely what the governor did to win this exalted award, and that is actually the meat of this piece. First, Prince Abiodun was able to create an enabling environment for business to thrive in the state. Unlike before when the state was plagued with political crisis leading to assassinations, not to talk of the hounding of the opposition by the government in power, there is now calm and tranquility in the state. And this is remarkable because Governor Abiodun's immediate past predecessor has maligned his character, image and government to no end during rallies across the state, desperately seeking to drag him out into the



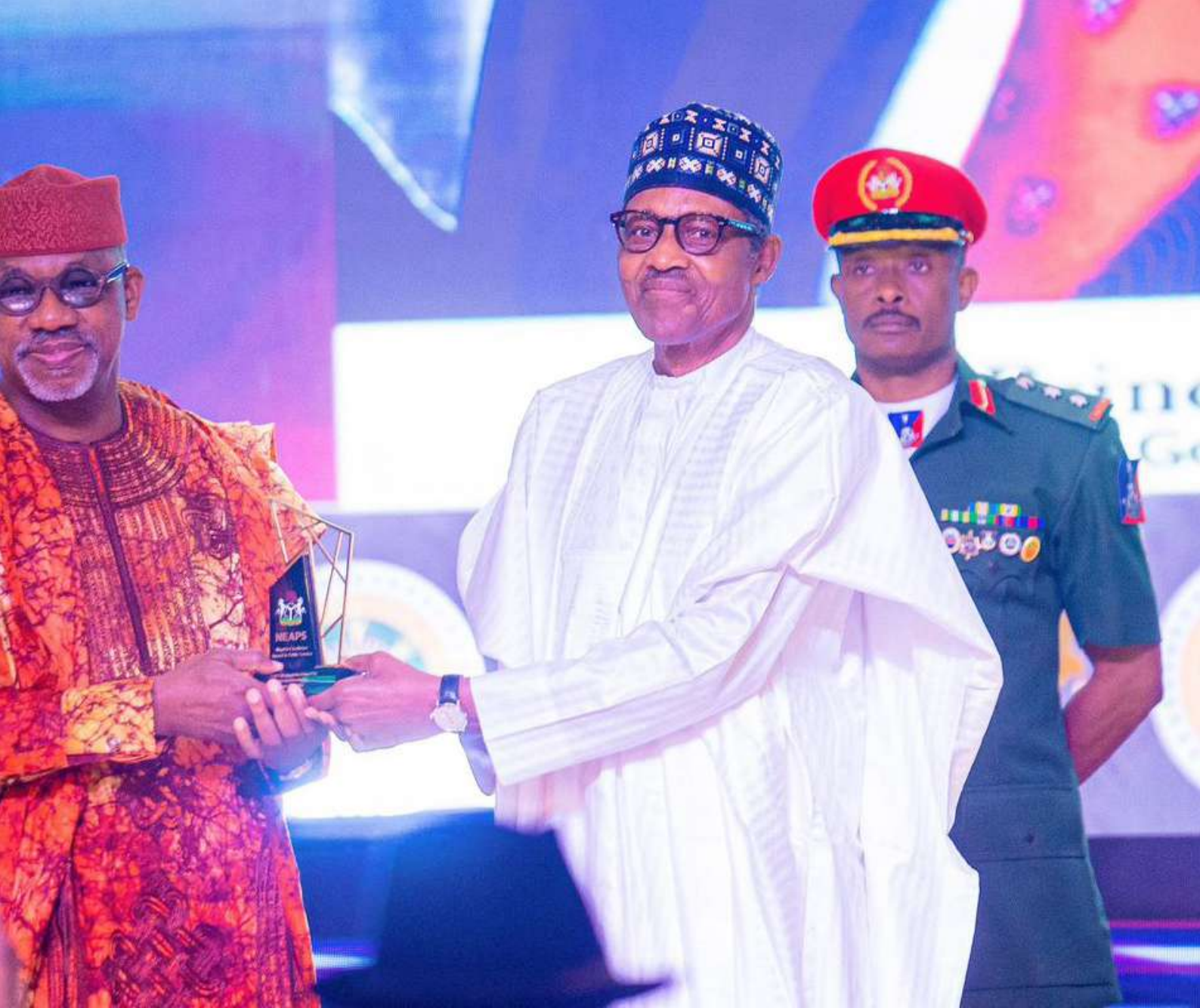
Governor Abiodun's strides in industrial

By **Jolaoso Alabi**

arena of conflict. But the governor has not budged. Instead, he has addressed security crisis squarely, making the state safe for investment and for residency. He has unfolded the state security outfit, Amotekun, and equipped the police extensively. And while there are still security concerns, security agencies in the state have the wherewithal to

respond appropriately.

The Abiodun administration is noted for providing a competitive tax climate, realising that businesses must first make money before they can pay tax. This was partly why he again won the good governance award at the Nigerian 62nd Independence Anniversary and Global Award Gala



HE Dapo Abiodun receiving National Merit Award for leading Industrial revolution in Ogun State from President Mohumadu Buhari

giant revolution

held in London, the United Kingdom and why, last month, he was adjudged by the leadership of the Nigeria Union of Journalists, Zone B, as the best governor in the South-West in the area of infrastructure development. The award recognized the fact that in less than three years, his administration had been able to construct, reconstruct and rehabilitate over 600km of roads across the state. For

instance, in Ogun East Senatorial District, it reconstructed the Ijebu-Ode-Epe road which has opened up the district to industrial development and in Ogun Central Senatorial, it built the 42km Sagamu Interchange-Abeokuta road while in Ogun West Senatorial, the 22km Atan-Agbara-Lusada road leading to the largest industrial estate in Nigeria has reached 80 per cent completion.

In June this year, the Federal Government recognized Governor Abiodun's efforts to grow small businesses, honouring him with the award of Best State in Micro, Small and Medium Scale Enterprises Policy Support for the Year 2022 at the Presidential Villa. Prior to this, MSME Business Clinics had been organised in the state with more than 3,844 entrepreneurs in attendance. The objective was to create an avenue for relevant enterprise development partners such as CAC, NAFDAC, SON, Financial Institutions, R&D Institutes and Entrepreneurship Development Institutions (EDIs) to provide information on

services relevant to entrepreneurs. The clinics also aimed at on-the-spot services in business name registration, product registration and standardization, access to finance and markets, and registration with the business membership organisations.

Actually, the administration established the Ogun State Enterprise Development Agency to provide support and capacity building to MSMEs, the bedrock of any economy. Among other duties, the agency facilitates MSME development through business development services, access to market and access to capital. It also assists in getting available intervention funds from the Federal Government and monitors compliance with the requirements. Besides, the OKoowo Dapo Scheme created 500 female entrepreneurs across the state, empowered 2,500 rural women through the provision of products worth N100m, and gave over 600 youth vocational training. It reorganised the Ogun State Investment Promotion Agency to provide a one-stop-shop for investors on the natural and solid minerals resources of the state, business opportunities, and the facilitation required to invest in the state. The facilitation includes land acquisition and ownership through the State Land Administration and Revenue Management Service (OLARMS), community relations, statutory documentation, and linkages with the suppliers, especially farmers through the Anchor Borrowers Scheme of the Central Bank. Over 40,000 agripreneurs have been produced through the process. Indeed, the Ogun State E-Procurement Portal (eprocurement.ogunstate.gov.ng) was created for contractors/vendors registration and is aimed at allowing more MSMEs to bid for government contracts, being provided with

free registration for MSMEs with contracts below N20 million.

All along, the opposition kept attacking the governor, thinking that he would be distracted, but he has remained unruffled, focused on providing the dividends of democracy for the people of Ogun State. Of course, as we have already shown, it is not only the Federal Government that has acknowledged his transformation agenda: corporate organisations and Nigerians in the Diaspora have done so too. Prince Abiodun won the Vanguard Governor of the Year 2021 award, and Daily Independent gave him the ICT Governor of the Year award. Really, what is important in governance is for a governor to be able to deliver. In Ogun State, Nigerians can see a man with a clear-cut agenda and an action plan. The governor's political adversaries had gone to Abuja to disparage him, saying he was not doing anything but when President Buhari came and saw some of the transformation going on in the state, he was shocked. He said that if the cargo airport being built in Ilishan was completed this year, then he (Buhari) was coming back to commission it. And he actually will, because the massive Agro-allied Airport City meant to cater to both cargo and passenger traffic is scheduled to begin operations in December. With the array of investors he has brought to the state, Prince Abiodun has surpassed expectations, doing in three and a half years what some governors have not done in eight years. And when his adversaries say that he has done nothing, tell them that the Olokola Free Trade Zone abandoned for many years is now a reality in Ogun State. It's really such a beautiful moment in the Gateway State...

Bakare sent this piece through seyibakare@naver.com

The Abiodun administration is noted for providing a competitive tax climate, realising that businesses must first make money before they can pay tax. This was partly why he again won the good governance award at the Nigerian 62nd Independence Anniversary and Global Award Gala held in London, the United Kingdom and why, last month, he was adjudged by the leadership of the Nigeria Union of Journalists, Zone B, as the best governor in the South-West in the area of infrastructure development. The award recognized the fact that in less than three years, his administration had been able to construct, reconstruct and rehabilitate over 600km of roads across the state.

INFRASTRUCTURE DEVELOPMENT



After many years of neglect, we recently moved contractors back to the 32km Sango-Ota – Ijoko - Agbado – Alagbole – Mowe, a major arterial road that will bring succor to the long-suffering residents of Ojodu Abiodun, Akute, Lambe, Giwa/Oke-Aro, Ope-Ilu, Adiyari, Matogun, Ijoko, Mowe, Ibafo and others. It is the same case with the 42-km Sagamu Interchange – Abeokuta road, Pansheke- Adigbe – Opako Bridge road in Abeokuta which we inherited and many others like that across all the senatorial districts - the abandoned NNPC - Kuto Bridge and road also in Abeokuta as well as the Ilaro – Owode Yewa Road and the Attan – Agbara Lusada Road in the Ogun West Senatorial District and the 14km Ijebu- Ode – Mojoda - Epe road.

In three years, we have rehabilitated and reconstructed over 400 kilometre across all the 20 local government areas. From Ilaro to Ilara, Ajebo to Ajenbadele, Odeda to Odogbolu, Iwopin to Iwoye, Iperu to Ipokia, Sango- Ota to Sagamu, Ijebu-Ode to Ijoko, Igbesa to Igbogila, our imprimatur speak of a new narrative on infrastructural development. We are providing multi- modal transport infrastructure and we have resuscitated and empowered the Public Works Agency (OGPWA) to rehabilitate some of the township and rural roads. The icing on the cake is the long abandoned Gateway Agro-cargo International Airport at Ilishan-Remo that we are transforming to an aerropolis.



ELITE-OKE LANTORO ROAD, ABEOKUTA



IJEBU ODE - EPE - SAGAMU - BENIN EXPRESSWAY INTERCHANGE



IJEBU ODE - MOJODA - EPE ROAD



IKOLA/NAVY/OSI IKOLA ROAD, OTA



COMPLETED KUTO BRIDGE, ABEOKUTA



UPGRADING AND OVERHAULING OF THE ARAKANGA WATER SCHEME, IBEREKODO, ABEOKUTA, ABEOKUTA NORTH LOCAL GOVERNMENT AREA



ATTAN- LUSADA - AGBARA ROAD

INFRASTRUCTURE DEVELOPMENT



OBA ERINWOLE ROAD, SAGAMU



ILARO - OWOKE ROAD



FAJOL-AMERICANA JUNCTION-GBONAGUN ROAD, ABEOKUTA



JOJU ROAD, OTA



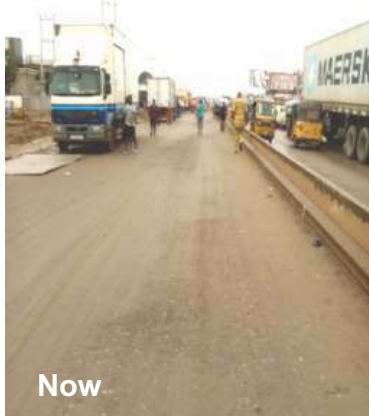
ABEOKUTA- SIUN- SAGAMU INTERCHANGE ROAD



NEWLY COMMISSIONED PANSEKE - ADIGBE - OPAKO ROAD



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ADVAN'S "rebellion" over ARCON's Regime of reforms of the Nigerian marketing and advertising eco-system raises concerns

"I was very confused, I didn't understand the difference between rebellion against God and rebellion against the system that is not God."

- Lauryn Hill

Above quote by the world renowned American rapper singer, actress and songwriter Lauryn Noelle Hill appears a fitting metaphor for the development in the Nigerian integrated marketing communications sector for a while now. To be very specific without any undue peregrination, the seemingly intractable belligerence of the Advertisers Association of Nigeria, ADVAN, a sectoral group in the Nigerian advertising hemisphere over the regime of reforms by Advertising Regulatory Council of Nigeria, (ARCON) formerly Advertising Practitioners Council of Nigeria (APCON) has become a major source of worry and concern to all watchers and stakeholders in the sector.

Over the years, the Nigerian advertising industry has been plagued with myriads of challenges and issues which had hitherto hindered growth and development. Recall that APCON, as it was then known was set up by an act of parliament, known as the Advertising Practitioners (Registration etc) Act of 1988. According to the law, APCON was set up to regulate and control the practice of advertisement and advertising practice in all aspects and ramifications.

However, and very pathetically since its creation 34 years ago, APCON which recently metamorphosed into ARCON through a new Act has been grossly incompetent and unable to control and regulate advertising practice and the practice of advertising in all aspects and ramifications as envisaged **abinitio** by the drafters of the original act setting up the advertising regulatory agency. Thus, in over three decades of its existence, APCON had

been dogged with challenges in effectively discharging and acquitting itself creditably before all stakeholders. This no doubt gave the then APCON the unpleasant sobriquet "a toothless bull dog".

The Buhari Era

Since President Muhammadu Buhari assumed the mantle of leadership as the President of the Federal Republic, he never appeared to show any interest or concern for the Nigerian advertising sector. The President had in the whole of seven years appeared to have looked away, allowing APCON to rut and wriggle in its chosen pot of inertia. The council, which was due for proper council membership composition was without council membership for years

thereby leaving the regulatory agency in utter abeyance of the laws setting it up. The federal government's seeming ambivalence on the challenging situation of APCON without the requisite composition of council membership left majority of industry players in undefineable awe and confusion. While the interregnum lasted, rules and regulations guiding advertising practice and the practice of advertising were neither enforced, implemented nor acknowledged. It was a season of everything goes... Then, foreigners with brief cases regularly strolled into the country and took away juicy advertising briefs without registering any business presence or names with the Corporate Affairs Commission. The decades actually messed up the good intentions of proponents of free market economy or globalization. Situation got so worse so much that even the so-called global agency networks with Nigerian-owned creative agencies as affiliates would by-pass their local agency affiliates to enter Nigeria with the sole aim of walking away to their metropolises with multi-billion naira juicy businesses by some multinational companies. In these years, Nigerian advertisers, largely populated and dominated by the blue-chip companies had the upper hand as they operated like





“demi-gods” of the Nigerian advertising and marketing eco-system. They were more like a law unto themselves while APCON, as it was then known looked away helplessly. Not only were the rules of engagements and all that were jettisoned and distorted as the advertisers set the rules and what have you. It was so bad that the relationship that existed between the advertising agencies and their client companies bore all the semblances and features of “master-servant relationship”. While this malady played on, the advertisers were all comfortable, happy and deluded in false victory and glorification.

Enter Advertising Industry Standards of Practice (AISOP)

Goaded by the urgent need to arrest the drift and insanity in the integrated marketing communications space, APCON, last year October 2021 unveiled a code of conduct titled “Advertising Industry Standards of Practice (AISOP)”. The code which is basically a rule book on the modus operandi on international best practices was aimed at addressing some issues of the past that had created imbalance and uneven field in the sector, ostensibly between the advertisers and other sectoral groups in the industry.

The Advertising Practitioners Council of Nigeria’s (APCON) new Advertising Standards of Practice (AISOP) codes, are the required practice standards that can support the development of the advertising in the country. This has continued to stir controversy in the sector. Although supported by the Heads of Advertising Sectoral Groups (HASG), which are on the supply-side of the industry, another sectoral group, the Advertisers Association of Nigeria (ADVAN), the only group on the demand side that gives out the

jobs to the supply side, has been contesting some provisions in the AISOP.

The basis of ADVAN’s contestation according to the group is that the whole AISOP, expected to become effective from January 2022, negates the principle of the freedom of contract, as the standard practice will determine how they enter into a contract, the contents of the contract and the workability, which obviously is an infringement on their right to do business in the country.

Justification for AISOP

A committee of stakeholders chaired by the Group Managing Director of COSSE, Funmi Onabolu, puts the document together.

Onabolu said for so many years, the industry had operated without a code of conduct, which navigates issues, it was in that spirit the committee was put together represented by major stakeholders in Nigeria.

At the end of the day, the committee came up with a document, which aligns with the best practices in most parts of the world, which will make every stakeholder not to be subjected to unfair business practices.

According to him, “The fundamental principle is to ensure we do not encourage or continue to operate in an environment that is like a jungle or an environment that many of the stakeholders feel they are not experiencing any growth.”

Onabolu is confident that with the AISOP document, anyone, who is aggrieved, can report, starting from his or her sector, and if not satisfied within 30 days can move the case to APCON.

The Registrar/Chief Executive of APCON, (now DG/CE of ARCON) Dr. Olalekan Fadolapo, explained that the new practice includes, “engagement policy, how we engage agencies, payment terms, and commission, remuneration, disengagement protocol, returns on advertising investment and measurement, peaceful resolution and other related protocol.”

Fadolapo is optimistic that with the implementation, Nigeria will be among the most progressive advertising and marketing communication industry across the world. “We hope that the faithful application of the advertising industry reform will not only grow the business of advertising, marketing communication but will also create over 100,000 jobs directly and indirectly in the next few months. We are confident that the guidelines stand to protect the Nigerian advertising industry and the general public.”

He enjoined stakeholders to get a copy of AISOP, which contains all the terms of engagement, as there will be no excuse for further misbehaving.

Fadolapo said, “We have restructured our legal team, we are also a parastatal of the Federal Government and so have access to the office of the Attorney General and I believe whatever we need, we will have access to and we will continue to build capacity,” adding, “currently we operate a licensed regime which requires that all Advert agencies are licensed by APCON, we will continually engage the industry”

ADVAN kicks against AISOP

The Advertisers Association of Nigeria (ADVAN) rejects the implementation of the new Advertising Industry Standard of Practice (AISOP) alleging it makes an unconstitutional attempt to infringe on the rights of private entities to determine their contractual terms.

Stating that ADVAN is very supportive of the plan to create a Standard of Practice for the advertising industry, the group noted that a key objective of ADVAN is to facilitate and support progress in the advertising and marketing communications industry. ADVAN

is excited to be a part of any initiative towards the development of industry best practice which will facilitate business and economic growth.

The advertisers had explained that the Supreme Court has in many decisions, pronounced that the rationale for freedom of contract is founded on public policy: i.e., parties of full age and competent understanding are deemed to have the utmost liberty of contracting, and that their contracts when entered freely and voluntarily must be held sacred and be enforced by courts of law.

Furthermore, as principal benefactors of Advertising services, our role and input with regards to this AISOP has not been fully onboarded, the current AISOP is void of critical elements that protect the rights and interest of the ADVAN community.

It is the submission of ADVAN and all its members, that the current AISOP does not serve collective interest, but rather permits unfair authority of certain parties over others and creates an unfriendly business framework. It portrays a clear indication of discriminatory standards where the AISOP document in section 5 sub section b (Discounts and Commissions) states that “No party will unilaterally dictate or impose rates on another party except as may be mutually agreed upon by the parties” however in the summary submitted to the press there is a clause that states “Media rates may be increased at any time provided that at least 30 days’ notice is given prior to implementation.” Latter of which was not included in original documents, further portraying an inconsistency in expectation.

ADVAN requests that in all instances, the condition of a mutually agreed terms by both parties be upheld and not only as it applies to expectations from Advertisers.

The group had opined that Government has a specific and critical role in supporting industry development by providing fair and enabling legislation and guidelines for ethical business practices, noting that this involvement however, should not overrule the constitutional rights of business entities to conduct legitimate business activities.

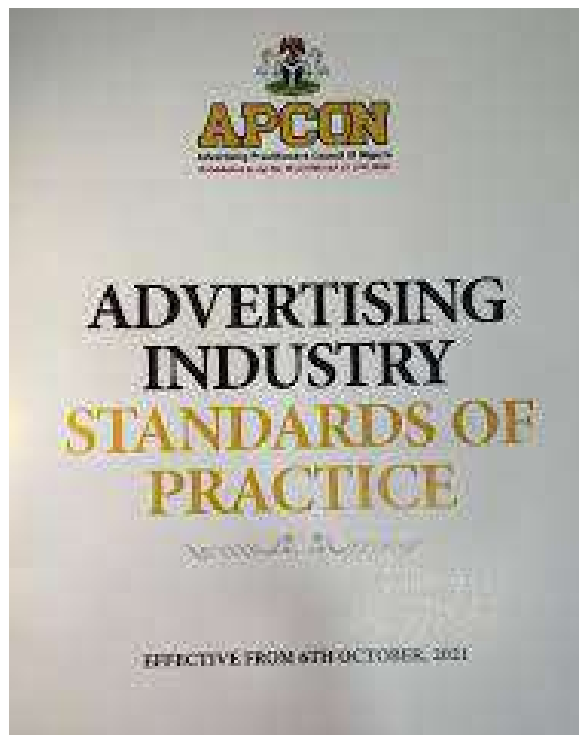
It stated further that the perception of a discriminatory regulatory system will be counterproductive to the collective objective of creating a conducive business environment.

Consequently, in the interest of creating an inclusive free, fair, and transparent industry standard of practice, ADVAN

has sent in a clear representation of expectation. ADVAN is on standby for the acknowledgment of this position and further engagement on a standard of practice framework that is in the mutual interest of all.

With ARCON in the saddle yet the Falcon cannot hear the Falconer.

Aidan Wilson, a Scottish Footballer who plays as a defender for NIFL Premiership side Glentoran perhaps had the Nigerian advertising eco-system in mind when he gave the world his famous



quote on “rebellion”. According to the famous footballer, “whenever you see confusion, you can be sure that something is wrong. Disorder in the world implies that something is out of place usually at the heart of all disorder, you will find man in rebellion against God. It began in the Garden of Eden and it continues to this day.”

Recently, President Muhammadu Buhari signed into a law, the Advertising Regulatory Council of Nigeria (ARCON) bill which was presented by Dr. Lekan Fadolapo, Registrar of ARCON on behalf of other industry stakeholders to the National Assembly. In the new law, the Advertising Practitioners Council of Nigeria (APCON) will now operate as the Advertising Regulatory Council of Nigeria (ARCON) in line with its mandate of regulating the advertising industry in Nigeria. The bill therefore heralds a new dawn in the annals of advertising regulation

in Nigeria as it makes provision for the regulation and control of advertising in all its ramifications creating the Advertising Offences Tribunal amongst other powers. The Director General of ARCON, Dr. Lekan Fadolapo had said the name change “was imperative to realize his vision to reposition the advertising industry in Nigeria for growth.” This is so because the assented bill which repeals APCON Act, recognizes ARCON as the apex authority for the Nigerian advertising industry. By the signing of this bill into law, it is now the statutory responsibility of ARCON to make provision for the regulation and control of advertising in all its ramifications and create the Advertising Offences Tribunal.

Therefore, the approved ARCON bill becomes a final imperative call for advertisers and agency practitioners to be aware of the potential legal ramifications of their advertising practices and initiatives, especially with respect to regulated products, obviate legal exposure and liability. Hardly had the ink with which President Muhammadu Buhari used in signing the bill into law dried up on paper than the ADVAN raised a very loud objection. As it is turning out, ADVAN has become consistently belligerent, intransigent in allowing any reforms to take place in the sector. While resistance to change is a historical reality, the management of such is part and parcel of any change agenda, the ADVAN posturing over time is fast becoming an exercise in attempted “self-suicide”.

Feelers emanating from the entire gamut of the Nigerian Integrated Marketing Communications have revealed that ADVAN’s recalcitrance in allowing or not surrendering to reforms was purely selfish and motivated by over-long bloated ego and selfishness. Other sectoral groups in the industry are namely; Association of Advertising Agencies of Nigeria (AAAN) Media Independent Practitioners Association of Nigeria (MIPAN) Outdoor Advertising Association of Nigeria (OAAN) and Experiential Marketing Association of Nigeria EXMAN. All of these different sectoral groups except ADVAN have welcomed the new ARCON and its new regime of reforms. They have not only embraced the new dawn, they have been putting members to task on how best to assist ARCON to guarantee easy and smooth implementation of the new law.

Views By Other Sectoral Heads

Our views have been expressed on many occasions.

Going to court should be avoided. We will go to court and settle out of court later. It is better to sit down and talk and agree.

As regards the regulation, we are not the regulators. It is not always the case that the regulation must favour the sectoral groups. For AISOP, the regulator was fair enough to have involved the sectoral groups and stakeholders. The problem is that the regulator cannot be blamed for ADVAN's inability to be present at all meetings. You cannot blame ARCON for this. Throughout the process of engagements of all stakeholders by ARCON, ADVAN representatives were not always present. Who do you blame for that? Why can't ADVAN representatives be present like others? Are they the only ones that have work to do? Truth is that we are all busy, but we cannot shy away from issues that will make the industry better.

On the platform of HASG, some sectoral members and ADVAN were given the task of sitting down to review what was the issue of disagreements on AISOP, but up till now ADVAN has not reverted. For instance, the pitch fees, ADVAN does not want regulation to regulate on that, stating that the pitch fees should be left to parties in contract. Ditto for the issue of payment circle. While regulation says payment circle should be 35 days, ADVAN is insisting the payment circle should be left to parties in contract. But in the past, this has not worked as ADVAN has always taken advantage of the free market forces by owing the agencies and suppliers endlessly. If they want to go to court, let them go to court! I don't understand the basis for their going to court, they should not forget that ARCON has now been more empowered and strengthened.

The Big Question

What really does ADVAN want?

Is ADVAN comfortable with decades of decadence and impunity on the Nigerian adscene? Is the group (ADVAN) averse or allergic to reform that will place the industry at par with other developed markets like Kenya, South Africa as well as Europe America and others? What manner of posturing is this? How can ADVAN go in being a petitioner and a judge in its own case? How can just one sectoral group be bigger and wiser than the majority? Which nation ever allows a sub-sector of an

industry dictate and determine how its rules must apply or which laws must be created and sustained?

Can ADVAN Win This Battle?

It is very doubtful if ADVAN can win this battle. As it is, the advertisers group has so far objected all efforts aimed at reforms. Most self serving and unconscionably regrettable is the fact that most of the critical issues that have almost rendered Nigerian advertising business comatose and in need of oxygen have been kicked against and objected by ADVAN. Some of these are; the perennial problems of payment circle, pitch fees, engagement policy, payment terms and method, media rates and commission, remuneration model, disengagement protocol, returns on advertising investments and measurements, dispute resolution and others. Aside being intolerant of any reform, ADVAN has remained inconsistent, only engaging in listening to self.

In one breath, ADVAN stated that it is very supportive of the plan to create a Standard of Practice for the advertising industry, and that one of its key objectives is to facilitate and support progress in the advertising and marketing communications industry, while in another breath, it stated, "... as principal benefactors of Advertising services, our role and input with regards to this AISOP has not been fully on boarded. The current AISOP is void of critical elements that protect the rights and interest of the ADVAN community," adding, "It is the submission of ADVAN and all its members, that the current AISOP does not serve the collective interest, but rather permits unfair authority of certain parties over others and creates an unfriendly business framework."

Despite this, ARCON insisted that AISOP is a business framework that must be allowed to work because it seeks to improve mutual respect, eradicate unfair advantage, unethical competition, and un-equitable policies among relevant stakeholders in the advertising and marketing communications industry in Nigeria.

To better understand the necessity for AISOP, before now, contract rules were hardly obeyed. Advertisers dictated the pace and called every shot. With the new law, the tide is poised to change, a development that apparently, ADVAN is not comfortable with. ARCON is insisting that previous



practices made it difficult for media organisations and agencies to survive.

Of significant import about the many abuses in the past were instances of undue long delays in the payment of agency fees after jobs had been completed and invoices with all due evidences and proofs of delivery have been attached. While some advertisers pegged their payment circle at 90 days, they often times failed to pay after 180 days. Some owe debts endlessly. In most cases, some of these debtor clients fail to pay while calling for pitches to engage newer agencies.

The industry is replete with sad stories of advertisers dumping previous agencies with whopping amount in unpaid debts while moving on to hire new agencies. The situation in the sector is that pathetic.

Again, the signing into law of the ARCON Act which repeals the Advertising Practitioners (Registration, etc.) Act, Cap. A7, Laws of the Federation of Nigeria, 2004 and enacts the Advertising Regulatory Council of Nigeria Act, 2022, to establish a Council for advertising, advertisements and marketing communications as the apex regulatory authority for the Nigerian advertising industry, make provision for the regulation and control of advertising, ensure the protection of the general public and consumers, promote local content and entrench the best international practices, is another example.

It was hoped that with the Act which gives ARCON exclusive power to determine, pronounce upon, administer, monitor, and enforce compliance by persons and organizations on matters relating to advertisements, advertising, and marketing communication in Nigeria whether of a general or specific nature, will be welcomed by all, with open arms as this has given teeth to the regulatory body to enforce the bulk of the most needed changes the industry needs to make headway. One would have also thought there would be fireworks of jubilation across the industry, as this means advertising is headed for the much needed change.

But this was not to be as ADVAN through its President, Osamede Uwubanmwem has been granting interviews on how the new ARCON law will stifle the industry, threatening legal action.

Then again, ARCON announced a ban on the use of foreign models and voiceover artists in Television Commercials (TVCs) and other related materials including billboards that would run in the country, with effect from October 1st, 2022. The news of the ban reverberated across the world with the President of the Association of Voiceover Artists of Nigeria (AVOA), Segun Arinze, taking to the CNN to commend the move and explaining why it was necessary to grow that space.

ARCON had noted that the ban is expected to stimulate and revitalise the Nigerian advertising and marketing communications industry which has suffered a massive setback due to the unbeneficial and untenable preference for the use of non-Nigerian models and voiceover artists on advertisement targeted at the Nigerian market. The ARCON Director-General also explained that the ban is in line with the Federal Government's policy of developing local talent, inclusive economic growth, and the need to take necessary steps and actions aimed at growing the Nigerian advertising industry.

"Nigerian ambience, cultural heritage, language and mannerism are unique and reverberate in advertisements produced domestically. The relegation of Nigeria's eminently qualified models and voiceover artists and the redundancy of the ancillary service providers in the industry due to imported advertising services becloud the advancement of creative potentials seeking a foothold to thrive.

"The risk of allowing domestic creativity to wither due to lack of support and patronage in favour of imported advertising services has negatively affected the small, medium, and macro enterprises in the chain of advertising and marketing communications production in Nigeria. Being the highest employer of labour in Nigeria, the SME sector deserves every support of the Federal Government for growth," he was quoted as saying.

"This new ARCON policy is aimed at empowering the Nigerian youth who aspires to earn a decent living as a model and voiceover artist in Nigeria as well as create jobs, improve advertising service delivery with a positive multiplier effect on the Nigerian economy."

"It is not taken for granted that some stakeholders may feel adversely affected by the ban. The overriding necessity to develop local inventiveness and to ensure that advertisements resonate with the society where they are targeted and exposed to, is important to ARCON and to the general public," ARCON had said.

Again, this development did not go down well with ADVAN. In yet another press statement, the association wrote: "It

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is ADVAN's standpoint that the recent ban on foreign models, was not well thought out. It is a poorly researched and ineffective attempt at seeking a solution for sustainable growth in the advertising industry.

ADVAN had gone ahead to reason that the ban presents Nigeria – a country that has a significant percentage of its population seeking income opportunities outside Nigeria, as a strict, insular, and nonreciprocal society. It had also reasoned that "While it is beneficial to create opportunities for local businesses and talents, it is counter-productive to do so in a manner that creates a harmful perception of the Nation, as an over-regimented and unwelcoming society."

In its recommendation, ADVAN said, "In seeking development for the Nigerian advertising landscape, our recommendation will be for government to embrace comprehensive stakeholder interactions and inclusivity in their policy creation and implementation. This will provide clarity for reasons behind the decline of advertising

budgets, and the most beneficial solutions in attracting increased spend. Regulation and regulators must be collaborative and inclusive, rather than confrontational in nature to help develop a given industry."

While the argument may sound tenable on some fronts, same ADVAN on AIT's breakfast show, Kakaaki, through its Chief Executive Officer, Ediri Ediale-Ose while speaking for the association said that there is very little negligible number of foreign models and voiceover artists in practice in the country while suggesting that instead of an outright ban, ARCON should concentrate on 'other' issues plaguing the industry. With her submission, ADVAN clearly sees the ban as a non-issue...but it must antagonise ARCON!

The Legal Option: The Die Is Cast

Now that ARCON has been busy aggressively reeling out dos and dont's, time seems to be fast running out on ADVAN whose intransigence may be too costly at the end of the day.

Reliable information at the disposal of MARKETING EDGE Gists, Jestes and Jabs has revealed that the advertisers group has approached a team of legal practitioners to challenge ARCON and the newly signed law. The group has since been making quiet moves to close ranks, though members are diametrically opposed to some fundamental operational processes and procedures at the association level.

Some prominent individual professional marketers representing their corporations and businesses are believed to be quite uncomfortable with the advertisers continued intransigence. These group of individuals feel that today, they are on the clients' side, tomorrow, they may become consultants and suppliers to the client companies, reasoning that if current imbalance and unfairness in business relations are allowed to persist, they too will become victims. However, some marketers on the clients side too feel opposed to their fellow practitioner's views.

While some members of the group see their present position as temporary, and as such feel unsecured about a future without ARCON, some members were said to be kicking against reforms with a view to keeping their employments before their employers. The situation with ADVAN is quite pathetic as only God knows how far it can go. Time will surely tell!!



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Reach for your Peak

Brands and Advertising Excellence Awards: An eclectic review

By **Tunde Animasaun**

Indeed, the tenth edition of the annual 2 in 1 event, the *Annual Marketing Stakeholders Summit and Brands and Advertising Excellence Awards* organised by **MARKETING EDGE**, Nigeria's leading marketing, and advertising publication was indeed the acme of the calendar of Nigeria's marketing communication industry. The event which was held at the glamorous Harbour Point Event Centre, Lagos in September has continued to generate talkability long after the occasion.

As a remarkable watershed in the annals of the awards, being the 10th edition, the 2022 awards was conceived and planned to celebrate this milestone. Hence the commitment in terms of planning to deliver an event that is very educative, agenda-setting, entertaining, rewarding, and motivating was total. It is therefore very heartening when feedback from industry practitioners and our stakeholders affirmed that this year's Summit and Awards was grander and more glamorous with greater industry subscription and participation.

John Ajayi, Publisher/CEO, **MARKETING EDGE** Publications Limited in his welcome speech at the Awards said, "For us at **MARKETING EDGE**, this year's award is one with a special attraction and uniqueness. It was organically planned and designed to reboot, re-start and re-energize the social, intellectual, and entrepreneurial landscape of the Nigerian IMC. We are particularly excited to organize this award event to celebrate some of the best and brightest in our industry.

"We are also delighted to gather the crème de la crème in our society to honour and reward brands and products that have dominated the Nigerian market."

The two-event day started with the Marketing Edge Annual Marketing Stakeholders Summit in the morning where the lead speakers, Emeka Okeke, Founder/Managing Partner & Group Executive Officer, MediaFuse Dentsu International (Nigeria), and Tolulope Adedeji, Marketing Director, AB InBev, West Africa's insightful, mind-blowing and agenda-setting presentations set the right tone for the panelists' discussion and helped prepare the audience for an award night that has been described by IMC practitioners and industry watchers alike as engaging, credible, entertaining and reflective of the industry.

One important feature of the awards that speaks of its uniqueness and role as a point of convergence is the deliberate, well-thought-out, and strategic effort at creating synergy and bridging the gap between the IMC/creative industry in Nigeria and the seats of power. This synergy is important in building a virile Nigerian brand that will serve as the fulcrum for national conscientisation. It is a well-known fact that the creative industry of which marketing communications is an integral part is in the best position to imbue the spirit of patriotism and nationalism in the citizens by projecting such in their creative works.

For **MARKETING EDGE**, this synergy drive which started last year with the on-boarding of Lagos and Ekiti States has, this year,

earned a further fillip by the inclusion of Ogun state. These states are not only committed to deploying our skills, but also to the promotion of our profession

"I cannot deny that our nation, our State, and indeed the industry have benefited immensely from your professionalism, ingenuity, and knowledge. During the trying days of our stay in office, I benefited immensely from the strategic counsel of members of your trade who work with me internally and those who provide strategic counsel to me externally. Let me promise you one thing today, I have become the Marketing Ambassador of your profession amongst my colleagues in the Nigerian Governors' Forum (NGF) and indeed to our government at the national level. We all need your craft", said Governor Babajide Sanwo-Olu.

A year later, his Ogun State counterpart, Governor Dapo Abiodun, equally said, I will like to thank the organisers of this event, Marketing Edge Publications, especially the Publisher/CEO, Mr. John Ajayi who has come a long way in journalism, especially brand and marketing. Let me also thank those who made this event possible, especially other key players in the marketing and branding industry.

For us in Ogun State, we always recognize excellence. In Ogun State, we have this mantra: "Building Ogun State together". In building our future together, His Excellency, Governor of the State, Prince Dapo Abiodun has opened his doors to those who are willing to partner with us to take Ogun State to greater heights. It is on this note, we welcome today's event and we welcome **MARKETING EDGE**"

In its tenth year, the Marketing and Advertising Excellence Award of excellence has kept faith with the promoter's mantra of 'promoting the brand idea'. Year after year, the event unfolds with innovations that further crystallises the vision behind it, thus demonstrating the depth of its conception and setting it apart from the other 'wannabes' in the industry and the Nigerian ecosystem and sending a resounding 'didn't I tell you so' to the nay-sayers and skeptics.

It is therefore understandable when John Ajayi, Publisher and CEO **MARKETING EDGE** could not contain his elation, and satisfaction with the event. "I feel highly delighted to see a very fantastic turnout both in the morning and this evening. We have the privilege of hosting the 'Who Is Who' in the industry to engage in industry conversation in the morning and this evening we have a galaxy of industry intellectuals, gladiators, and players who have come to honour us with their presence. We also have a galaxy of brands in attendance thus giving a healthy balance of the two sides of the IMC industry; the agency side and the client side. We are delighted that this is happening in our lifetime. We thank the industry people for their patronage and we, at **MARKETING EDGE**, shall continue to promote the brand idea through the creation of brand awareness, expansion of advertising, and marketing knowledge in all aspects and ramifications.♦"



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WELCOME SPEECH

DELIVERED BY THE PUBLISHER/CEO MARKETING EDGE PUBLICATIONS LIMITED, MR. JOHN AJAYI DURING THE 10TH EDITION OF MARKETING EDGE BRANDS & ADVERTISING AWARDS OF EXCELLENCE HELD ON FRIDAY 16TH SEPTEMBER 2022 AT HARBOUR POINT EVENT CENTRE, VICTORIA ISLAND, LAGOS



Our Dear Excellency, Special Guest of Honour and Keynote Speaker, Executive Governor of Lagos State, Mr. Babajide Sanwo-Olu, our own Political Brand Icon; Your Excellency and Special Guest of Honour Prince Dapo Abiodun, Governor of Ogun State, Your Excellency sir, the Executive Governor of Ekiti State and Chairman Nigeria Governors' Forum, (NGF) Dr. John Kayode Fayemi, all states exco members here present, Chairman of tonite, Mr. Udemé Ufot, MFR, a seasoned advertising practitioner and business leader and Past Chairman of Association of Advertising Practitioners Council of Nigeria, APCON (now ARCON), My Lords Temporal and Spiritual; Distinguished Guests, Ladies and Gentlemen and Gentlemen of the Press. I greet you all.

It gives me a great pleasure to welcome you all to the 10th edition of our yearly event. Indeed, your esteemed presence at this evening's event, after a wonderful, thought-provoking hybrid marketing stakeholders summit held earlier today is symptomatic of the love you have for us.

We are indeed very grateful and overwhelmed by this show of support and solidarity.

Tonite is not for long talk. Yet, I must pay special tributes and respect to all the players in the Nigerian integrated mar-

keting communications sector for their contributions to the growth and development of their respective industries. You have not done badly at all in the last ten years. We wish you keep it up. As we commend the players, we also want to thank the brand owners i.e. the 'pay-masters' for being good clients over the years. Your support for the growth and development of marketing and advertising business in Nigeria is phenomenal. Nonetheless, I want to say the relationship can still get better.

MARKETING EDGE, a leading source of news and insights on brand management and the management of brand business initiated the national marketing stakeholders' summit & Brands & Advertising Awards of Excellence as a way of inspiring, exciting and igniting passion in the industry while stimulating positive and healthy competition amongst players and gladiators in the Nigerian marketing eco-system.

Before our arrival in the market, the marketing and advertising industry was largely under-reported and practitioners, hardly known or recognised for their effort at national economic growth and developments. As a matter of fact, there was more or less a complete lack of knowledge about this new genre of journalism as regards brands and advertising reporting.

Nineteen years down the line, we can confidently say that MARKETING EDGE has come fairly a long way. Our sojourn in the industry these past years has no doubt made us an authoritative and dependable ally to all players in the Nigerian marketing and advertising eco-system. Over the years, we have established the track record in credible brand journalism practice. We have watched the changing phases of the industry, both in terms of fortunes and otherwise. While the Nigerian economy keeps evolving, it is our candid prayer that the good times will soon be here.

For us at MARKETING EDGE, this year's award is one with a special attraction and uniqueness. It was organically planned and designed to reboot, re-start and re-energize the social, intellectual and entrepreneurial landscape of the Nigerian IMC. We are particularly excited to organize this award event to celebrate some of the best and brightest in our industry.

We are also delighted to gather the *crème de la crème* in our society to honour and reward brands and products that have dominated the Nigerian market.

These are brands that have consistently led the pack in their various market segments and products categories.

Indeed, this year's award event has become more significant and historic as we journey a bit into the political space by identifying and recognizing more political players and gladiators. As a brand-centric

publication and media group, we have over the years remained apolitical, setting agenda for all players and gladiators in all sectors of national life.

That we have been apolitical in the discharge of our agenda setting does not presuppose that we cannot make judgements in the political arena especially when viewed against the background of brand positioning by actors and players in the political arena.

It is on this basis that the MARKETING EDGE board of awards carried out a review of the Nigerian political environment with a view to identifying, rewarding and celebrating political actors whose actions and programmes have strongly positioned them for applause and celebration. This is no less a person than the highly esteemed Governor of Lagos state, Mr. Babajide Sanwo-Olu.

Tonite we shall be honouring our Political Icons and amazons alongside marketing and advertising professionals as well as brands that have continued to make the Nigerian consumers happy and satisfied.

Similarly, our resolve to recognize players and gladiators as well as iconic leaders in the business of brand management and the management of brand business was equally informed by the fact that these are the people that have made the industry tick over the years. We have watched and monitored these individuals and agencies very closely in the last nineteen years and can confidently attest to their market leadership, resilience, excellence and above all land mark achievements in their various sectors.

For those who may want to find out about our criteria for selecting some of the agencies, we say with all sense of humility that the MARKETING EDGE Awards board commissioned a market intelligent committee with deep market insights to arrive at their results and nomination for the various awards.

I must confess that the research we conducted about the market positioning and rating of these agencies, brands and products as well as individuals was credible and genuine. It was a research market intelligence that spanned through the last one year that we have been the industry's ombudsman. We are very proud of all our awardees. We appreciate and recognize you and we believe the best way to show this is to celebrate you all. May your shadow never grow less. Amen.

Once again, I welcome you all, kindly sit back, relax and savour the evening with us.

Thanks.

A KEYNOTE SPEECH

Presented by **Prince Dapo Abiodun**, MFR, Executive Governor of Ogun State at the *MARKETING EDGE Brands and Advertising Excellence Awards* held at Harbour Point event hall on Friday, September 16, 2022

stand here before you representing the Governor of Ogun State, Prince Dapo Abiodun.

On behalf of the Governor, I will like to thank the organizers of this event, Marketing Edge Publications, especially the Publisher/CEO, Mr. John Ajayi who has

come a long way in journalism especially brand and marketing.

Let me also thank those who made this event possible especially other key players in the marketing and branding industry.

For us in Ogun State, we always recognize excellence. In Ogun State, we have this mantra: "Building Ogun State together". In building our future together, His Excellency, Governor of the State, Prince Dapo Abiodun has opened his doors to those who are willing to partner with us to take Ogun State to greater heights. It is on this note, we welcome today's event and we welcome MARKETING EDGE as a partner. We hereby invite everybody in marketing to partner with us as we tell our stories to the world of what is happening in Ogun State.

When His Excellency, Prince Dapo Abiodun assumed office on May 29, 2019, of course Ogun State was in the news for the wrong reasons; but today, the story has changed.

Today, Ogun State is adjudged one of the safest in this

country and this is not just by anybody; we have this kind of accolade coming from both the immediate past and the present IGs of police. When His Excellency came to office in 2019, it was pretty difficult for even the Commissioner of Police to communicate with his DPOs spread across

the state. But with the intervention of the Governor of Ogun State, Prince, Dapo Abiodun, today our security forces have been equipped especially with communication equipment and transportation such that we have an integrated security network which include the Police, Army and our own Amotekun Corps as well as our local hunters and CDC personnel. The commission of these people have made Ogun State what it is today, the safest.

Again, when His Excellency came to power, road infrastructure was in a terrible state. Today, within three years and three months or thereabouts, His excellency has constructed and rehabilitated over six hundred kilometers of roads in Ogun State. It is interesting to note that most of these roads were actually Federal roads but then as His Excellency would always say, we don't have Federal citizens, we only have people living in Ogun State. These roads, as far as we are concerned, belong to government irrespective of whether, Federal, State or Local government. When the roads are



Prince Dapo Abiodun, Executive Governor of Ogun State.



L-R: Sir Steve Omojofor, OON, Chairman STB McCann Group, Waheed Odusile, Commissioner for Information, Ogun State, Mrs. Modupe Ajayi, wife of MARKETING EDGE publisher, Mr. Mark Mugisha, Marketing and Innovations Director, Guinness Nigeria and Mr. John Ajayi, Publisher/ CEO, Marketing Edge Publications Limited at the presentation of MARKETING EDGE OUTSTANDING POLITICAL BRAND PERSONALITY OF THE YEAR award to His Excellency, Prince Dapo Abiodun, MFR, Executive Governor of Ogun State at the MARKETING EDGE Awards 2022

not good, they blame the government that is closest to them and in this case, it is the state. So, His Excellency irrespective of who owns the road or who started the road decided that roads must be motorable in the state.

Today, if you are visiting our state capital, from the exchange at Shagamu, coming to Abeokuta, we have about 42 kilometers of road newly constructed by His Excellency. By the way, that is Federal road. And that is Ogun central.

For those of you that are familiar with us in Ogun state, we have three senatorial districts like every other state. Ogun Central comprising of the Egbas, in particular, Ogun East comprising of the Ijebus and the Remos; then the West, where we have the xxxxEwas xxxx and the Awori axis.

His Excellency as a policy said no particular area will be developed in Ogun state at the expense of another part. We have spread this development round the state such that today, all the local governments in the state have enjoyed one government project or the other especially roads.

We have 336 wards in Ogun state and the administration plans to have at least one primary health center in each of the wards such that nobody needs to travel to access healthcare facilities. As I speak, we have done over a hundred of such primary health centers.

In housing infrastructure development, this administration has built over a thousand affordable housing units. One thing that is interesting about this is that since Ogun State was created in 1976, all the administrations up to May 2019, all the houses put together that they have built are not up to the one thousand that this administration has built in three years.

Gentlemen and Ladies, I want to, once again, thank the organizers for giving us this opportunity to apprise our people, not just in Ogun State but across Nigeria of what we have done in Ogun State.

So I thank you all on behalf of His Excellency; I thank MARKETING EDGE specially; and I wish them a happy celebration.

SUMMIT PANELISTS



Lead Speaker
MRS. TOLULOPE ADEDEJI
Marketing Director, ABInBev



Lead Speaker
MR. EMEKA OKEKE
Group MD/CEO, Media Fuse Densu International



TUNJI ADEYINKA
MD@Connect Marketing Ltd.



OZONE MBANEFO
Provost@O2 Academy



OMOTOLA BAMIGBAIYE ELATUYI
MD/CEO@Pladis Global



FRANKLIN OZEKHOME
CEO & Head of Futures@Identiture Africa



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VYTAUTAS PAUKSTYS
CEO@Eskimi



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CEO@Poke Media

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SUMMIT & AWARDS 2022



Technology in Marketing

BEING **EMEKA OKEKE'S** (GUEST SPEAKER) PRESENTATION AT THE MARKETING EDGE SUMMIT 2022 ON THE THEME: **TECHNOLOGY EXPLOSION IN THE DIGITAL AGE - IMPERATIVES FOR MARKETING COMMUNICATIONS**

As a conversation starter...

- * Technology affects our lives in a variety of ways
- * Focus would be on how technology, has been evolving and impacting marketing and marketing communication.
- * With technology, marketing has become a key factor in the larger business ecosystem, thus, blurring the lines between marketing communications, sales and business operations.
- * Today, therefore, we will be reviewing the core benefits, the challenges and the future of technology in marketing

As a conversation starter, I would like to say a few things and lastly set the tone. I will be narrowing this conversation to how this evolution has been impacting marketing and marketing communication and with a note of caution that as we savour this and soak it in, we should be mindful of some booby traps and things that we are losing to humanity. We are losing humanity in essence. Technology affects our lives. Our focus would be what is happening in this space and how it is impacting our practice.

Technology has made marketing a key factor in the larger business ecosystem. Therefore, it is blurring the lines of marketing communication, and business operations.

We will be reviewing the core benefits, the challenges and the future of marketing. What is going to come after what we have today? Therefore, to set the tone, I make bold to say that technology adoption is no longer a survival imperative but a future proofing mandate for businesses. Ignore technology, ignore survival. Brand yourself a dinosaur. That is the point I am trying to make.

If I have to go into what this evolution means for marketing and marketing communications, a whole day will not be enough to discuss this subject but I will like to keep it short and bring it to our practice and how consciously and unconsciously we may not be mindful of what has been happening.

If we look at the cradle of marketing and marketing communication, we are coming from an audience segmentation and targeting point of view.

Technology has moved us from basic sample surveys that give generic boring sites, to universal representation that is ignorant of motivation, trends and tendencies in the marketplace.

We are seeing a combination of static, dynamic and passive data across multiple touch points for valuable insights and prediction models. It is not as if we have not had data in the past. We've had data but simply the shared trove of data we have today from all over the place makes it imperative that we must adopt and deploy technology to get a sense of what is going on around us.

To this extent, we have a combination of basic names and addresses, phone numbers, email addresses now overlaid with cookie device ID and personal ID. What does that do for us? What it does for us is that it enables us to generate today which the other part will not do for you, is digital profiles of people we are targeting. It creates for us reactions, we track reactions in the ways of likes, dislikes, and anger through the use of technological designs like emojis.

Again, we are able to go through search queries and know who is seeking us, looking for us and what the people are saying. No thanks to technology. We now have browsing sections for our products and on top of that, we can now generate heap of maps for your brands. Meaning what people are talking about your brands. There is no way you can get that from a sample survey.

To cap it all, you can track from what people are saying to how people are transacting. If you know the amount of information pay cards hold about you even when you tell madam you have gone

to a conference, if madam could have access to your Mastercard or Visa Card and know what you have done while you were away on the conference, I bet you 99% of homes will be broken today. No thanks technology.

If you look at media measurement and evaluation, technology has moved us from delayed reporting per channel, compliance checks with media plans and schedules. Delayed campaign reports, thirty years; delayed proof of flight reports and reporting based on approximation.

What has technology done in this regard?

Today, we have real time tracking across multi-channel platforms. Look at Google campaigner. We can use it to do digital ad tracking and measurement.

Look at the campaign monitor, we can use it to measure direct marketing. Look at videomax, TVC spot tracking with image recognition is now available even in our market as we speak. Therefore, we have image recognition, near real time reports, instant proof of execution and we have reports that are based on discrete data. That is technology for you.

To brand activation, what has technology done? From live events to limited coverage area, ads slots are limited and highly regulated. From human effigies on the streets, what do we see today in brand activation? We have augmented reality, virtual reality, Metaverse to the point we have hybrid events, activation and experiences which combine the physical and the virtual reality. So brand experiences that you do today on the streets that you don't have a layer of technology, you are as good as a dinosaur tomorrow unless you are saying during political campaigns, when you need to move from local government to local government, village to village. After that, what happens? Until the next four years.

That is not all. Public Relations and reputation management has been impacted by this revolution. From physical limited events, leadership workshops, press conferences, manual train sporting based on new sourcing.

I remember in my early career, we would rush out early in the morning to go to the bus stop. I used to stay with an uncle in Ojuelegba. Mr. Shobanjo will tell me, that campaign, if I get to notice that it didn't run before you, you are in trouble. So you wake up early in the morning by 6 o'clock go to the readers stand and you will be checking The Punch (newspaper), you flip. You go to the other one, you

flip. Today, that has changed. I can't even remember the last time I bought a newspaper bundle. They buy newspaper bundles for my communication department who needed it to do other

millions of messages every day.

Today, I will sit and see video content produced by VH studios, one of our outposts of 5 seconds run on TV commercials. Why will a client not

production around the place.

Radio campaigns are not left out. Some radio personalities came to visit me some few days ago in the office. We got talking and they were telling me about sports and sponsorship of afternoon belt, and so on. When I was doing the introduction, I introduced one of the younger people in the house as coming from the digital space; and the lady was kind of asking me what I was doing with this guy here until the guy said clients are shifting your radio budget from radio stations to audio planning budgets. They simply follow audio planning. If your radio signals and the content you are putting out there is not on YouTube or audiomark or podcast, they receive commercials because people follow the content they listen to. It's no longer the DJs that pull them. That is why from brand ambassadors, we have moved to influencers all over the place.

Print, too, is not left out, from reporting yesterday's news. Nobody cares about yesterday's news. Why should I buy a newspaper when I can look at my phone and get the news of what happened this morning or what happened an hour ago? So print has moved from reporting yesterday's news to serving instant news on demand and real time broadcast.

Reach is now borderless; but this has its own disadvantage. Are you campaigning for your brand or for the industry? Circulation is high as there are internet devices. Ad slots are near infinite with limited regulations. Direct to customer marketing, that is the E-commerce engine. From physical market places to virtual market places. What has enabled this? Two core market engines: Shopify and Woo Commerce. If you know how much transactions go through these virtual marketplaces compared to what you think is happening in the stores and in the open market, your mind will be blown off.

So, where are we in this respect? Technology is impacting creative works. Today, clients mandate their agencies to subscribe to authentication applications. You don't get excited about copies or some piece of creatives and to go to town with it only to be faced with a massive lawsuit that can wipe off your P&L budget for the year.

How has technology done this? From physical and manual verification, documentation, paper based print to damage influx and storage is being addressed today to decentralize the

Technology adoption is no longer a survival imperative but a future-proofing mandate for businesses

things and some client's procurement people, finance people as they needed it for the manual invoicing thing and then scan them. But look at what technology has done for us. Multi-platforms solutions: we have self-publishing platforms like LinkedIn, everybody owns its own media space today and sentiment evaluation platforms, false square reviews. We have social listening tools.

If you go to some agencies today, they have migrated from general digital marketing, they have what is called the social listening wall where you have like ten to fifteen TV units and people work shifts overnight. What do clients pay them for? Clients will simply pay them to monitor negative sentiments about them or their brands using social listening tools and respond to that negative sentiment until the person is convinced and get paid for every positive response you generate. That is the way it's moved today. In that case, you don't have to bother yourself about client audit because if it is what you tell the client depending on the severity of the negative sentiment to pay that the client pays. So, that's why I started by saying that technology is simply a future proofing mandate for our businesses.

What about TV campaign planning? Do we still do exclusive TV schedules today? Clients are now demanding video planning across media platforms. Do we still do just a few clients who will be there waiting to run 40-45 seconds or 30 seconds commercials? The attention span is so short today. Nobody has time to listen to your 30 seconds or 45 seconds commercials. People are distracted by multiple devices and confronted with

pay one million naira or eight hundred thousand naira and get a short 5 seconds? Why would you want to convince a client to carry all those big machines and cameras and go to film and fly models? So, technology has changed it. Whereas you are trying to produce one long TV commercial, the biggest brand and the most robust budget will at least change three times. The MTN of this world, the Nigerian Breweries, three times at most.

Here you are, your competitor can



turn on 50 videos in a week and keep the campaign afresh and then send different communication. This is technology for us. So, what does video planning do now? Go on Facebook, it's gone from conventional TV stations telling you what they want you to hear to video on demand, smart TV, Netflix and Tiktok. With Tiktok, people produce anything, any day. So stop wasting your time buying those big machines. If you want big TV reality shows, that is a different conversation. If we don't reinvent ourselves and adopt technology, we will be dinosaurs. We will be out of business by this cheap app-based



verification of digital creatives.

I am sure most of us have heard about NFT which guarantees royalties to creatives. Today, people will put up their creative works on a platform where you can buy and pay and acknowledge the source. You even share with your clients and tell them the source. We have the Unicheck which checks and removes plagiarism.

Very recently, in our creative part of the business, interviews are difficult to have good creatives because if you bring the so-called digital age group, all they do is to go and copy one good piece of creative but they are not aware that we have this system to check the authenticity of the creative work; and so somebody's mother called me and said I thought your company is hiring and I said look, your boy copied from this website published some time ago. You know, they think they are smart. They can go anywhere and copy anything. But for technology, we probably would have hired the guy and would have exposed us to bigger risks with our clients because he would have copied some works that we could have put on our digital platform, somebody somewhere around the world will pick it and that would be big trouble for the agency.

In influencer marketing, from brand ambassador that can wake up one morning and port to another brand and destroy everything you have built over the years, to influencer management. Not one influencer. Today, technology has made it possible to plug into influencer platform, management platforms. So no one person is bigger than the brand but again, you leverage a group of influencers so your

reach is big, where you are heading is big and your delivery is big.

On Content creation, we have moved from bespoke expensive content creation to infinite supply of cheap personalized user generated content. The power to create is no more restricted to the guy who sits under the tree, put his legs in a bucket of water to crack it. With everybody, we can generate a lot more intrinsic content by involving the people out there, the consumers. Yes, customer generated content is everywhere! So, technology is giving us access to dynamic content generation, cheap production by app-based production technologies such as Snapchats, Tiktok, we have endless supply. Content is simply endless.

Out-of-home is probably the most impacted in our industry, today. From static boards to location marketing and dynamic digital box. Today, you can play games with boards. I can use your board to make sure that anybody that comes through your board, receives the message of a fair competitor on his phone. No thanks to technology. We have geo-location ads. Creating heat maps, tagging heat maps, taking GPS location of the boards and installing Wi-Fi to the closest location that the moment you see that board, it generates messages that board is not one.

We have the Dentsu light poster technology on test in the market. What does dynamic billboard offer? It offers you the use of data to optimize the creative message of your campaign. If you give your agency, today in this market two or three creatives that you want them to run when the weather is cold and run the other

one when the weather is hot, we can have a network of boards that the moment it rains, it plays up the material that you want to expose when it is raining. The moment it is hot, it plays up the material that you want. That is the dynamic billboard. We have so many digital boards signing unto that platform for a fee today in this market in key cities.

However, the dynamic billboard will only function where you have good data. That is why we are so happy that 5G is coming to the market. What does geo-location marketing deliver? Physical billboards moved to mobile devices; it supports near real time dynamic promotion, increased footfall to any location and swing customers from competition. Technology drives an increase in channel.

Today, we have moved from conventional channels and we have invested so much in innovation channels.

The biggest problem we have today in the industry is that we don't retrain ourselves to play in that technology space. We can go on and on but I have a note of caution: While adopting technology, respect data privacy policy. Data privacy is a big issue for us with technology. Currently, it is the most important policy that markets must consider. Use of Personally Identifiable Information, PII without the originator's consent can wipe out entire businesses when discovered.

We know the Cambridge Analytical issue is still live. The global privacy map says that for every jurisdiction, there is a policy.

Now the issue becomes when they serve ads digitally out of India or China targeting the Nigerian market, do they respect the Nigerian data privacy? When we serve ads from a regional point of view because we work for some clients across West Africa into East Africa and some people from South Africa will serve communication materials into our market and so on. Do they respect the data privacy laws? Do we have enough data privacy infrastructure to track and ensure that people respect this?

If we zero into Nigeria, we have the Nigeria data protection regulation which was launched in 2019. How many of us who have digital agencies or work with digital agencies or create digital materials have read this? How many of us have gone to the European GDPR and see what it contains? The bottom-line is that technology comes with a lot of privacy issues that we must respect.



Now the big one: The death of Third-party Cookies still looms. From July 2023, we will enter a war without the Third-party cookies. Aside from Google that has moved a bit because there is a lot of tension about the Third-party cookies, there is a shift that will have far-reaching implications for marketing. Technology enables ad blocking, Firefox, Google IOS and then there is legislation. So, with the phase-out of the Third-party cookies, where will marketing be? That is the question. What this shows us again is the identity crisis. How do we manage the identity crisis?

I don't know how many of us saw the lying-in-state of Queen Elizabeth with some white men with rams as if they were going for sacrifice. That is fake, we know because it was cropped. So, be careful what you consume.

There is another one that is even more damning and it is the distinction between reality and what is fake. There is also what we call the deep fake. The deep fake is such that you will need a different kind of technology to establish that it is a deep fake. We have to be careful with deep fakes because you can be sued. Certain things they say people say, were not actually said by them. There are machines that people will first lip sync you, pick your voice, impose it on another material and it starts talking like you. App notifications, for the campaigns we also run, are impacting our ability to focus.

Technology generates mental health issues. I have a nineteen-year-old daughter and she has a large followership on Instagram. I asked her how do you guys manage to separate your digital identity from your real identity and virtual

identity. She said daddy you know what, I come from a home that has told me the differences. You see us, what you see on Instagram, is not who we are but some people get carried away with those things. They either commit suicide or they steal; but the one that creates the biggest mental issue is bullying that happens in that space. The kind of peer pressure that hits this generation of users of that medium, you cannot imagine. People jump into the Lagoon. If you link it, you will see that some people are struggling to meet up for something that is not real. Difficulty differentiating between human and artificial intelligence is caused by technology.

What do we see coming? I see broader sophisticated marketing functions coming up from brand marketing to performance marketing; from reach planning to people-based planning. That's what we see and this is happening now. I see that we have moved from outdoor planning to location planning. We see existing skills will be redefined from mass communicators, brand managers, media planners and copywriters to communication experts and solution planners.

So, we are going back to what looks like the old school. From the silos of media planning, offline creative agency, digital creative agency to solution partners for clients. That is not only what technology is doing but a future proofing mandate for business survival.

I see new skill sets will be required to play in marketing in the days ahead. Engineers, software and data miners and programmers. We see this as the future of survival, most of the global networks today are looking for centers of excellence

around the world.

Recently, the network I partner with in the market had to lay off 10,000 staff. What have they done? If we find out that you have the best DMP platform or the best data scientist engineers out of Nigeria, they will simply take jobs from around that market to optimize investment and to lower cost for the client and situate it in Nigeria. So you pay where you have invested much. With technology, data, skills, more jobs are likely to be created for people but unfortunately, all I hear these days is "Japa", Japa to go and do what?

I see that policies need to be reviewed to address new challenges -policy frameworks. These need to be revisited otherwise, we are deceiving ourselves. Policies like banning the use of foreign models, I like it because my local models will have jobs, but, what happens to Nigerian internationals who are also models being used by international brands? Are you saying that if any of our players here who are signed up to Everton, Man-U, Chelsea, and then a global brand or a service chain decides to use them to play at the World Cup, how would you block it such that those faces will not be used elsewhere? Let's be careful.

I will always talk to my friends at ARCON. It is not as easy as it appears. Yes, we want local production models but let's be sure that we are not pointing four fingers at ourselves as we are putting one finger out there. I am a big fan of localizing it but I have to tell you how it is going to play out. I hope we don't suffer retaliation across the world.

Are you saying our people will no longer go out and act as models? How are you going to reconcile that? Are you going to cut off the forex that we need that comes from overseas?

I also see future marketing models that will involve technology more. What models are we looking at? I see models that will build predictions, the ability to evaluate, predict demand and supply with better accuracy compared to the alternative, and present more opportunities for better inventory management, consumer insights and consumption. With more and more technology advancement in our market, we are going to see more of these predictions. So, some clients can tell you how they will end up in the next two years, barring any Covid-like global pandemic. So, we need a lot of data.

Now, Africa is not a data bank market. We have data but Africans are not investing in technology that will



allow them to galvanize the data, query and apply it and make a sense of it all. Technology is going to offer convenience.

Maturity of the market is inevitable as consumer behaviour will begin to tend toward the convenience that digital commerce offers. I eat Pizza any time I want to eat; I have never been to a Pizza shop yet a Pizza shop is my client.

More importantly, there will be synergized partnerships. Collaborations and partnerships will be more compelling because you can sit in one small space and have answers to all the solutions. Who will you be partnering with? You will be partnering with people even as young as 21, 18 who have specialist skills in certain

areas because they cannot come out to join you because they don't want to work, they don't want to be boxed in.

Research has shown that GenZ, people born between 1995 to date, the day they pick up your employment form from your HR, if the place is beautiful, they give themselves 18 months. Yes, 12 months they are on the lookout. Some of them have had the boldness to ask me, Sir, nice job. Can I work three days from home and come here two days? I will say, why are you asking this question after negotiating your salary? He will say sir but that's what it is. Today, that young chap works for us once a week so he has time to do other things.

Therefore, we will need big

partnerships with technology people, data people and with platform builders. Marketing will deliver total market experience and one-stop shop. So, we are going back to where we came from but with technology powering it. We are coming into a total solution customer experience that will cover brand experience, product experience, service experience and buying experience which is commerce. That is where the world is going with technology. There will be rapid transition.

Few years back it was cashless economy, technology is moving us to cashless economy. From physical experience to Metaverse; we will evolve to the Internet of Things.

In summary, marketers must fully leverage the advancement in technology not just for storytelling, improved brand experiences for the consumer, compliance regulation and ethics for the sake of innovation but as a collective mandate to future proofing businesses while recognizing potential overdrive effect in the industry.

What do we see coming? I see broader sophisticated marketing functions coming up from brand marketing to performance marketing; from reach planning to people-based planning. That's what we see and this is happening now. I see that we have moved from outdoor planning to location planning. We see existing skills will be redefined from mass communicators, brand managers, media planners and copywriters to communication experts and solution planners.

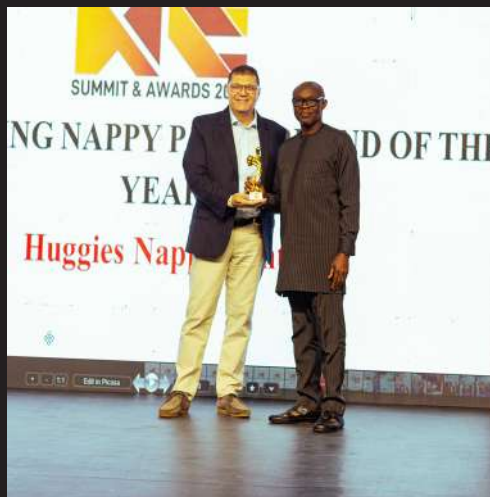
MARKETING EDGE 2022 Awardees [BEST AMONG EQUALS]



























ACCESS BANK PLC
OUTSTANDING FINANCIAL BRAND IN
CORPORATE GOVERNANCE

Access Bank Plc. is a leading full-service Nigerian commercial Bank operating through a network of more than 600 branches and service outlets, spanning three continents, 14 countries and over 36 million customers. The Bank employs 25,000 people in its operations in Nigeria and has subsidiaries in Sub-Saharan Africa and the United Kingdom (with a branch in Dubai, UAE) and representative offices in China, Lebanon and India.

Listed on the Nigerian Stock Exchange since 1998, Access Bank is a diversified financial institution which combines a strong retail customer franchise and digital platform with deep corporate banking expertise and proven risk management and capital management capabilities. The Bank serves its various markets through four business segments: Retail, Business, Commercial and Corporate. The Bank has over 900,000 shareholders (including several Nigerian and International Institutional Investors) and has enjoyed what is arguably Africa's most successful banking growth trajectory in the last twelve years. Following its merger with Diamond Bank in March 2019, Access Bank became one of Africa's largest retail banks by retail customer base.

As part of its continued growth strategy, Access Bank is focused on mainstreaming sustainable business practices into its operations. The Bank strives to deliver sustainable economic growth that is profitable, environmentally responsible and socially relevant, helping customers to access more and achieve their dreams.

In honour of its defining roles across the African continent, Access Bank has been accorded recognition by reputable domestic and global organisations. Some of these recognitions include: 2020 EMEA Finance "Best Bank in Nigeria & Most Innovative Bank in Africa" Award ; 2019 World Finance "Best Mobile App in Nigeria" Award; 2020 Karlsruhe Sustainable Finance "Outstanding Business Sustainability Achievement" Award; 2020 Euromoney "Africa's Best Bank for SME" Award; 2020 International Investors "Best Bank, Nigeria & Sustainable Bank of the Year, Africa" Award; 2020 Global Finance " Best Trade Finance Provider, Nigeria" Award; 2020 Global Brands " Best Digital Banking Brand, Nigeria" Award ; "Best CSR Bank, Nigeria" Award; "Best Bank for Investor Relations, Nigeria" Award; & Best SME Banking Brand, Nigeria" Award. 2019 SERAS 'Most Sustainable Company in Africa', 2019 SERAS "Best Company in Partnership for Development", 2019 SERAS 'Best Company in Sustainability Reporting', 2019 CEO Awards Forum "Gender Leader of the Year" just to mention a few.



BIGI COLA
FASTEST GROWING COLA BRAND OF THE
YEAR

Multiple award-winning Bigi carbonated soft drinks (CSD), from the stable of Rite Foods Limited, a truly World-class and proudly Nigerian Company, a market leader in the food and beverage sector of the Nigerian economy, embarked on its beverage journey in July 2016 with the production of six high-quality flavours comprising the Bigi Cola, Orange, Apple, Bitter Lemon, Soda Water, and Lemon & Lime.

Having blazed the trail in the industry, the six flavours further set the pace for the expansion of the Bigi brand portfolio to what has now become the 13 variants of the product which has won the hearts of consumers in the CSD market segment.

As a consumer-centric brand, Bigi has been at the forefront of promoting worthy initiatives in various sectors to deepen awareness and consumer preference, like in the entertainment industry with the sponsorship of the international franchise musical talent discovery platform, The Nigerian Idol, for young Nigerian artists who are keen in becoming superstars.

The sponsorship for two consecutive years in 2021 and 2022 saw the Bayelsa State-born Kingdom Kroseide and the Delta State-born Progress Chukwuyem emerge winners of Season 6 and Season 7 respectively, after showcasing exceptional musical prowess.

BIGI SAUSAGE (RITE)
FASTEST GROWING SAUSAGE BRAND OF
THE YEAR

Rite Foods Limited has since become the market leader in the sausage industry, with the introduction of the Bigi beef sausage roll in January 2010, especially



with the ground-breaking entrance of the Rite Spicy beef sausage in October 2011, which undisputedly took the lead in the fast-moving consumer goods (FMCG) industry in the Economic Community of West African States (ECOWAS) sub-region. The brand recently won an award as the ECOWAS Sausage Roll Snack Manufacturing Company of the Year at the ECOWAS Manufacturing Excellence Award which was powered by Business Day [Ghana], and Daily Independent Newspapers.

Manufactured under high-ethical standards and hygienic conditions in a world-class factory, Rite Foods' sausages are quality snacks that are fit for consumption and cater to the needs of all demographics who desire food-on-the-go and for celebrations.

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MOLFIX DIAPER

OUTSTANDING DIAPER BRAND OF THE YEAR



MOLFIX baby diaper was launched in 2015. Within 5 years, MOLFIX took over the leadership of the diaper market and has been able to establish itself as a trusted brand for all Nigerian mums.

MOLFIX brand is the “complete package” diapering solution, it has wet wipes and pull-up pants. Feedback from the mums has been very positive.

In 2020, the brand innovated from Molfix Comfort Fix into MOLFIX Airdry, with Airdry Technology offering Ultra-breathability and Ultra-absorbency, keeping the Molfix babies dry and happy always.

Asides from the Molfix Air-Dry open diaper, there is also MOLFIX Pant which is very easy to wear and easy to remove and was introduced for the working mum or work-from-home mum, who wants convenience, who is tired of the diaper-changing wars, or who simply wants her baby to have more freedom to explore and to potty train.

Molfix launched its Happiness Movement campaign in 2021, which was centred on spreading Molfix happiness to all, as well as positioning Molfix as a happy brand. The key driver to the movement is the happiness of the babies. That is, with Molfix providing babies with all the comfort they need, babies stay happy. And when babies are happy, mothers are happy, and that’s how the happiness spread.

MOLPED

OUTSTANDING SANITARY PAD OF THE YEAR

Hayat Kimya launched MOLPED Sanitary pads into the Nigerian market in 2019. This launch changed the narrative in the feminine care category in Nigeria.

Since then, MOLPED has enjoyed a growing presence in Traditional & Modern Trade channels. MOLPED has phased its activities to first reach and educate retailers, and then reach consumers. These activities have increased the awareness and trial rates of MOLPED.

In May 2021, it expanded its scope through the launch of Molped Pantyliners, with massive communication across digital platforms. “As a brand, innovation and comfort for the female gender are our ultimate priority, hence in 2022, the brand launched 2 variants under the Ultra and Maxi Thick category – MOLPED Ultra Protective Barriers in February 2022 and MOLPED Maxi Thick with Antibacterial protection in August 2022”.

The brand has its presence on major social media platform (Instagram, Facebook, and YouTube). These platforms serve to interact and engage with its target audience depicting the brand’s character of friendship, confidence, comfort, companionship and supporting sisterhood.



FAMILIA TISSUE

OUTSTANDING TISSUE BRAND OF THE YEAR



Familia Tissue was launched in 2017 and has continued to push boundaries by offering “100% Natural Cellulose” making it super hygienic and safe to use for its consumers.

Familia won the “New Brand of the Year” award in 2017 and came second in “Innovative Brand of the Year” at the ADVAN Awards for marketing excellence in West Africa in the same year.

The Brand is positioned as the “value for money” option within the Hayat Kimya tissue portfolio and is available in 2 tissue segments – Toilet Paper & Kitchen Towels with variants cutting across 2-ply to 3-ply tissue. Familia is the only local brand with Perfumed Tissue variants with its 3-ply strawberry and magic flower-scented toilet paper, offering consumers double value for money as an air freshener.

The brand has executed several impactful campaigns since its launch and has delivered strong results to date as it continues to strive to change the usage habit of its consumers via its #Wipelt campaign that commenced in 2021.

AMAIZING DAY CEREAL

OUTSTANDING CEREAL BRAND OF THE YEAR

her portfolio into the BFC segment via the introduction of the Amazing Day breakfast cereal. The product has been successfully positioned as a healthy and convenient alternative to other options in the cereal market. The brand was launched in April 2021 and has gained wide acceptance amongst Nigerian consumers. The brand currently has a presence in Lagos and South West regions of the country.

Amazing Day Cereal is a Ready to Eat Soft Cereal that is made from the finest quality Whole Maize, Soya and Cassava. It has thick crunchy flakes that are, pleasant to eat, creamy texture, inviting aroma, does not get soggy easily, pleasant mouth feel, and can be prepared with hot or cold water. “We know nourishment and fortification are important to our consumers and Amazing Day Cereal has the right amount of Vitamin A for sharp eyes, Dietary fiber for easy digestion, Protein for growth and strength and Calcium for strong bones and teeth”.

1 portion of Amazing Day Cereal contains the same amount of Calcium as a glass of Milk.

Amazing Day Cereal is a premium quality product that offers consumers value for money, it is quick and easy to prepare, nourishing because it contains the ‘Power of 4’, it is filling and energizing. Amazing Day comes in two affordable pack sizes: 50g x 100pc, 600g x 6pc, and 600g x 12pc



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MOBIL LUBRICANTS

OUTSTANDING LUBRICANT BRAND OF THE DECADE

Across the globe, not only in Nigeria, Mobil lubricants brand of oils and greases have been at the vanguard of lubrication technology innovation for more than a century now. Mobil greases and lubricants have been designed to help in advancing productivity by increasing efficiency, reliability and productivity.

Mobil offers a complete range of lubricants for industries and vehicles across the spectrum. With years of proven performance, these lubricants are expertly formulated to meet the challenges faced by both large and small enterprises of rapidly developing countries.

The specially designed synthetic oils and greases provide excellent protection against wear and tear, rust and corrosion, adding to improved performance and longevity of equipment.



OUTSTANDING ICE CREAM BRAND OF THE DECADE

Cold Stone Creamery is the number 1 Ice Cream brand in Nigeria.

Also known as the Home of Ultimate Ice Cream Experience, the brand commenced operations in 2012, at Saka Tinubu, Victoria Island, Lagos.

Cold Stone stands for;

Excellent Service

Delicious Taste &

Happy Customers

If it has anything to do with ice cream, it has everything to do with Cold Stone Creamery.

From unique ice cream creations to cakes, milkshakes - nobody serves up the ultimate indulgence like Cold Stone Creamery.

Cold Stone Creamery is in the business of making customers happy and giving the ultimate ice cream experience

At Cold Stone Creamery, the mission is to make people happy. And this is evident in the way customers are welcomed and treated in their respective stores.



DOMINO'S PIZZA

OUTSTANDING PIZZA BRAND OF THE YEAR

Domino's Pizza's journey started from the humble beginning as a single pizza restaurant in 1960, founded by two visionary brothers, Domino's Pizza today has become the recognized world leader in pizza delivery. Domino's Pizza was introduced into Nigeria by Eat'N'Go Limited, the master franchisee of Domino's Pizza Nigeria, ColdStone & Pinkberry. The first store was introduced into the market in 2012, at Saka Tinubu, Victoria Island bringing world class pizza services into Nigeria. Dedicated to making and delivering great pizza with high quality ingredients. From the start, the brand is known for constantly launching ingenuity into the market from 20mins delivery to customers to keeping customers happy with Naija flavoured pizzas. In addition to making pizza delivery easy to customers, they made it easy to order anytime via their website with www.dominos.ng with always-on promos for customers and their families to enjoy any day, anytime. Currently, the brand has over 77 stores in Nigeria covering major locations in the south-south, South-east, south-west including: Lagos, Abeoukuta, Ibadan, Rivers, Kano, Kaduna, Enugu, Calabar and Awka.



EAT'N'GO LIMITED

LEADERSHIP AWARD IN QUICK SERVICE RESTAURANT

Eat'N'Go is Africa's leading master franchisee for the Domino's Pizza, Cold Stone Creamery, and Pinkberry Gourmet Frozen Yoghurt brands. It is renowned for being a master deliverer of high-quality food and services.

Eat'N'Go launched in 2012 in Nigeria with the vision "to become the premier food operator in Africa".

Today, it continues to deliver on this promise by successfully rolling out the globally recognized brands Cold Stone Creamery and Domino's Pizza across Africa.

The company continues to expand its presence in key markets by fusing company goals with new strategic development goals.

Eat'N'Go is dedicated to bringing the best global food brands and concepts across Africa



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Infinix

INNOVATIVE MOBILE PHONE BRAND OF THE YEAR

It is safe to say that Infinix is keeping up with its promises of enabling users to own cutting-edge technologies and live intelligent lifestyles given its rapid growth in popularity, market receptivity, and market share.

Their constant goal is to have an edge with their product lines of smart devices that allow users to lead intelligent lifestyles and stand out from the crowd thanks to fashionable designs. Infinix is always looking to set new trends and bring innovations to help their consumers live smart lives.

Infinix was founded in 2013 by Transsion Holdings with the commitment of building stylishly designed cutting-edge technology (Phones) with a focus on smart devices built to deliver fantastic smartphone experiences. Infinix products are made from the ground up with next-level technology & exceptional design at the core of every creation.

Infinix has solidified its presence on the global scale having mobile phone manufacturing operations in France, India, Korea, China, Pakistan and are available in Asia and in about 30 countries

in the Middle East and Africa, including Morocco, Kenya, Nigeria, Egypt, Iran, Iraq, Cameroon and Algeria.

As the *Innovative Mobile Phone Brand of the Year in 2019*, they went on to win *Most Innovative Brand* again at the eighth edition of the MARKETING EDGE Annual Awards of Excellence in 2021 and again in 2022. This among several other laudable feats, attest to the fact that innovation has been their watchword.

With a record of launching the first celebrity limited edition device with the Davido Note 8 Limited Edition, to empowering several young entrepreneurs in the #EmpoweredByInfinixNote8 campaign.

Infinix has gained the minds of users hence becoming the most used brand in Nigeria.

Its innovation this year includes;

1. This year, the Zero 5G integrated with a 6nm MediaTek's Dimensity 900 master processor was released with other high-performance features and an exceptional 4K HDR video recording engine and flagship-grade

noise reduction. The MediaTek Dimensity 900 means the latest Arm Cortex-A78 CPU cores to high-end 5G smartphones. With frequencies up to 2.4GHz, the CPUs deliver exceptional performance for quicker response times, faster FPS in games and better-connected experiences.

2. The brand also proudly announced its release of the world's first Future Light-Painting Leather, a technology that works when UV light interacts with the smartphone's back cover. Adding innovative and flexible colour options to Infinix users' smartphones to express their style and mood. This world's first innovation marks a huge step forward in technological breakthroughs for Infinix and sets a new standard for smartphone leatherback covers.

3. Infinix proudly released the Note 12 VIP which was launched this year tagged 'THE INFINIX NOTE 12 VIP EXPERIENCE'. The devices offer well rounded, innovative performance features such as 120W HyperCharge design which enables the phone to charge to a 100% in as little as 12 minutes, 120Hz refresh rate, 108MP Cinematic Triple Camera and so much more

TECNO

INNOVATIVE MOBILE PHONE BRAND OF THE DECADE

TECNO is a premium smartphone brand from TRANSSION Holdings. With "Stop At Nothing" as its brand essence, TECNO is committed to unlocking the best contemporary technologies for progressive individuals across global emerging markets, giving them stylishly designed intelligent products that inspires them to uncover a world of possibilities and live a fashionable smart life enabled by intelligent technologies.

TECNO understands the needs of consumers from different markets and provides them with localized innovations and design breakthroughs demonstrated through their mastery of serving those who are "young at heart" and never stop pursuing excellence. TECNO's portfolio spans across smartphones, tablets, smart wearables and other devices made for consumers in over 70 emerging markets world-wide, leading the emerging markets leap into a dynamic and vibrant new world of mobile connectivity.



APPLE

The La Casera Brand was launched in Nov 2001 as the first CSD brand in a PET bottle; changing the landscape by bringing mobility and a unique apple taste to the CSD Category.

Over the last 21 years, La Casera has

OUTSTANDING CSD BRAND OF THE DECADE (APPLE)

continued to endear itself to upwardly mobile Nigerians by being the fun, exciting, innovative and energetic brand that recognizes them for their ingenuity, sacrifice and dedication to the pursuit of their hustle while providing support, inspiration and motivation for them to stay unstoppable.

La Casera was recently relaunched with a new look and feel supported with a highly energetic nationwide campaign that further strengthened its position as No 1 Apple Drink in Nigeria.

Even as the brand challenges its Target

Audience to be unstoppable; it's also not resting on its oars but continues to be the much-needed enabler not just by providing top quality on-the-go Apple Refreshment but also inspiring active, driving and ambitious young Nigerians to be the ones that make the next big thing happen in their area of passions.

We're Shapeless



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SUPREME

OUTSTANDING PRODUCT BRAND RE-LAUNCH OF THE YEAR

Supreme (Ice cream) has been in the heart of frozen desserts market since 1994, maintaining good quality status and consumer expectation. It is a unique tasty ice cream brand that promises the consumer a pleasurable adventure at every scoop.

The Supreme Ice cream range comes in tubs, impulse bars and pouches. Supreme ice cream is a great treat for celebrating joyous moments and fun time with the family.

The brand remains committed to sharing the experience of joy in every yummy scoop.



PREMIER COOL

OUTSTANDING LIQUID WASH BRAND OF THE DECADE

Rebranded with two new variants in 2019, Premier Cool is a flagship product of PZ Cussons Nigeria.

Premier Cool extended its strong equity in the hygiene sector with the introduction of Premier Cool Deo. The product which contains menthol extract and antibacterial ingredients that provides a fragranced, cool feeling and protection for users is one of the soap brand's many variants. Other variants are, Premier Cool Deo Antiseptic and Premier Classic Soaps with four cooler variants, namely, Liquid Pure Milk, Gentle Rose, Calming Aloe Vera, and the Soft Peach.

Launched in 2010, Premier Cool continues to evolve, improve and satisfy the needs of its consumers.

SUNLIGHT

OUTSTANDING DETERGENT BRAND OF THE DECADE



Sunlight, a brand birthed in 1884, is Unilever's foundational brand. Sunlight was first introduced as an affordable bar soap product to help women protect their families against germs & diseases following the Cholera Outbreak of the 19th century; and has since extended into other home care brands.

In line with its purpose and in furtherance of its enduring legacy of providing superior products, more fragrance, more foam and more cleaning power, to lessen the burden of housework and continue affording many women the time and peace of mind to achieve more; Sunlight, has restated its commitment to empower and make a significant difference to women entrepreneurs by supporting women-owned businesses in Nigeria.

Sunlight runs a programme called Shakti, an initiative providing Unilever's products to women in rural areas in the form of seed capital, to resell to households in their communities, making a profit and generating an income stream for themselves. The goal of the Sunlight Shakti programme is to help African women achieve financial security and move from low-income to middle-income thereby bolstering their independence. Since the launch of the Shakti program in Nigeria, over 6,000 rural women have been empowered and provided seed capital in the form of Unilever's products, business training and funding thereby improving the livelihoods of rural areas.

"Sunlight believes that supporting women-owned businesses across all stages of their entrepreneurial journey will help shift the general, usually limited; perception society assigns them. We want to do our part in unlocking their potential so that they can thrive and contribute to a bold narrative about women's success both in and outside the home

In addition, the brand has several partnerships with agencies & groups promoting the cause of women within & outside Nigeria.

Sunlight is committed to continuing the roll-out of activities across the continent over the next three years to support entrepreneurial African women. These activities will be specific to the needs of various communities. They will cover a multitude of support, including training and development, funding, mentorship and coaching, and start-up support, to mention a few.

**FUTURE THINKING
AT THE CORE OF
MARKETING**

SYSTEM
ROI
TREND
CREATE
CLOUD WORK
DATA
EXPERIENTIAL
TOOL RESEARCH
SUCCESS
SECURITY RESEARCH
THINK
MACHINE LEARNING
MARKETS CONCEPT
VISION SOLUTION

MARKETING
AND
MEDIA TECH

BUSINESS INNOVATION
TECH
BIG DATA
CUSTOMER BUSINESS
TEAMWORK
DATA NETWORK
ADVERTISING
VISION

CREATIVE FUTURE
DESIGN ADVERTISING
ACCESS
BASE
AUTOMATION
SYSTEM ROI CLOUD
TEAMWORK CREATE
MACHINE ADVERTISING
RESEARCH EXPERIENTIAL
SUCCESS
CONCEPT
TOOL





Heineken

BRAND OF THE YEAR

Heineken, MARKETING EDGE Brand of the Year 2022, is a premium lager brand with class, taste, quality and elegance, and a product of the Nigerian Breweries, the franchise holder of the Heineken brand in Nigeria.

Popularly known as The Chairman, Heineken is known around the world for its unique, great taste, rich tradition, and superior quality. Richly prepared by using the unrivaled recipe invented three generations ago by the Heineken family in Amsterdam since 1873, Heinekens consistently high quality, excellent craftsmanship, and unique recipe have continued to make it the number-one international premium beer in the world and is available in 192 countries around the globe.

For over two decade, the brand has remained the official long-standing sponsor of the UEFA Champions League which has seen the international premium brand become one of the most renowned brands in European football. Heineken remains one of the world's most consumed international beer brands, consistently upping the ante in providing consumers with unique, remarkable experiences.



DStv

LEADERSHIP AWARD IN SATELLITE TV BROADCASTING

DStv is the digital satellite service owned and introduced by Multichoice, an arm of South African media giant, Naspers.

As the leading and most popular pay TV platform both in Nigeria and across the African continent, DSTV is seen by its subscribers as the leader in offering premium and life-changing pan-African contents across its various channels.

DSTV as a pay TV platform, offers world's best programmes on M-Net and wide access to leading international news on CNN, BBC, Bloomberg, CNBC Africa and more. Its dominance is down to a mix of its diverse content portfolio which range from exclusive rights to popular sports leagues to long-running investment in entertainment and movie content.

Backed by Naspers, Africa most valuable company with a

market cap over \$100 billion, very few competitors can match DStv deep pockets. With more than 12 million subscribers DStv market share exceeds 50%, according to report made available by Sa Eva Nebie, a research analyst with Dataxis, a market research firm.

Beyond soccer, the brand has remained on top of its game and the rating ladder, due to its significant investment in original local content, especially the hugely popular Nollywood, through its Africa Magic channels. These, however, have also proven a major draw for more devout and faithful subscribers and soccer enthusiasts. This great importance is also extended to its broad offering of high-profile Hollywood content including movies and series as well as popular Indian soaps and Mexican telenovelas.

DStv's dominance is also down to its wider reach and retail infrastructure which are all attributed to its many years of experience.



TVC Communications

OUTSTANDING MEDIA PARTNER OF THE YEAR & BEST PLACE TO WORK OF THE YEAR (MEDIA)

Leading and fast-growing media conglomerate, TVC Communications, a privately owned, multi-platform, national and international full-service media organization established in 2007.

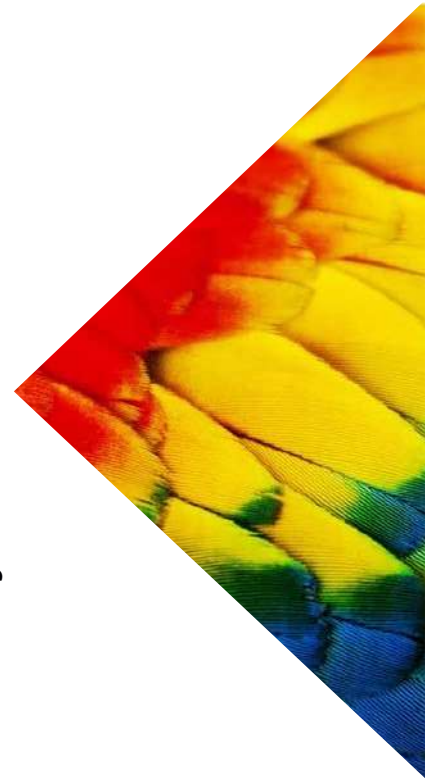
The leading media outfit boasts of over 10 million viewers and listeners every day across all its brands, including TVC, TVC News, Max FM Lagos, Max FM Abuja, and Adaba FM, making it one of the largest media companies in Nigeria today.

TVC News, its 24-hour television news channel, hosts over 3 million viewers per day on all digital platforms, including DSTV, StarTimes, and GOTV while TVC, its pure entertainment channel is now the No.1 channel in Lagos with over 4 million viewers every day across terrestrial and digital channels (GOTV, Startimes, and Play TV).

The radio arm, MAX FM Lagos (Hit Music for Lagos) and Max FM Abuja (Hit Music for Abuja) proudly boast of 2 million combined listeners daily, as well Adaba FM, our radio station in Akure, which still maintains its number one spot as it boasts over 800,000 daily listeners.

As a corporate organisation that is socially responsible, TVC understands that government alone, cannot handle quality health delivery service to the people, it therefore engaged with life-changing CSR activities by partnering with Procter & Gamble, by donating Pampers Baby Diapers to post-natal mothers at Ayinke House Maternity Hospital, Ikeja Lagos, Nigeria in commemoration of the Child Health Day, which is also in line with the company's commitment to ensuring that it reaches the underprivileged in the society and create awareness on the need to promote child development and growth.

QUADRANT **MSL** Influence. Impact.



Since the world began, people have tried to *influence* others' opinions and *impact* the people around them. We only make it easier.



Mr Dowell's OUTSTANDING WHISKY BRAND OF THE DECADE

Mr Dowell's is a mainstream whisky that focuses on friendship as the core of its proposition. The brand essence emphasizes the quality of true friendships and how Mr Dowell's facilitates moments and experiences enjoyed by true friends.

True friendships are defined by stories... - stories written by experiences and there is no true friendship that exists without loads of stories – good, bad, ugly, comedic.

MrDowell's is the preferred spirit for (a gathering) of true friends because it represents true friendship. There are Friends and there are True Friends. There is that thing that you do normally but becomes more significant when you do it with your True Friends.

Therefore, where True Friends gather, is a bottle of Mr Dowell's. An outstanding attribute of Mr Dowell's is the smooth taste of the whisky, unique packaging and affordability.

Our current campaign helps to define how friends make quality choices for one another. A true friend will provide required direction, motivate you and encourage you to always take the right decisions and this is what Mr Dowell's seeks to represent.

Our target audience are happy people, fun loving, and always appreciate great vibes. They are not ashamed to express their talents to the highest potential. As daily strivers, the next level of their life is very key and this cut across different passions/ interests e.g., Sport, Music, Food, Photography, Fashion, tech, entrepreneurship etc. Data shows 84% challenge & push themselves for the next level in their lives. Over 80% of TG are inspired by friends and are eager for moments with friends which mostly happen across all-week and driven by different passions.

As it is usually said "If you want to go quick, you go alone, if you want to go far, you go with friends"



Oral-B TOOTHPASTE BRAND OF THE YEAR

Oral-B is a brand of oral hygiene products including toothpaste, tooth brushes, electric tooth brushes and mouthwashes used all over the world.

The brand has been winner of multiple local and international awards and has been in Nigeria since 2011, having brought smiles to millions of Nigeria since.

Our ambition as Oral-Bis to help our consumers develop healthy tooth brushing habits that ultimately touch and improve their lives.

We want to be both a Force for Growth in the market and also a Force for Good and we are doing just that through the efforts of our mobile dental clinic.

Since its arrival in the market, we have been able to provide access to free dental hygiene care to over one million people in Nigeria annually.

Peak Breakfast OUTSTANDING CAMPAIGN OF THE YEAR (FMCG)



Peak Breakfast is an initiative of Peak Milk, a flagship brand from the stable of FrieslandCampina WAMCO, a leading dairy brand in Nigeria. The initiative is driven by the need to encourage consumers

to have Breakfast, the most important meal of the day, as part of requirements for an active and productive day.

The initiative is backed by the fact that breakfast is the most important meal of the day as it quickens the body's metabolism and equips it with energy to start the day. The Peak Protein Breakfast supplies extra protein nourishment and other essential vitamins, helping to stay fuller, stronger and more active through the day.

The brand drove massive engagement with its consumers across the country through a disruptive digital experiential campaign tagged 'Missing Breakfast is a Crime.'

The 'Missing Breakfast is a Crime' concept resonated with consumers and created a mass arrest of breakfast defaulters across different locations. The arrested defaulters got bailed with nourishing packs of Peak Breakfast and took a pledge to never miss breakfast again. This has so far created an impressive rave online and offline.

The brand also provided dairy nutrition knowledge, communicated the importance of breakfast for optimal body performance and offered breakfast solutions to consumers with different morning lifestyles.

HYPO TOILET CLEANER'S "Treat Me Better"



OUTSTANDING CAMPAIGN OF THE YEAR – BLEACH

Hypo Toilet Cleaner is the leading toilet cleaner brand in Nigeria. A product of Colgate Tolaram, HYPO

TOILET CLEANER is a special formulated toilet cleaning solution, developed to give superior whitening, stain removal, masks odor, and kill germs. It is also affordable and comes in accessible packaging with two fragrances, the original and citrus.

The brand is leading the charge in the campaign against Open defecation and the use of unsafe toilet to reduce toilet infections in Nigeria, especially with the girl students. We have used our Toilet Rescue initiative to touch the lives of several schoolgirls and communities across the country with 66 completely renovated toilets in 2022, partnering with international organizations like OPSWASH & Water Aid to bring smiles to communities.




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McVitie's

OUTSTANDING BISCUIT BRAND OF THE DECADE



A&P Foods Ltd was established as a family business in 1986. The company commenced production in December 2002. Its products became more established in the Nigerian Market and the brand of HAANSBRO became more recognized.

A&P Foods was acquired in early 2014 by UB Group (United Biscuits), owners of globally renowned brands such as McVitie's and Jacobs and commenced the local manufacture of McVitie's Digestive and Hobnobs biscuits in 2014.

In the later part of 2014, United Biscuits was acquired by Yildiz Holding, a Turkish business conglomerate. Yildiz Holding is a global, Food, Non-Food, Retail and Confectionery Company which employs over 60,000 people globally.

In June 2016, Yildiz Holding consolidated its core biscuit, chocolate, and confectionery businesses Godiva Chocolatier, United Biscuits, Ulker and DeMet's Candy Company, to form a new global company, "pladis".

We are the proud stewards of over 300 years of combined family baking and confectionery experience. The expertise of our 17,000-strong global workforce spans 34 factories in 13 countries.

A&P Foods became a part of this global giant in the biscuits and confectionery sector.

The Way We Work

A&P Foods continually strives to be the best at what we do which means, our people, products, safety and quality are focus areas for our business. Our Compliance function oversees this, ensuring that we constantly strive to reach the highest standards possible.

Ethics

We believe our success is based upon every employee adhering to our core values and behaviors. To support our people, we have a comprehensive Code of Conduct which clearly identifies how we are all expected to behave and what action should be taken when employees are confronted by difficult or sensitive situations.

Our Products

The company presently manufactures its products under two brands namely, Haansbro and McVitie's.

The Haansbro brand has a wide portfolio of products ranging from sweet and savoury biscuits, hard boiled sweets, bubble gums, soft chocolates. Over the years the Haansbro product range has become widely accepted by the middle to low SEC consumers and some of its sub-brands such as Noreos, Nice and Custard Cream have become household names.

The Company is currently manufacturing 2 products under the premium McVitie's range namely Digestives and HobNobs. This premium brand is a family favorite internationally and locally especially amongst the middle to high SEC consumers.



HERO LAGER, OUTSTANDING REGIONAL LAGER BRAND OF THE YEAR

Ten (10) years ago, ABInBev sought to produce Nigeria's first beer brand celebrating our HEROES, past and present. This birthed HERO LAGER BEER; a brand made to recognize and reward the hero within every Igbo man. The brand succeeded so much that it was nicknamed by the people "O Mpa," which means "O My Father."

Hero Lager has a title by the Obi of Onitsha as "Mmanya Ejiri mara Igbo" which means "The beer that identifies the Igbos."

Since its inception in 2012, Hero Lager Beer has been foremost in championing the cause, traditions and culture of the Igbo people. The brand constantly creates campaigns to keep the Igbo man abreast of his roots. In 2019, the brand launched Echefula "Never Forget your Identity" to remind its consumers never to forget who they are. Another iconic campaign was Aha gi Efula "May your name never be forgotten," which emphasized the value of the Igbo name and leaving behind a legacy.

In 2022, after the pandemic lockdowns where people had separated for a while, the brand launched a new campaign, Nwanne di Uto which speaks to the sweetness of Brotherhood. The campaign insight - every Igbo man, irrespective of where they reside, always yearns for a connection to home and their people shows that Hero Lager is a beer infused with the essence of Igbo culture and people. The campaign serves as a reminder of our people, our heritage, and the reason we strive. The brand also marked its 10th Anniversary and invited consumers to break Kola with Hero "Ka Anyi Waa Oji," as is customary for celebratory occasions. There were show-stopping concerts around various parts of the East featuring the brand ambassadors Illbliss, RudeBoy, Zoro and White Money to thrill consumers.

Hero Lager beer has been known over the years for empowering consumers, but one of its most impactful initiatives, The Igba Boi (an apprenticeship system), remains unrivalled. This system helps young men who lack opportunities to learn skills by connecting them to Business owners willing to train them for a period. After training, the Hero Lager brand supports the apprentices set up businesses.

Hero Lager Beer is not just a beer. It's the brand fostering connections between consumers. Hero Lager is the brand that sees, acknowledges, encourages, and rewards every consumer for striving. It is a brand specially brewed for heroes.



Growing together naturally



SABRINA GIN

FASTEST GROWING
DRY GIN BRAND OF
THE YEAR



Sabrina, a premium extra dry gin is from the stable of Euro Global Foods and Distilleries Limited, a proud member of Sona Group of Companies

Sabrina which was developed in 2008 is one of the most available and highly acceptable brands in Nigeria. Using the finest natural flavouring ingredients which results in a unique blend, triple-distilled, clear, crisp, strong with a smooth compelling taste, perfectly taken alone as a cocktail.

As one of the most available and highly acceptable brands in Nigeria, it can be shared on any occasion, whether you are entertaining at home or on a night out with friends. It is a value for money brand. Its alcoholic content is 43%.

Gin lovers truly enjoy this premium extra dry gin which comes in different pack sizes; 75cl bottle, 20cl bottles, 12cl pet bottle and 3cl sachet.

Peak Milk DIAMOND BRAND AWARD [DAIRY]



Peak milk, a premium dairy brand and flagship product on the stable of Friesland Campina WAMCO, has been a symbol of quality for over sixty years. Peak as Nigeria's evaporated and powder milk, enjoys extensive brand awareness, and brand loyalty.

The Peak products contain important vitamins and nutrients and are therefore beneficial to health. The range has recently been expanded to include Peak WAZOBIA – evaporated (liquid) milk in sachets – a technological breakthrough.

The leading dairy brand emerged winner after a rigorous research survey conducted in Nigeria between October and November, 2016 by ICERTIAS- International Certification Association, a Swiss based organization. ICERTIAS measures the experience and level of satisfaction expressed by

surveyed participants with the quality of marketed products and services. The brand was named Number One in top quality rating by Nigerians in Qudal-Quality medal survey released at the time.

For many consumers of the brand, this was a further affirmation that Peak has established a distinctive customer experience resulting in the majority of consumers choosing the brand over other brands. Peak milk is a brand built on the culture of top quality and excellent nourishment. Its unique quality shows that most Nigerian consumers consider Peak as the premium milk brand that offers them the highest level of quality. Peak is committed to delivering highest sensorial and brand experience to consumers. For consumers in Nigeria, the Peak brand which is FrieslandCampina Nigeria's flagship product is synonymous with milk.

Many Peak products are available in small packages, making them affordable for the lower income groups. The head office is at Friesland Campina Nigeria, Acme Road Plot 7B, Ikeja Industrial Estate Ogba, Lagos State Nigeria.



Morning Fresh

OUTSTANDING
LIQUID WASH
BRAND OF THE
DECADE

For almost 3 decades, Nigeria's No 1 best-selling dishwashing liquid Morning Fresh has remained relevant with consistent delivery on brand promise to Nigerian households.

Morning fresh has been specially produced to tackle with ease every kind of food stains- especially Nigeria's local delicacies and this is evident in its squeaky cleans results after use. With its power in one drop, its variants delivers superior grease cutting performance, first time and every time.

Morning Fresh washes 50% more than your regular dishwashing liquid that delivers great value for money.

Cussons Baby Range

OUTSTANDING BABY CARE BRAND OF THE DECADE



Cussons Baby, one of the foremost brands in the baby toiletries category of PZ Cusson in Nigeria, whose core business is building brands for the delicate skin of the baby. It is a global baby's brand that is committed to sharing a journey of a life time right from conception to growing age with a range of premium baby products caring for the different skin needs of babies. These product ranges are enriched with essential natural vitamins to nourish, moisturize and protect lovely baby's delicate skin. Cusson Baby's purpose is to make the happiest babies and most re-assured mums.

It was founded on the pillars of innovation, focused on building brands for life, which is for today and for future generations, to enable them serve more consumers and serve them better in the future. It is known to have leading brands core category, which is baby centered, its award-winning baby products are the most trusted by mums and dads, with safe and caring delivery.

In the early stages of baby's life, they only need a light cleanser on their delicate, new born skin, so mild & gentle soap is designed to gently clean baby's skin. Enriched with Milk to nourish and Chamomile to help soothe baby's skin.

It is mildly formulated, dermatologically tested, paraben Free and classic baby fragrance.

It has an endless range of products such as:

Cusson baby mild & gentle baby wipes

Baby wash, jelly, lotion, oil and powder.

For every baby, there's Cussons Baby! Cussons Baby, Cares and Protects...



Amber Energy Drink

FASTEST GROWING ENERGY DRINK BRAND OF THE YEAR

AMBER Energy Drink, popularly known by its consumers as 'Amber', is a premium energy drink from the stable of Amber Drinks Limited.

Since its launch in June 2020, in an exclusive virtual media event due to the prevalence of Covid-19 pandemic, the brand has remained flagship product from its stable. It has sustained its record of being the fastest growing brand in its segment; and the toast of energy drinks consumers in this market.

Amber stands out as the energy drink with reduced caffeine and taurine content, scientifically formulated to provide an incredible energy boost for those who lead an active and exhausting lifestyle. It is also fortified with amino acid, citric acid and essential B-vitamins in addition to Guarana spice, which are required daily to fight fatigue, improve concentration and keep a consumer energized all day long.

It would be recalled that not long ago, the brand caught the attention of Mr. Babajide Sanwo-Olu, Executive Governor of Lagos State, who picked up a can of the Amber energy drink immediately on his arrival at a MARKETING EDGE event and lifted it up to the loud applause of the audience.

This, among other such positive developments, has continued to place the brand at the centre stage in the energy segment of Nigeria market.

The brand's profile keeps soaring!



Vitafoam

-the fine art of living

DIAMOND BRAND AWARD [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 West African Sub region. Incorporated on 4th August, 1962 and listed on the floor of the Nigerian Stock Exchange in 1978, Vitafoam's brands remain household names in the Country. The Company's commitment to quality in its production process has earned it several quality awards including the Gold Certificate Award for most of its products. Vitafoam was the first Foam Manufacturing Company in Nigeria to subject its quality system to the Quality Management System championed by the Standards Organization of Nigeria (SON). The NIS ISO 9002 Certificate was obtained in 2001 and upgraded to NIS ISO 9001: 2008 in 2015. The certification body recertified the company and upgraded its certificate to ISO 9001:2015 in November, 2020.

The Company is consolidating its core business by the introduction of innovative value-added products and services. It has become a full range solution provider for bedding and allied products. Its Comfort Centers provide a one stop shop for discerning consumers of its products.

The company has carved a niche for itself in the industry by its offer of a vast array of high and superior quality products that present the customers with multiple unique choices. Mattresses of varied resilience and hardness are available nationwide. By use of contours cutting equipment Vitafoam designs and constructs custom-made mattresses and pillows. In addition, a range of profile products that are versatile in use are offered to the market e.g Mats (Vitarest, Leisuremats etc) and Foam sitting chairs (Vitasolid). The needs of nursing mothers are addressed by the offering of a number of foam-based baby products (Changing mat, Baby cot mattresses, pillows, breast feeding covers etc.). Over the years, the company has transcended beyond the sleep business to the living business, as they now manufacture semi rigid and rigid polyurethane foam products including furniture, bed and bedding, insulated panels, car oil filter, and molded products that make you experience total comfort.

Vitafoam Nigeria Plc is the first foam manufacturing company in Nigeria to partner with a Sleep Expert in educating Nigerians on Quality Sleep and Healthy Living. Vitafoam is truly passionate about quality sleep, healthy living and general wellbeing of Nigerians. Vitafoam is proudly Nigerian and constantly supports Nigerians with consistent quality products for comfort and wellbeing. With Vitafoam, you don't just sleep, they give you the comfort that gets you recharged. The company has been consistently keeping to its core values, which are (1) Quality (2) Service (3) Sustainable action (4) Integrity (5) Respect for others and (6) Culture.

Vitafoam is a responsible corporate citizen and it adopts best practices in all operations. The code of good corporate governance has been well implemented by the company and it is committed to the continuous improvement of its operations. The Company's policy is determined by a competent and dynamic Board, a mix of executive and non-executive directors who are experts in their own fields. The Board is supported by a robust management team.



THREE CROWNS

LEGACY BRAND AWARD (DAIRY)

Three Crowns milk is one of Nigeria's leading dairy brands. The low cholesterol and heart-friendly milk was launched in 1988

and for more than 30 years, has nourished Nigerians with healthy nutrition. Three Crowns milk is the only dairy brand endorsed by the Nigerian Heart Foundation (NHF).

Three Crowns milk cares for mum's heart by offering a low cholesterol milk and consequently helping to address incidences of Cardiovascular related diseases. Also, in line with providing affordable nutrition, the brand has 7 different pack sizes that caters for diverse consumers across the different socio-economic class at affordable prices.

We pride ourselves as the only milk brand that cares for mums physical and emotional well being. Over the years, we have launched campaigns and supported initiatives that promote healthy lifestyle and celebrate the pivotal role mums play within the family and the society at large.

With our "Fitness challenge" digital campaign, we have helped over 10,000 mums stay healthy by encouraging them to work out with whatever household items they can lay their hands on in the comfort of their homes even in the absence of any gym equipment.

We also celebrate the uniqueness of every mother or mother-figure annually for always putting her family first while undervaluing her own needs via our "Mum of the year campaign" and have successfully sponsored 9 families on an all-expense paid trip out of the county just to relax, have fun and bond with their families.

To fulfill our purpose and stay true to the essence of the brand, Three Crowns milk will continue to elevate care for Mums and the society. Three Crowns milk believes that when mum is healthy and happy, she can fully radiate love to keep the rhythm of the family going.

in Intafact Beverages Limited and Pabod Breweries Limited (companies with similar objects) were merged into International Breweries Plc through a scheme of mergers sanctioned by the Court and Regulatory bodies in order to provide for optimization efficiencies, leverage on economies of scale and shareholder value creation amongst others.

This has increased our production facilities from one to four, which are Ilesa, Port Harcourt, Onitsha and recently Gateway in Ogun State.

Commissioned in 2018, the \$250million greenfield Gateway Brewery in Ogun State is the biggest brewery in West Africa, re-defining the concept of balancing business with environmental responsibility in Corporate Nigeria.

With headquarters in Lagos, International Breweries Plc. has evolved from producing its flagship product, Trophy Lager in 1978 to brewing other premium alcoholic and non-alcoholic beverages namely Betamalt, Budweiser, Hero Lager, Trophy Extra Special Stout, Castle Lite, Grandmalt, Eagle Lager and Eagle Stout.

Currently, we are listed as one of the Top 20 most capitalized companies on the Nigerian Exchange Limited.



GALA

DIAMOND BRAND AWARD [SAUSAGE ROLL]

Gala Sausage Roll is Nigeria's premier packaged sausage roll brand, produced from wholesome wheat flour, and real beef filling.

Gala sausage roll is a unique on-the-go snack and popular for being the Go-getter's companion. Gala is there to fuel the hustle and ambition of every Nigerian to fulfil their dream and aspirations.

Launched in 1962, Gala has been part of Nigeria's heritage for 60 years and remains one of Nigeria's most iconic brands, satisfying the snacking needs of every Nigerian.



INTERNATIONAL BREWERIES PLC

GOLDEN BRAND AWARD (CORPORATE)

International Breweries Plc was incorporated in December 1971 under the name International Breweries Limited. The Company commenced production of its flagship product Trophy Lager in December 1978 with an installed capacity of 200,000 hectoliters per annum. The company was listed on the floor of the Nigerian Stock Exchange in April 1995.

In January 2012, SABMiller Plc entered into a strategic alliance with the Castel Group who were majority shareholders at the time.

In 2016, AB InBev acquired SABMiller worldwide and by extension, their stakes in Africa. AB InBev's majority shareholding

LIPTON

DIAMOND BRAND AWARD (TEA)

"Lipton is the biggest tea brand in the world, with presence in over 110 countries.

With an inspiring heritage, Lipton has grown into a loved, purposeful, and social brand that creates moments to uplift people's bodies, minds, and spirits. The mission for the brand is to awaken the world to



quality connections and fight hidden loneliness much of which can be started over a cup of Lipton Tea."

Infinite Experience



Fluid • Flexible • Futuristic

www.brandsoptimal.com



The Original No. 1 Prayer Drink

LEGACY BRAND AWARD (SCHNAPPS)

Seaman's Aromatic Schnapps is specially distilled from a closely guarded age-long recipe, it is preferred by culturally inclined individuals who appreciate its unmatched quality in taste and aroma, making it the leading indigenous spirit brand in Nigeria.

Seaman's has consistently played a vital role in keeping our values, traditions and culture alive as a people and as a nation, providing spiritual uplift for our people by being an enabler of blessings in celebration of our respective landmark accomplishments.

Seaman's communications over the years have revolved around culture, tradition, prayer and blessing, with consistent effort and activities executed to associate with, promote and preserve Nigerian cultural heritage and tradition. Prominently used for libation during cultural and traditional events i.e., Festivals, chieftaincy titles, wedding, housewarming, gifting, etc.

Seaman's Aromatic Schnapps has undoubtedly established itself as the market leader in Nigerian Spirit Market at large. Seaman's is available in 5 various sizes and formats to meet various consumer needs and occasions. It comes in a stylish transparent gift box of international standard laced with royal bead designs, a unique conical shaped bottle and in laminated sachets.

- Seaman's Royale- 1litre
- Seaman's Premium- 750ml
- Seaman's Classic- 750ml
- Seaman's Cool Twista - 60ml
- Seaman's Daily - 30ml (Sachet)

Guinness Extra Stout

CENTENNIAL BRAND (STOUT)

Guinness is bursting with life. It is a flavourful, bold and dynamic beer, sparkling and brimming with energy and exuberance. It is the liquid embodiment of a black shines brightest attitude. A beer that has brought a dash of magic to millions in Africa and across the world for over 250 years with the boldness and vision to live life to the full.

Proud and confident, our younger generation look to each other, not west, for inspiration, bringing their own pizzazz to the table as they unite to take on the opportunities in front of them.

Guinness is celebrating this with its exciting new campaign – Black shines brightest. This is the next big thing from Guinness and the whole campaigns sets out to capture the vibrancy and creativity of people across Africa. Which has led to several successful partnerships in culture including Big Brother Naija, Mainland Block party and Bright house experiences.

Guinness has made it their mission to wow: by showing that black shines brightest when we all do our own thing together. We're setting the world alight - that's why the future's so bright. Our cup is always half-full. Fizzing with potential. Black isn't dark, its gold, bold, and bright. Black doesn't have limits, it's infinite, unstoppable. And black isn't flat. Black is an energy.

Naturally charismatic and sure footed, we'll capture your attention and invite you in through our character and our lively and alluring beer. Just like the people we're working with; our liquid is bursting with life. It's dynamic, sparkling and brimming with exuberance and energy.

That same energy is what fuels us to remind everyone of



GUINNESS

the talent around us; celebrating and championing people who embody our BSB attitude. We're their biggest fans. From the lifestyle Connoisseurs like Prince and Nengi, To musical powerhouses like AG baby and Fireboy.

Confidence is our superpower: we have pizzazz. But we never become boastful or arrogant: instead, we lift up everyone around us and bring them on our journey. Which is evident in our progressive portrayal of women with projects like the month-long celebration for international women's day, August meeting, Guinness bright house: Nigerian Female Athletes Celebration.

We are champions of culture and cheerleaders of talent because, we recognize the power of a collective, and we understand that you can harness the power to change the world around you when we come together in optimism.

In 3 words we are BRIGHT, BOLD, UNSTOPPABLE.



THANK YOUR MUM WITH A TRIP TO DUBAI

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Healthy mums, happy families

UBA PLC

PLATINUM BRAND AWARD (CORPORATE)



United Bank for Africa Plc is Africa's leading financial institution offering banking services to more than 35 million customers across 1,000 branches in 20 African countries. With presence in New York, London, Paris,

Republique du Benin, Burkina Faso, Cameroun, Congo Brazzaville, Congo DRC, Cote d'Ivoire, Gabon, Ghana, Guinea, Kenya, Liberia, Mali, Mozambique, Nigeria, Senegal, Sierra Leone, Tanzania, Tchad, Uganda Zambia and Dubai, UBA is connecting people and businesses across Africa through retail and corporate banking, innovative cross border payments, trade finance and investment banking.

With a history of over 72 years, UBA is one of the most recognized banks to originate from sub-Saharan Africa and have been providing superior financial services to small businesses, corporations, governments, institutions and individuals globally. The bank which also operates in the United Kingdom and France officially opened for business in Dubai, the United Arab Emirates this year.

UBA provides corporate, commercial, SME, consumer and personal (retail) banking services to more than 27 million customers, served through diverse channels: over 1,000 business offices and customer touch points with 2,669 ATMs, 87,223 PoS, and robust online banking services. Additionally, UBA offers pension custody and related services.

The bank has proven expertise and capacity in key sectors of economies across Africa, especially in Oil and Gas, Infrastructure Finance, Agric, and Commodity/Export, and this positions us as a preferred partner for structured solutions to key governments and corporations operating in/into Africa.

UBA has over the years been a recipient of several awards and recognition for pioneering innovation in the African banking sector such as the Winner, Africa Bank of the Year 2021 by The Banker Magazine, a Financial Times publication, Banking Group Brand of the Year Ghana 2021 by Global Banking and Finance Award, Best CSR Bank Ghana 2021, Best Remittance Bank Ghana 2021 by Global Banking and Finance Award

With multiple awards over the years, UBA continues to distinguish itself in the financial service industry across Africa. We are at the forefront of innovation on the continent as we aim to deliver excellent services to our customers.



Cadbury PLC

DIAMOND BRAND AWARD (CORPORATE)

Cadbury Nigeria Plc is a Food, Sweets and Drink Company headquartered in Lagos, Nigeria and traded on the Nigerian Stock Exchange. Cadbury Nigeria Plc is a subsidiary of Mondelez International, one of the largest snacking companies in the world.

The origins of Cadbury Nigeria Plc. date back to the 1950s when the business was founded as an operation to source cocoa

beans from Nigeria, and as a precursor to enable the company's founders to tap into opportunities used to serve the local consumer-market with world-famous, Cadbury-branded products.

Fast forward to 2021, with its cocoa and butter processing plant in Ondo State and manufacturing plant in Ikeja, Lagos state, the company is a proud manufacturer of its local flagship brand Cadbury Bournvita and most loved candy brand for soothing relief, TOM TOM. The company is also custodians of iconic and well-loved local brands such as Trebor Cadbury Buttermint, Cadbury Dairy Milk, Cadbury Hot chocolate and Clorets

In the early 1960s, an initial operation was established to re-pack imported bulk products. This packing operation grew rapidly into a fully-fledged manufacturing operation and resulted in the incorporation of Cadbury Nigeria Limited in January 1965. In 1976, the firm became a publicly quoted company with shares traded locally on the Nigerian Stock Exchange.

Cadbury Nigeria has grown to become a household name providing consumers with much-loved brands.

Headquartered in Ikeja, Lagos State, the company has a coco and butter processing plant located in Ondo Town, Ondo State. Amongst its other well-loved local gum and candy products, we manufacture our flagship brand Cadbury Bournvita - a Food Drink rich in energy and essential micronutrients as endorsed by the Nutrition Society of Nigeria (NSN).

Bournvita

DIAMOND BRAND AWARD (CHOCOLATE MALT BEVERAGE)



Bournvita is a brand of malted and chocolate malt drink mixes manufactured by Cadbury, a subsidiary of Mondelez International. It is sold in the United Kingdom and North America, as well as India, Nepal, Bangladesh, Nigeria, Benin, and Togo.

Bournvita was developed in England in the late 1920s and was marketed as a health food. The original recipe included full-cream milk, fresh eggs, malt, edible rennet casein and chocolate.

It was first manufactured and sold in Australia in 1933. Bournvita was discontinued in the UK market in 2008. The drink was named by Cadbury which was derived from Bournville, the model village which is the site of the Cadbury factory (Bourn + Vita).

It was first sold in India in 1948, the same year Cadbury India was established.

Through its flagship brand, Bournvita, Cadbury Nigeria has contributed to the mental and physical health of Nigerians by leading programmes that support young people's educational growth. Programmes like the Bournvita School Program, Bournvita Tech Boot Camp, and Bourn Factor Talent Competition are some of the brand's initiatives to positively impact children's lives across the country, and to encourage them to hone relevant skills and talent for the 21st century.

The Tech Boot Camp has trained over 1,200 children since inception of the boot camp in 2019.

Since its inception, the boot camp has provided a platform for Nigerian students, between ages 9 and 16, to study and develop skills in areas like artificial intelligence, gaming, robotics, and coding, among others, as they fulfill their STEM aspirations.



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NB PLC

PLATINIUM BRAND AWARD [CORPORATE]



Nigerian Breweries Plc, is the largest brewing company in Nigeria. As Nigeria's pioneer and largest Brewing firm, the company was incorporated in 1946 and in June 1949 recorded a landmark when the first bottle of STAR lager beer rolled off our Lagos Brewery bottling lines.

Construction of the brewery began at Iganmu, Lagos in 1947 and was completed in 1949. The first bottle of its brand, the STAR Lager, rolled off the bottling lines of its Lagos brewery in June 1949.

NBL utilized consumer market research to understand the demands of the market and developed a marketing strategy around STAR Lager that used advertisements to show a link between drinking beer and modernity. It was one of the early companies to use sophisticated market research skills and to heavily advertise a Nigerian brand.

STAR attained market leadership in 1960 which created a need to build more factories in Nigeria. To get products to consumers, the company gave rights to sell its brand to select distributors and built depots at strategic locations within the country. As the company expanded into other regions, it established more breweries such as Aba Brewery in 1957 and Kaduna Brewery in 1963. By 1971, the company was one of the largest industries within the country in terms of capital investment. In 1982, another brewery was added in Ibadan. In September 1993, the company acquired its fifth brewery in Enugu, and in October 2003, its sixth brewery, sited at Ameke in Enugu. Ama Brewery began brewing on 22 March 2003 and at 3 million hectolitres is the largest brewery in Nigeria.

In addition, NBL introduced assorted non-alcoholic mineral and flavored drinks under Rainbow brand that included, Krola, Tip

Top Tonic Water and Sundowner soda water. It also introduced Gulder into the market and acquired rights to market Schweppes bitter lemon in the country. In 1972, it sold its non-alcoholic drink franchise. In 1963 it commissioned our Kaduna Brewery while Ibadan Brewery came on stream in 1982. In 1993, it acquired our fifth brewery in Enugu. A sixth brewery, sited at Ama-eke in 9th Mile, Enugu was commissioned and christened Ama Brewery in October 2003. Ama Brewery is today the biggest and most modern brewery in Nigeria.

In October 2011, the company bought majority equity interests in Sona Systems Associates Business Management Limited, (Sona Systems) and Life Breweries company Limited from Heineken N.V. This followed Heineken's acquisition of controlling interests in five breweries in Nigeria from Sona Group in January 2011. Sona Systems' two breweries in Ota and Kaduna, and Life Breweries in Onitsha have now become part of Nigerian Breweries Plc, together with the three brands: Goldberg lager, Malta Gold and Life Continental lager.

In 2014, we got approval from the Securities and Exchange Commission and the respective shareholders of both Nigerian Breweries Plc and Consolidated Breweries Plc to merge the operations of both companies. The merger became final on December 31, 2014.

Following the successful merger, we now have three additional breweries in Ijebu-Ode, Ogun State, Awo-Omamma in Imo State and Makurdi in Benue State. The merger also brought an additional seven brands into our portfolio.

In 2010, NBL acquired beer factories from Sona Group, makers of Maltonic malt drink and franchise owners of Goldberg beer. The factories included Sona Breweries at Ota and Kaduna and Life Breweries at Onitsha.[8] In 2014, the firm merged with Consolidated Breweries, producers of 33 exports and Williams Dark Ale, a merger led by the company's leading shareholder Heineken.

From a humble beginning in 1946, the company has now grown into a Brewing Company with 11 breweries, 2 malting plants and 26 Sales depots from which our high-quality products are distributed to all parts of Nigeria.

Still Earth Limited

OUTSTANDING CONSTRUCTION COMPANY OF THE YEAR

Still Earth Limited is a premier General Contractor, EPCI (Engineering, Procurement, Construction and Installation) Company with a portfolio that includes projects in both Public and Private Sectors across Nigeria as well as with International Oil Companies.

The Company has a wealth of proven operational experience garnered from successfully executing projects for a decade.

Its team is composed of professional members of the Project Execution, Engineering, Quality, HSE, Planning & Contracts, Plant & Machinery, QS Teams supported by the Finance, Legal, HR/Admin, Procurement, IT/Branding and Business Development Teams, who are experts in their respective fields with cognate and ample years of experience.

Furthermore, the company is affiliated to a host of International OEM's and consultants.

In its words, "Our people are our priceless asset with great expertise, innovation and creativity, comprising of individual and collective contribution towards achieving high standards and

work ethics. This has come a long way in defining our corporate identity".

Little wonder that all Still Earth's Staff embrace the notion that every employee should be a Star at their job, and that Innovation comes from a Conflict of Ideas and Creativity is the Key to Success in the Future.

Significantly, the company provides services to both the private and public sector covering the full spectrum of civil works and infrastructure.

Its highly effective management, accurate planning and resource deployment are key in making these projects a success.



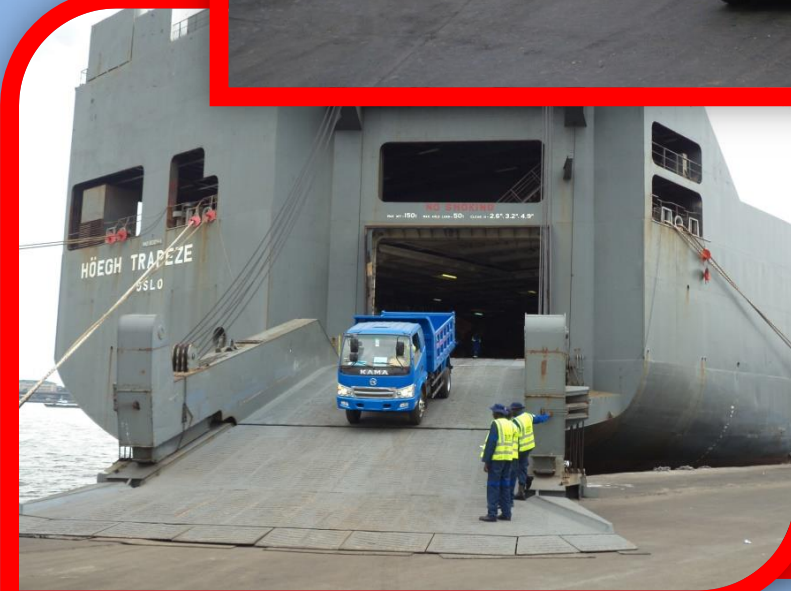


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mind at a Terminal that cares!



FirstBank of Nigeria Limited

CENTENNIAL BRAND



FirstBank

Since 1894

First Bank of Nigeria Limited (“FirstBank”), established in 1894, is the premier Bank in West Africa and the leading banking services solutions provider in Nigeria. FirstBank is Nigeria’s largest bank by total assets and gross earnings.

With over 36 million customer accounts spread across Nigeria, UK and sub-Saharan Africa, the Bank has over 800 business locations worldwide providing a comprehensive range of retail and corporate financial services.

The Bank’s international footprints cut across the United Kingdom with FBN Bank (UK) Limited in London and Paris, the Democratic Republic of Congo, Ghana, The Gambia, Guinea, Sierra-Leone, and Senegal under the FBNBank brand name; and in China through the FirstBank Representative Office in Beijing.

Since 1894, FirstBank has consistently built relationships with customers focusing on the fundamentals of good corporate governance, strong liquidity, excellent risk management and exemplary leadership. Over the years, the Bank has led the financing of private investments in infrastructure development in Nigeria and played key roles in the Federal and State Governments’ various growth and development agenda over the ages.

With its global reach, FirstBank provides prospective investors wishing to explore the vast business opportunities available in Nigeria, an internationally competitive world-class brand and a credible financial partner.

FirstBank’s brand purpose is to always put its stakeholders, customers and partners first and at the heart of its business, even as the Bank has standardised unique customer experiences and excellence in financial solutions across sub-Saharan Africa, in consonance with its brand vision: “To be the partner of first choice in building your

future”. Its brand promise to stakeholders is to always deliver the ultimate “gold standard” of value and excellence. This commitment is anchored on the Bank’s inherent values of passion, partnership, and people to position customers first in every respect. The Bank’s focus on customers has brought it this far. It is guaranteed to take it to the next century and beyond.

Its Reach

FirstBank is a well-diversified banking services group, indeed the largest private sector banking services provider in sub-Saharan Africa (ex-South Africa). The Bank maintains a leading position in many of the markets in which it operates, market leading distribution capability and a well-recognised brand with a large customer base.

The Bank has over 190,000 business outlets in Nigeria, the largest domestic sales network in the country. As a market leader in the banking sector, FirstBank pioneered initiatives like international money transfer, electronic banking and agency banking in the country and currently serves more than 36 million customer accounts.

FirstBank’s strategy has been focused on restructuring the business to take advantage of growth opportunities within the industry, pursuing business line expansion across strategic business units, continuously implementing a systematic international expansion plan, sequencing its growth initiatives across defined metrics, as well as building synergies and cross-selling across the FirstBank Group. This strategy supports its vision of being the leading Sub-Saharan African banking services group. The continued implementation of this strategy will produce long-term profitable growth, build great franchises, and deliver value to all stakeholders.

With over 190,000 business outlets, FirstBank boasts of the largest domestic sales network in Nigeria.

Its Solutions

FirstBank boasts of a rich bouquet of products and services. These range from digital channels to a variety of card products and payments and collection solutions.

- Digital Channels: FirstMobile, Lit App by FirstBank, FirstOnline, 894 Banking (USSD), Whatsapp Chat Banking
- Card Products: Debit, Prepaid and Credit.
- Acceptance Channels: ATM, POS, USSD Retail Payment, QR Code, FirstCheckOut, FirstBillsPay, and FirsteConnect.
- Agent Banking
- Loan Products: Agent Credit, First Advance, Personal Loan Against Salary (PLAS), Key Distributorship Finance (KDF), Invoice Discounting Finance (IDF), FirstEdu Loan, Bonds and Guarantee, Auto Loan, FirstGem Loan, FirstTraders Solution, etc.
- Trade Platforms: FirstDirect, FirstPay, FirstTrade

**Your Brand's Offline
Presence Matters Too.
Think out of the box!**



BRAINBOX

▪ACTIVATIONS ▪SPONSORSHIPS ▪EVENTS

FAIRMONEY MICROFINANCE BANK

OUTSTANDING MICROFINANCE BANK OF THE YEAR



Driving Financial Inclusion and Building the Mobile Bank for the Next 2 billion

Over the last decade we have witnessed the unprecedented growth of Tech in solving everyday problems, with Fintech leading the pack. Despite the growth of Fintech, there is still a huge financial inclusion gap waiting to be filled.

Understanding that the majority of the population are still financially underserved, FairMoney Microfinance Bank was founded in 2017 by Laurin Hainy, Matthieu Gendreau and Nicolas Berthozat with the vision of closing this gap. FairMoney set out to build the mobile bank for the next 2 billion, with an aim to be the leading mobile bank for emerging markets; banking the unbanked and underbanked, making access to credit easy for those excluded by traditional financial institutions and reducing reliance on cash.

The bank started out as a digital micro lender, providing small loans to individuals for business and personal needs, but has now transitioned into a full fledged credit-led digital bank, providing full banking services. Over its 5 years of operations, FairMoney has leveraged technology to provide top notch financial services ranging from banking, savings, lending and investments.

It is instructive to note that FairMoney processes over 10,000 loans per day; one FairMoney customer gets a loan every 8 seconds; and it takes 5 minutes to get a FairMoney loan. Currently serving the Nigerian and Indian markets with an operational office in Paris, France, FairMoney has recorded over 10 million app downloads and over 3 million bank accounts opened. In July 2021, the bank raised \$42 Million in its Series B funding, and as at December 2021, had disbursed over N117 billion in loans.

FAIRMONEY PRODUCT OFFERINGS

FairMoney provides banking; savings, lending and investment services to its customers. On the FairMoney platform users and potential users have access to enjoy a plethora of products including:

- Quick and Easy Loans in 5 Minutes without collateral.
- FairSave; Flexible savings with 10% interest p.a on savings, daily Interest, and no penalties on withdrawal of interest and principal.
- Zero Charges on Bank Transaction - up to 30 free transactions a month.
- 3% Discounts on Airtime & bill payments.
- Free Debit Card, delivered FREE to preferred location.
- Up to 19% interest on Fixed Deposit Investments
- Introducing FairLock; lock up your funds for future goals and gain up to 18% interest per annum. Tenure ranges from 7 days to 2 years.
- SME loans of up to 5 Million Naira.

FairMoney Microfinance Bank's vision is anchored on the core values below:

- Starting with the Client: We are passionate about improving access to financial services in the emerging world; and go into exceptional depth to understand our clients' pain-points.
- Own, don't rent: We are radical owners who claim 100% ownership for a task, and do not rest till we accomplish our goal. We think of owning a task like owning a property.
- We are all Scientists: No matter our domain, we follow a systematic approach towards problem-solving through reduction, collaboration, and iteration.
- 70/30 Principle: We believe in speed over certainty, and avoid over-analysis by making decisions based on 70% of the available data and a 30% margin of error.
- Fly High, Fly Low: We fly high to strategize and make bold plans, then fly low and get our hands dirty to ensure the quality and comprehensiveness of the implementation.
- Focus (2.5): In a fast-paced environment, it is always important to know what NOT to focus on. 2.5 projects per week are all that we can handle to balance depth and workload.
- Growth Mindset: Talent is just a starting point that can be exponentially enhanced through the application of curiosity and hard work, while iterating on problems.
- Direct Feedback: We value the power of regular & direct feedback, as this helps all of us grow. The 'How' matters: Being courteous and good-natured costs nothing.
- Churn 9 to 5: We LOVE our work and measure output in terms of goals achieved. The 9 to 5 mentality is a vestige of corporate where employees don't like their jobs.
- Talent has no Passport: Talent is distributed equally across the world and we value & embrace adding different cultures, nationalities, and genders to our team.



ADVANS La Fayette Micro Finance Bank

OUTSTANDING CUSTOMER-CENTRIC MICRO FINANCE BANK OF THE YEAR

Advans La Fayette Microfinance Bank is a member of the Advans Group, providing innovative financial solutions in 10 countries including its Head Office in Paris with over 7,000 employees serving over 1 million clients across Africa and Asia for more than 15 years.

The bank was incorporated in Nigeria in February 2013 and has built a strong clientele and renders client-centric financial services to micro, small, and medium-scale businesses in line with its objective to provide sustainable access to financial services adapted to entrepreneurs, merchants, artisans, SMEs and individuals in furtherance of its financial inclusion objectives.

Advans Nigeria offers a complete range of financial services that have helped to build over 5 million small businesses. As an



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international microfinance bank with a national license from the Central Bank of Nigeria, the bank ensures great flexibility, independence and financial security to help clients stay committed to their financial goals.

The bank also offers a range of financial services which include but are not limited to group and individual loans for investment and working capital purposes, top-up loans, current and savings accounts, health insurance and transactional services. These services are rendered through its various channels such as; mobile tellers, ATM services, agency banking, and a mobile application called ADSPIRE, available on smartphone users, with savings account opening option.



Hygeia HMO

OUTSTANDING HEALTH MANAGEMENT ORGANIZATION OF THE DECADE

Hygeia HMO is Nigeria's premier health management organization. Over the years, it has consistently rated number one by international rating agencies such as Agosto & Co. Till date, the company continues to be a leader in ensuring all Nigerians have access to affordable high-quality healthcare.

The leading health management organization's market strategy is focused on offering Nigerians, best-in-class healthcare products while maintaining a high standard of service delivery, both to its providers and, more importantly, its enrollees.

Knowing that customer satisfaction is key in providing services, Hygeia HMO has gone a step further to making access to healthcare even more seamless, as seamless as texting on WhatsApp. Its HyBot platform, which is a healthcare assistant, on WhatsApp allows enrollees and non-enrollees have a seamless interaction with Hygeia HMO. This simply means that you (a client/customer) can buy a plan, report a delay during hospital visits, find healthcare providers close to you and perform a host of other day-to-day needs, all on WhatsApp.

In addition to this value-added service, Hygeia HMO also owns other assets that aid enrollee satisfaction, which include its mobile application - Hygeia Mobile, and its Telemedicine service, which allows enrollees to contact medical experts from their comfort zone, on issues like diagnosis, prescription, and medication, as this curbs the endemic of self-medication in Nigeria.

Furthermore, in order to make quality healthcare even more accessible to Nigerians, Hygeia HMO has introduced the monthly payment option, starting as low as N5,000, with even better benefits and quality service.

Hygeia HMO continues to live up to its promise of ensuring that everyone has access to high-quality health care all over Nigeria.

STL TRUSTEES LIMITED

INNOVATIVE CORPORATE TRUSTEE BRAND OF THE DECADE



STL TRUSTEES

...Service built on Trust

STL TRUSTEES LIMITED (STL) is a registered corporate Trustee duly authorized and regulated by the Securities & Exchange Commission to carry out the functions of Trusteeship in Nigeria. The Company has been in the business of trusteeship for over three decades and is managed by a team of highly skilled human capital in all relevant areas to its functions. Over the years, STL has built a remarkably outstanding track record and pedigree and is currently a leading Trustee in Nigeria in terms of profitability and business size.

With experience garnered over the years in advising private corporations, public sector entities, multilateral financial institutions as well as individuals with varying financial needs, STL renders Corporate Trusteeship services to Issuers of debt instruments including the Federal Government, State Governments, Federal Government-Backed entities, and corporate entities.

Other core areas of STL's business include Trusteeship of Mutual Funds, Debenture Trust Issues under Consortium Finance/ Loan Syndication, Project Finance and Structured Finance, Real Estate Trust, Custodial Services, as well as Private Trust/Estate Planning.

At STL Trustees, our business model is consistently guided and driven by our Core Values of Integrity, Professionalism, Commitment, and Innovation. We are passionate about the well-being of our esteemed clients and work hard to create trust solutions that would assist them to create long lasting legacy and serve as a catalyst towards achieving their future financial goals and aspirations. It is in serving this purpose that we have created a bouquet of Trust products under our Private Trust/Estate Planning services with varying features and benefits that would add value to our clients.

We have also continued to deploy the use of up-to-date Technology to enhance our service offerings to our esteemed clients and also impact our overall operations. This year, we upgraded our accounting and operations software to make the software more robust to cater to the consistent growth and complexity of our transaction portfolio. We have also launched software applications for our retail products with considerable success and are currently working to launch our online will writing services before the end of Q3, 2022.

STL Trustees possesses an entrenched institutional community empathy, thus we take our Corporate Social Responsibility very seriously. Building on our already existing partnership with the Street to School initiative, we have provided Power Inverters to combat lack of access to state generated power supply in support of the Initiative's drive to sponsor education programs of out of-school children. Our contributions during the thick of the pandemic in 2020 remain relevant as of date, as we were recently awarded by the Lagos State Ministry of Education for our donations to its Covid-19 Support Initiatives.

Let's help you grow,
**WE ARE YOUR NEXT DOOR
FINANCIAL PARTNER**

OUR SERVICES



TRANSACTIONS



CONTACT US

Advans Nigeria     |  07000238267  08151770000
Email: customerservice@advans-lfmfb.com

Growing together...

ENL Consortium Ltd

OUTSTANDING MARITIME COMPANY OF THE DECADE



ENL Consortium Ltd. was founded in Nigeria in 2002 primarily to bring together expertise in utility management as detailed above.

With a vision and purpose to expand the activities of the company to actively embrace the privatization initiatives of the Government of the Federal Republic of Nigeria, the founding fathers engaged the management team of ENL to pursue the (then) proposed privatization of the Ports Sector, having already successfully been awarded contracts in the Electricity sector.

The process of preparing the Expression of Interests bids as well as the technical and financial proposals took about 18-months and at the

public opening of the financial bids, ENL was awarded the concessions for Apapa Terminals C and D.

It is worthy of note that at the time, the Consortium outbided its nearest opponent 5 times over. This, among other things, demonstrated the confidence that the ENL management team had in the potential of the business of running a privately managed ports concession.

The Nigerian Government's decision to privatize the port operations in Nigeria was made in order for it to provide an efficient and cost effective service to the shipping industry, government support service to the shipping industry, and ultimately for the economy of the country in other words every Nigerian

citizen.

Without doubt, the economies of nations are governed partly by its ability to import and export products through its ports in a timely and cost effective manner. Since inception, therefore, it has remained ENL Consortium Terminal Operations' goal to provide this service to the people of Nigeria.

Located in Apapa, the seat Nigeria's largest ports, ENL Consortium is a private currently encompasses seven core business areas, to wit,

ENL Ports and Terminal Operations; ENL Power and Utility Management Services; ENL Property Development; ENL Inc., USA (Foods, Shops and Services); ENL Hotel

and Resort Services; ENL Construction; ENL Quarry Operations; ENL Software Development and MIS Incorporating Yetech Technology

The Company prides itself in employing an expert team of professionals with a wealth of experience in Road and Bridge Construction, Property Development, Public Utility Transformation, and MIS and Software Solutions. Its areas of investment/operation include: Bridge, Road Construction and Civil Engineering Works; Building and Housing Development Port Operations Management.

For its sterling corporate credentials, ENL Consortium was awarded by Seatrade Maritime Awards Madinat, Jumeirah, Dubai, United Arab Emirates. It also emerged winner in the Outstanding Maritime Company of the Decade category at the 2022 edition of the MARKETING EDGE Brands and Advertising Awards of Excellence.

SONA INDUSTRIAL GASES LIMITED

INNOVATIVE INDUSTRIAL GASES COMPANY OF THE YEAR

("SIGL"), a part of Sona Group of Companies was established in Nigeria in 2011.

The company places great value on its relationship with its customers and is especially proud of the reliability and diligence of its highly qualified management and technical staff.

SIGL has complete and dedicated technology and a commitment to continuously offer new cost-effective gas supply systems and innovative

applications to all our customers, through which it is geared to serve its clients well into the 21st century.

The company supplies and manufactures a range of gasses for nearly every industry and every use. It invests in meeting the needs of all industrial gas users whether a professional thrash man or operation of a large industrial and processing plant.

SIGL's commitment is reflected in its wide range of gas products.



MOST INNOVATIVE SPORTS BETTING WEBSITE

betBonanza is one of the fastest-growing betting and gaming companies in Nigeria. Since its inception in 2019, it has successfully provided nothing short of a premium betting experience to its customers. The slogan "Be Better" has anchored

the organisation on a path of progress and innovation.

Through hard work, dedication, and innovation, betBonanza has successfully positioned itself as a sports betting brand trusted to deliver a secure and convenient betting experience. Industry experts and renowned punters are of the opinion that betBonanza is one of the best platforms to place bets because of its all-round inclusive culture, its fairness, and quick payout system.

This testimony from a fan further justifies the multiple awards the company received from both the Oyo State Gaming board and the Marketing Edge Award of Excellence.

"It does not matter how you want to bet, crazy combo with as many selections as you want on a single ticket, pre-match or live game, you will find an arrangement to satisfy your style. All the major sports and leagues are at your fingertip — with betBonanza, you have a bit of everything – casino, number betting, sports, virtual football, the list goes on" (SIC)

betBonanza has designed a state-of-the-art platform where customers and players can access an array of games and enjoy other of her ever-innovative features with ease. And promises to keep improving its platform for Nigerians.



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COSCHARIS

OUTSTANDING AUTO ASSEMBLING COMPANY OF THE YEAR



Coscharis Group is a wholly owned Nigerian Conglomerate with businesses and interests that span across various sectors of the Nigerian economy: Automobile, Medical, Information Technology, Logistics, Food & Beverages and Agriculture. With globally respected iconic brand portfolio, Coscharis has continued to be a considerable contributor to Nigeria's economy. Coscharis Group was born in 1977 with a modest beginning of importation and distribution of genuine automotive spare parts, accessories of Japanese vehicles and several kinds of automobile related products. The strategic placement into key sectors of the country's economic landscape showcases the leadership, business acumen and doggedness of the COSCHARIS brand icon in person of the founder and President/CEO of Coscharis Group, Dr. Cosmas Maduka, CON.

With the visionary intent to "build an institution that will be timeless in its relevance", Coscharis Group from its humble beginning proceeded into the automobile sales as the sole representative of the German respected BMW brand in Nigeria. Thereafter, the success story of being a noble ambassador of the BMW brand in Nigeria made the grand entry of other great brands like the British iconic auto brand - Jaguar LandRover, the American iconic Ford brand, Mini, Renault from the French heritage and finally the British globally respected luxurious Rolls-Royce brand into the Nigerian market with Coscharis as the second franchisee in the whole of Africa.

Coscharis Group's interest spread beyond the automobile sector with subsidiaries such as Coscharis Technology Ltd that plays big within the ICT sector representing various global brands in Nigeria. We play in the logistic business segment representing exclusively in Nigeria one of the most respected logistic brands in the World, Sixth Rentals as Coscharis Mobility Ltd. Likewise Coscharis' interest in the medical sector is as a result

of being supplier of medical equipments (Coscharis Medicals) with other medical related interest in CG Biostadt. As a result of further diversification of business focus, the Group entered into a Private - Public initiative to engage in the agricultural sector of the economy with the establishment of Coscharis Farms Ltd which aims to become one of the largest rice producing farms in Nigeria in the nearest future. Coscharis in a bid to consolidate business in the manufacturing sector undertook the bottling and distribution of table water via Coscharis Beverages Ltd established in 2002 and in 2014. As a strong advocate of believing in our country Nigeria with great potentials and opportunities, embarked on local auto assembly courtesy of the Nigerian government's auto policy on local assembling to encourage local production of vehicles. This huge investment by Coscharis led to our Semi - Knocked Down Assembly plant where we presently assemble two of the brands we represent namely Ford and Renault respectively right here at our group head office in Awoyaya (Coscharis Motors Assembly Ltd.).

About Its Local Assembly Plant Coscharis Motors Plc started the assembly of Semi-Knocked Down (SKD) vehicles in 2015 when the Nigeria government introduced the New Automotive Policy. We started temporarily at our Ikeja facility with JoyLong buses which is an eighteen seater bus and Ford Ranger which are pickups of 4x4 double cabin, 4x2 double cabin and 4x2 single cabin respectively. We later moved to our ultra-modern main Plant located at our Group head office, Awoyaya, Lekki - Epe Expressway, Lagos in the year 2017; when we then included Renault Duster 4x4, 4x2 SUV and also Renault Logan which is a saloon car. The production capacity of our main assembly plant stands at about 90 vehicles per day but our current production has painfully been reduced to about 10 vehicles per day which is due to so many factors like lack of conducive business environment, lack of infrastructure, inconsistent policy support, low patronage of locally assembled vehicles in Nigeria amongst others. Our staff strength for the Assembly plant is 86 (74 Nigerians and 12 expatriates). We have aftersales facilities for all our brands in all the major cities of the country

where we stock original parts from all our partner OEMs.

At full capacity running, the assembly plant will be able to fill in the gap of imported used vehicles into the country and by extension influence the delivery of Foreign Direct Investments in the auto industry (FDI) with other brands opening similar plants like we presently experience in South Africa with a better conducive business environment. Taking into consideration the multiple expected implication of generating more employment and opportunities for Nigerians to own cheaper vehicles that are produced specifically for the terrain with the ready market advantage of over 200million population.

About Its Founder - President / CEO (Dr. Cosmas Maduka, CON)

Dr Maduka is a holder of Honorary Doctor of Business Administration (PhD) of University of Nigeria, Nsukka in 2003 and Afe Babalola University respectively.

He is an Alumnus of Harvard Business School (Executive Education Program). In September, 2012, he was conferred with the National Honors of the Commander of the Order of the Niger (CON) by the President of the Federal Republic of Nigeria. He emerged as the winner of the prestigious EY (Ernst & Young) award of the Entrepreneur of the Year 2020 for the West Africa region hereby represented the region at the global stage in the EY World Entrepreneur of the Year amongst many other awards won over the years. He established the proudly Nigerian brand, COSCHARIS with his better half, his late wife (Mrs. Charity Maduka) whose combination of their first names creatively delivered the brand name COSCHARIS from COSMAS and CHARITY. Unfortunately, the wife who was the Vice - President of the Coscharis Group passed on late last year on the 27 November, 2021 to have final rest with the Lord.



OUTSTANDING TECHNOLOGY SUPPORT COMPANY OF THE YEAR

Established in 2010, Ark Technologies is a financial technology company that specializes in the sales, supply and support of digital channel delivery devices to banks and financial service providers in Africa.

Beyond sales and supply, Ark technologies being the first OEM certified refurbishment have evolved into the foremost multi-vendor ATM supply/support Company in West Africa, with expertise in both hardware and software. It has also acquired the capacity for assemblage and production of ATMs.

With over 20 years of experience in the industry, Ark technology has developed capacity to overhaul any ATM with state of the Art equipment's using OEM standard new parts and specifications that appears brand new.

The company also runs an academy that trains and certifies ATM and Note Counting technician thus providing the needed manpower to service the users within the country and several other African countries.

Ark technology has revolutionised the card printing process by debuting with a state of the Art solutions and instant issuance Card Printers to enable financial institutions deliver exceptional service to the banking public. The Issuance system makes it easy for financial institutions to enjoy the full benefits of cards issuance. Putting ready-to-use credit and debit cards into your customers' hands measurably improves activation rates and card usage. It enhances cardholder satisfaction and elevates service levels. Plus, it helps reduce traditional card issuance costs, including card pre-printing, card inventory, mail packages and postage.



The Family Entertainment Channel

DStv
262

 **StarTimes**
116

GOtv
102

FREE TV
751

 **play**
275




AVO TV


SUPERTV



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DANGOTE GROUP

OUTSTANDING INDIGENOUS CONGLOMERATE OF THE DECADE,
OUTSTANDING CEMENT BRAND OF THE DECADE AND
OUTSTANDING SUGAR BRAND OF THE DECADE

Dangote Industries Limited (Dangote Group) is one of Africa's largest industrial conglomerates. It is a diversified and fully integrated conglomerate with an annual group turnover in excess of US\$4 billion. It has been a key investor in the Nigerian economy. The Group's interests include cement, sugar, salt, fertilizer, agriculture and real estate, with ongoing new projects in the oil and gas, petrochemical, and steel sectors of the economy.

The core business focus of the Group, which started operations in 1978, is to provide local, value-added products and services that meet the 'basic needs' of the populace. Through the construction and operation of large-scale manufacturing facilities in Nigeria and across 17 other African countries, Dangote Group is focused on building local manufacturing capacity to generate employment, prevent capital flight and provide locally produced goods for the people.

As a Group, we recognise the perceived difficulty of doing business in Nigeria, and across Africa, especially in the manufacturing sector. However, we also believe that the potential for growth in Africa and the opportunities available in value added manufacturing remain attractive, despite the obstacles.

We also believe the future growth of African economies will be built on the ability of the continent to harness the value of its resources internally and to supply our vast and fast growing consumer population with the goods and services they rely on. We aim to supply their 'basic needs.'

Our Business Units include Dangote Cement PLC, Dangote Sugar Refinery PLC, NASCON Allied Industries PLC, Dangote Rice Limited, Dangote Academy, Dangote Petroleum Refinery and Petrochemicals FZE, Dangote Fertilizer Limited, Dangote Packaging Limited, Dangote Ports Operations, Dangote Transport Limited, Dangote Sinotruk West Africa Limited, Dangote Projects, Dangote Coal Mines Limited, Dangote Steel, Dangote Granite Mines Ltd., Aliko Dangote Foundation and Dangote Construction Limited.

Our subsidiary, Dangote Cement is Africa's leading cement producer with nearly 46Mta capacity across Africa. A fully

integrated quarry-to-customer producer, we have a production capacity of 29.25Mta in our home market, Nigeria. It is on the strength of this that we export cement to ECOWAS countries. We have eliminated Nigeria's dependence on imported cement and transformed the nation into an exporter of cement.

In philanthropy, Aliko Dangote Foundation (ADF) is the private charitable foundation of our President, Aliko Dangote. It was incorporated in 1994 with the mission to enhance opportunities for social change through strategic investments that improve health and wellbeing, promote quality education, and broaden economic empowerment opportunities. It has become the largest private Foundation in sub-Saharan Africa, with the largest endowment by a single African donor.

The primary focus of ADF is child nutrition, with interventions centred on health, education and empowerment, and disaster relief. Aliko Dangote endowed the Foundation with the equivalent of \$1.25bn. The Foundation also supports stand-alone projects with the potential for significant social impact.

In one of its biggest collaborations to date, Aliko Dangote Foundation started working in partnership with the Bill and Melinda Gates Foundation and key northern State Governments in Nigeria from 2013 to eradicate polio and strengthen routine immunization in Nigeria.

In the energy sector, we are seeking to help the country create more efficient industrial and energy infrastructure, via strategic investments in upstream and downstream projects. We are building the world's largest single train Refinery and Petrochemical Complex in Africa. The Refinery has the capacity to refine 650,000 barrels of crude oil per day while the Petrochemical Plant has the capacity to produce 900,000 metric tonnes per year (MTPY) of Polypropylene.

Our passion to transform the Nigerian economy is already evident in our just-completed 3 million metric tonnes per annum (mmtpa) of Urea and Ammonia fertilizer plant. Dangote's investment in petroleum refining, petrochemical and fertilizer is in excess of \$22.5 billion.

The La Casera Company

INNOVATIVE APPLE CSD PRODUCING
COMPANY OF THE DECADE



Incorporated in Nigeria in the year 2000, The La Casera Company (TLCC) is a member of JOTNA Group of Companies.

TLCC is a leading beverage company and the pioneer of PET bottled Carbonated Soft Drinks (CSD) in Nigeria. The company manufactures, markets, and presently distributes nine products, including La Casera Apple drink across the nation and other parts of West Africa.

La Casera Apple; Its flagship product was launched in Nov. 2001 as the first-ever soft drink to be offered in a PET bottle in Nigeria. The name "La Casera" is Spanish, and it means 'A drink from the home'.

Other products from TLCC include, Nirvana Tonic Water and Nirvana Soda Water which launched in August 2012, Smoov Chapman which launched in September 2014, Bold Bitter Lemon Extra (formerly Nirvana Bitter Lemon) which re-launched in 2015, and Nirvana Table Water (relaunched in 2022 in an all new non-spill bottle).

TLCC has added 3 new flavours to its impressive CSD portfolio – Bold Ginger, Bold Orange, and Bold Tropical. Bold Ginger is the first ginger CSD drink to be launched in Nigeria.

TLCC is presently headed by the very illustrious Chinedum Okereke, a tested and trusted veteran in the FMCG space on the African Continent and Beyond.



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WAP TV

OUTSTANDING INDIGENOUS TV CHANNEL OF THE YEAR

WapTV is the family entertainment channel established by Wale Adenuga and it started transmission in 2012. Wale Adenuga is a household name in Nigeria as far as entertainment and TV production is concerned. He is the legendary producer of Papa Ajasco (1996) and sundry TV programmes that were the delight of households in the 90s and well into the new millennium.

WAP TV reaches millions of families across Nigeria, and Worldwide; on an extensive network of ALL Major Satellite & Cable TV Providers, as well as Online Streaming APPs and can be viewed across all the major Satellite & Cable TV Providers like DSTV, GOTV, Startimes, Freetv, MyTV and PlayTV. Also the channel can be viewed on the online Streaming APPs like AVOTV, tVnow and SUPERTV.

According to the July 2022 Television Audience Measurement Survey (TAMS) Report by Media Planning Services Nigeria Limited, wapTV is watched regularly in over 5,449,562 Households Nationwide (counting just DSTV, StarTimes, and GOtv alone). Using the UNICEF 2018 Report of Nigeria's Average Household Number to be 5.4 Persons, we can therefore estimate that wapTV has over 29,427,634 Regular Viewers across Nigeria.

The channel hosts a wide range of content suitable for the whole family; including Nigerian Movies (English, Yoruba, Igbo, and Hausa), TV Dramas, Reality TV Shows, Comedy Skits, Documentaries, Music Videos, TV Comedy Series, Game Shows, Fashion, Cooking Shows, Kiddies, Talk Shows, Christian & Islamic Broadcasts, Celebrity Interviews, etc. Some of these are produced by wapTV, and others are from Independent Producers.

WapTV's contribution to the development of Nigeria's entertainment industry has not gone unrecognized. This year, apart from being recognized by the primus brand and marketing promoting organization, MARKETING EDGE, during the Marketing Edge Awards Brands and Advertising Excellence Awards, as the Outstanding Indigenous TV Channel of the Year, WapTV also won the Indigenous Tv Station of the Year by Top Society Man of the Year Awards.'

Prior to now, it has won several awards some of which are: 'INDIGENOUS TV STATION OF THE YEAR' by YPAD Awards, 2020. 'TV STATION OF THE YEAR' by D'Elite Awards, 2019, MOST YOUTH-FRIENDLY BRAND' by Red Bulb Media, 2017, West African TV Channel Of Repute, by West African Distinguished Achievers Awards, Best Entertainment Channel' by Nigerian Broadcasters Merit Awards (NBMA), 2017, 'Student Choice TV Channel Of The Year, 2016, by English Students' Association of Redeemer's University.

O2 Academy Lagos

LEADERSHIP AWARD IN BRANDS ADVERTISING AND DIGITAL MARKETING ACADEMY



Oxygen Academy, fondly known as O2 Academy by all, is Nigeria's first online and foremost advertising school. It is a hands-on BRANDS AND DIGITAL MARKETING COMMUNICATION CREATIVE SCHOOL that is certified by Advertising Regulatory Council of Nigeria (ARCON) and Association of Advertising Agencies of Nigeria. O2 was established in 2007, to be a great tool in the arsenal of up and coming adwomen and admen, and also to help top executives and mid-level managers to hone their skills in Brand experience design and advertising.

Oxygen Academy as a citadel of learning, embraces new ways of delivering quality education and bringing their curriculum to a much wider pool of students by offering an all-encompassing courses and skillsets for students under its tutelage.

All its courses are grouped under 3 different Schools; SCHOOL OF ADVERTISING: a. Art Direction. b. Copy-writing. /Content writing c. Strategic Planning. d. Concept Origination. SCHOOL OF MARKETING: a. Sales training. b. Marketing Strategy. c. Digital Marketing. SCHOOL OF MEDIA: a. Cinematography.

The O2 Academy is in tune with the industry needs for professionalism, as well as the dangers posed by unemployment in Nigeria. This initiated the timely move by the Academy to play in the digital space after its huge success in the physical school, which portends a lot to the growth of the advertising industry. This is part of its efforts to continually raise the bar of advertising practice in Nigeria.

By using the Massive Open Online Course (MOOC) model, the school offers strong capacity development to both new entrants and serves as a knowledge refresher for mature advertising practitioners in Nigeria and across Africa.

The platform which was officially unveiled on June, 2, 2021, has featured notable IMC experts as instructors on the faculty while delivering sessions on different relevant courses in Brands & Communication, Marketing & Advertising. This is to further harness the industry giant's invaluable knowledge and experience in order to help deepen the frontiers of scholarship and mentoring for students at the academy.

As a consumer-centric academic brand, it understands the potential and impact as more people become strong brand builders that will help to drive economies. This clarion call by O2 Academy, is a call for qualified advertising practitioners across the full spectrum (creative, strategy, digital, experiential), to help raise the next generations of brand builders.

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Universal Insurance Plc

OUTSTANDING GENERAL INSURANCE COMPANY OF THE YEAR



The Universal Insurance Company Limited (UNISURE) was established by the then Eastern Nigeria Government, African Continental Bank Plc in 1961 through an association between Eastern Nigeria Development Corporation (ENDC) and Pearl Assurance Company Limited of London whereby ENDC acted as agents to the insurance company.

The Company Limited also from inception has been on a partnership relationship with Swiss Reinsurance Company of Zurich, which also provided the necessary reinsurance support.

The aftermath of the Nigeria civil war was that Eastern Nigeria became defunct. Thus, after series of changes, the East Central State was split into Anambra, Imo, Enugu, Abia, and Ebonyi States. These five states apart from many individuals have shares in the Company.

As at today, this company has an asset base of over N10Billion issued share capital of 16 Billion and paid up capital of N8 Billion.

It is a General Business organization (i.e. underwrites General Insurance

businesses).

The Universal Insurance Plc is now fully computerized to drive excellence in service delivery, Customer – oriented and a prime company that is poised to be a giant in risk bearing.

Post Consolidation Status

The New Universal Insurance Plc is now a mega organization comprising the former United Trust Assurance Company Limited, Oriental Insurance Company Limited and African Safety Insurance Company Limited. Overtures are still being made by some companies seeking to be acquired by the new mega Company. The Shareholders fund of the new mega Company after NAICOM verification stood at over N8Billion.

In order to guarantee maximum cover to our customers Universal Insurance Plc has made a two-pronged reinsurance arrangement as follows:

(i) Unlimited capacity protection on facultative reinsurances based on individual account. Our facultative reinsurances are placed both locally and

offshore depending on the size of the account.

Our offshore placing Brokers based in London give us access to all first-class reinsurers worldwide and Lloyds of London.

Our local facultative reinsurance is placed with other local insurers and other regional reinsurers that respond quickly to claims.

(ii) The second segment of our reinsurance arrangement is led by the foremost reinsurance company in African sub region – African Re.

Universal Insurance Plc has therefore restructured its Management and operations for the challenges ahead. The company is now a repositioned giant in the insurance industry in Nigeria.



PARALLEX BANK

OUTSTANDING YOUNG COMMERCIAL BANK OF THE YEAR

Parallelex Bank Limited was incorporated first as Parallelex Microfinance Bank in May 2008, as a limited liability company with paid-up share capital of N2.76 billion. Thereafter, the Bank obtained a license from the Central Bank of Nigeria to operate and commenced operations as a Unit Microfinance Bank in January 2009.

After Fifteen Months of operations, the bank upgraded its status from a Unit Microfinance Bank to a State Microfinance Bank in March 2012, and after Twenty Months of operations as a State Micro Finance Bank, the Bank obtained a license from the Central Bank of Nigeria to operate as a National Microfinance Bank in October 2013, thus becoming one of only Ten Microfinance Banks so licensed from almost one thousand existing players.

This rare feat was due to the strategic focus of the Bank and a

history of excellent performance.

After ten consistent years of sustainable portfolio growth and consistent profitability, Parallelex Microfinance Bank applied to the Central Bank of Nigeria for a Commercial Banking license and in November 2019, the Central Bank of Nigeria approved and granted an Approval In Principle (AIP) for conversion from a Microfinance Bank to a Commercial Bank.

After putting together all the necessary structure and infrastructure, Parallelex Bank was granted a Commercial Banking Regional operating license as Parallelex Bank Limited in January 2021. Subsequently, the Bank began operations as a Regional Commercial Bank in July 2021, with a Market launch in January 2022. This feat makes Parallelex Bank Limited the first and currently the only Microfinance Bank in Nigeria to transition from the Microfinance sub-sector of the banking industry to the Commercial Banking sub-sector.

In order to continue this success story, Parallelex Bank Limited (the Commercial Bank) has been further enhanced by the addition of an admirable team of experienced Management Executives made up of excellent professionals with several decades in the banking industry and diverse Commercial Banking experience. The Management team is supported by a seasoned Board of Directors comprised of eminent personalities from different professional backgrounds who have distinguished themselves in those fields and bringing on the experience to support the planned exponential growth and sustainability of the Commercial Banking Brand.

Parallelex...Limitless!!!



NIGERIA'S **NO. 1** BEST SELLING COOLING SOAP

Sep '2020



Source: A-c Nielsen Nigeria

LEADWAY PENSURE

INNOVATIVE PENSION FUND ADMINISTRATOR OF THE DECADE



LEADWAY[®]
pensure^{pfa}

Leadway Pensure PFA Limited, incorporated in 2004 and licensed by the National Pensions Commission (PenCom) in 2005 as a pension fund administrator is one of the leading pension administrators in the country.

Formed by a consortium of three (3) financial services companies namely Leadway Holdings Limited (Owners of Leadway Assurance); Prestige Assurance Plc; and MBC Securities Limited, the company has an authorized share capital and paid-up capital of 2.0 billion and the shareholders fund stood at 7.06 billion, easily making it one of the most capitalized PFAs.

Envisioned to passionately deliver unrivaled pension services and financial comfort to our customers at retirement with the aim to rank among the top five PFAs with the largest Assets Under Management, and driven

by the values of integrity, innovation, customer focus, professionalism, passion, and teamwork, the ground is set for the realization of Leadway Pensure's commitment to providing effective support to contributors in securing a comfortable retirement, by offering world-class pension fund management and administration services.

To further empower itself to deliver compelling services to the customers, the business has invested considerably in the acquisition of various service-based technologies. As customer satisfaction cannot be over-emphasized, the ability to address customers' needs and ensure prompt resolution of issues remains a major organizational objective. Upon retirement, guidance is provided on the various products and options available for accessing pension in line with the law and is equipped

to manage all pension-related computations and present resultant information promptly.

These investments are beginning to yield dividends as the company is considered in the individual and corporate market as being Strong, Progressive, and driven by Integrity, having successfully managed funds and provided enviable returns.

With a responsive complaints resolution and feedback system, the business interacts and stays close to its customers in order to nurture and retain them, always available to take their numerous customers through the process of attaining desirable financial status at retirement.

Leadway Pensure is especially big on customer relations and engagement. The customer is placed on such a pedestal and his needs are prioritized. At every engagement, the customer is made to realize 'you are the reason why we are here'. Noted for successfully administering customer information and accounts, creating retirement, awareness/sensitization programmes as advisory services to our customers on

retirement planning, successful disbursement of lump sum and periodic payment to retirees, and being capacitated to manage all pension-related computations and present resultant information promptly, the PFA ensures customers concerns are resolved to their delight.

It further ensures that customers are kept abreast of their funds and financial developments through a multilingual contact centre and Helpdesk, functional internet platform for account monitoring (P-online), web chat service, SMS self-help service for account balance, statement, and PIN requests, SMS updates on uploaded contributions, Leadway Instant Service Assistant (LISA) – Chat BOT, quarterly statements in e-mail or hard copy format, monthly e-communication to educate clients on the scheme and provide savings and retirement tips and Fund Reports and periodic Newsletters.

This impeccable customer service delivery has earned Leadway Pensure the commendation of Lagos the State government via a Letter of Commendation in appreciation of how the State's employees who are customers of Leadway Pensure are treated

SIFAX Group

OUTSTANDING MARITIME CONGLOMERATE OF THE DECADE



SIFAX Group is a multinational corporation with diverse interests in Maritime, Aviation, haulage & Logistics, Oil & Gas,

Hospitality & Financial Services. With a corporate head office in Lagos, Nigeria, the corporation maintains offices in Ghana, Gambia, Sierra Leone, Guinea and the United States.

The company has a reputation of excellent service delivery built on the foundation of competent workforce, world-class services, consumer-centric philosophy,

tailor-made business solutions and modern equipment deployment.

Our consumer-centric philosophy compels us to put the customers and their best interests at the centre of our operational processes. We constantly review our processes and innovate in order to meet the dynamic and unique need of each customer.

From port terminal operations to freight handling, haulage & logistics, warehousing, related logistics intermediary services and other non-logistics services like hospitality, oil & gas and financial services, SIFAX Group has bespoke solutions to cater for clients' needs.

SIFAX Group began operations in 1988 as a clearing and forwarding agency but has grown over the years to birth many subsidiaries making substantial contributions to the economy in countries where they operate.

In 2004, SIFAX Off Dock

WIN BIG IN THE
Oral-B
BUMPER
PROMO



Buy **Oral-B** for a chance to win
1 MILLION NAIRA CASH!*

- 9 million Naira worth of cash prizes to be won! ▪

See Oral B social media pages for more information

Approved by the Federal Competition and Consumer Protection Commission

*Terms & Conditions apply

Nigeria Limited was established to efficiently operate off-dock facilities and services of the Group. With various terminals located within the vicinity of both the Apapa and Tin Can Island Ports, SIFAX Off Dock is strategically located and accessible to the ports from where it easily receives cargo as a temporary hold and provides easy exit for custom-cleared cargoes to other parts of the country.

In 2006, SIFAX Group won a bid as the concessionaires of the Terminal C, Tin Can Island Port, Lagos, Nigeria, with the operating name of Ports & Cargo handling Services Limited. The company commenced operations effectively on May 10, 2006 at the terminal that has four berths with a combined length of 795 meters and 13.5 meters draft and conveniently handles bulk/general cargo carriers, as well as container and RoRo vessels.

The company also acquired the Skyway Aviation Handling Company Limited (SAHCOL), an aviation ground and passenger handling company in 2009. SAHCOL transformed to SAHCO Plc, a public liability company in 2018 with its listing on the Nigerian Stock Exchange.

Other subsidiaries in the Group include- SIFAX Shipping Company Limited, Ocean & Cargo Terminal Services Limited, Sky Capital & Financial Allied International Limited, SIFAX Marine Services Limited, SIFAX Logistics Company Limited, SIFAX Nigeria Limited, SIFAX Shipping ICT Limited (Ijora Causeway Jetty), Mac Folly Hospitality Limited (operators of the Lagos Marriott Hotel), SIFAX Global Shipping and Logistics Company, SIFAX Agencies Ghana Limited, Trust Risk Managers (TRM Insurance Limited) and SIFAX SAHCO Travels Limited (SS Travels).

Aim Group

OUTSTANDING BROADCAST GROUP OF THE DECADE

Aim Group is a leading conglomerate whose presence and tentacles have extended across almost every sector of the economy, providing unique goods and services to its numerous customers.

AIM Group, has created an enduring recognition for itself by establishing its presence in wide range of business under the same flag bearer. It has consistently contributed hugely to the growth of the economy by providing employment to a large number of Nigerians and also contributing to GDP. These are the leading companies blazing trails under AIM Group.

Patisserie and Chocolate

Patisserie and Chocolate, popularly known as Chocolate Royal, is Nigeria's first and foremost French Patisserie and Chocolaterie, and it has been in Nigeria since 1994.

Property Management

This arm of the AIM Group was incorporated in 1990 to develop and maintain the AIM Group properties through Facilities Management Department, Narelli International Ltd and it has expanded its activities progressively. The company's activities include Property Management, Architectural Modeling and Broadcasting and Communications integration projects.

Consultancy Firm

This arm of the group comprises of industry experts of various fields who offer professional advice, guidance, and actionable solutions to businesses experiencing both internal and external issues.

Wazobia FM

These is Nigeria's first Pidgin radio station which celebrates community, champion its people and give them a smile to get through the hustle. It has evolved together with the people as its priority. It is known as the people's station, and each day, it moves further and further in meeting the touch-points of its community, giving hope to the hopeless and freedom to the oppressed.

Today, through its various life-touching programmes, it has succeeded in building a new community of wazobia fans, who have willingly and gradually become a community of one positive ideology, vision, desires and dreams towards a better Nigerian society.



As the ogbonge station, its mantra rest on the general inclusion of all to participate by voicing out for the freedom of all, this is why it is called the 'Chuk Mouth Station'

Cool FM

This station understands the true meaning of Shakespearean quote: if music be the foods of love play on. It understands the emotional state of Nigerians and knows that music is a tangible force that has the power to magnify and enhance emotions and so employs it to keep them on the right frame of mind daily. Being Nigeria's Number 1 Hit Music Station, it plays the top hits, keep listeners connected to the coolest trends whiling ensuring they have fun at the same time.

Nigeria Info FM

Nigeria Info FM is the number 1 talk radio brand in Nigeria that puts its audience at the heart of the conversation, whenever they need them, talking passionately about the things that matter.

Arewa Radio

This station is based in the northern part of the country as Nigeria's number 1 Hausa news radio brand. It is committed to timely and accurate news, current affairs and sports programming aimed at building peace and the preservation of Hausa heritage, norms and values.

AIM Group also offers other services through its other subsidiary firms such as the Coolink. ng, which for over 20 years, has been committed to changing people's perception of internet connectivity. It does this by securing devices and networks; increase productivity with the right tools, as well as securely connect users to the world, anywhere in Nigeria.

There is also another platform called Clout Reach Out. Clout Africa is a Music Production, Promotion and Distribution Company and content creation hub domiciled in Africa's biggest Music and Entertainment market, Nigeria. It connects creators to audiences through platforms and networks.

AIM Group still involves in entertainment production through its platform known as WEP, We Entertainment Production and FilmLabNigeria, a movie training facility outfit as well as Prana Media Africa, an advertising agency and Academy Wazobia Media Academy under its name.

AB InBev

OUTSTANDING MARKETER OF THE YEAR



Anheuser-Busch InBev, or AB InBev, is a multinational drinks conglomerate headquartered in Belgium. It's the world's largest beer brewer by

both volume and revenue, operating more than 600 beer brands in 150 countries.

International Breweries Plc, is a proud part of the world's largest brewer, Anheuser-Busch InBev, (AB InBev). International Breweries Plc was established in 1971 and was listed on The Nigerian Stock Exchange in 1995. The Company AB InBev consolidated its business stakes in Pabod Breweries Limited, Intafact Beverages Limited into its majority ownership of International Breweries Plc in a merger that was concluded in December, 2017.

Anheuser-Busch InBev, AB InBev, is the world's largest brewer with over 400 beer brands. Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years.

As the world's leading brewer, AB InBev always looking to serve up new ways to meet life's moments, dream big to move the industry forward and make a meaningful impact in the world. We are committed to building a future that everyone can

celebrate and everyone can share.

Through the industry-leading digital platforms, dedicated research labs, technology centers and accelerators AB InBev is unlocking and gaining unprecedented insight into the needs of its consumers and customers to deliver more innovation, more sustainability, more occasions and more value for all our stakeholders.

In 2022, Fast Company named AB InBev the Most Innovative Company in North America and #12 globally, citing inventions

like Evergrain Ingredients from ZX Ventures, barley straw packaging developed at its Global Innovation and Technology Center, and our proprietary business-to-business platform, BEES.

International Breweries, a proud member of AB InBev, the biggest brewer in the world, has launched a new brand in Nigeria. The new brand called Flying Fish joins the portfolio of premium brands like Budweiser, Hero Lager, Trophy Lager, Trophy Stout, Castle Lite, and Grand and Beta Malts.

Flying Fish, a perfect blend of premium beer and zesty lemon flavour into the Nigerian market to the delight of consumers who wanted us to introduce something different to them because they know pedigree when it comes to making premium beers that people love. Flying Fish comes at 4.5% ABV in a unique flint bottle and golden liquid which is as unexpected as the brand name. Nothing tastes like this and this is why both men and women will equally love it."

PROFILES CSR

UBA Foundation
LEADERSHIP AWARD IN CSR



United Bank for Africa (UBA) PLC, Africa's global bank, as part of its Corporate Social Responsibility efforts established the UBA Foundation, in January 2004. As the Corporate Social Responsibility arm of the UBA Group, UBA Foundation is committed to the socio-economic betterment of the communities in which the bank operates, focusing on development in the areas of Education, Environment, Economic Empowerment and Special Projects. Being one of Africa's largest financial services institutions, UBA has always believed in the need for a social contract with local communities and residents. To that end, UBA became the first bank in Nigeria to establish a foundation saddled with the responsibility of giving back to the societies it operates.

With the widest financial service reach in Africa, the Foundation leverages and facilitates philanthropic ventures unlike any other institution. Its partnership with the Tony Elumelu Foundation has successfully supported thousands of small and medium scale enterprises across Africa, and continues to empower local communities and provide scholarships to young promising Africans through our Special Education Initiatives.

UBA Foundation sponsors several skills acquisition workshops and social, tech and agriculture entrepreneurship

forums that promote innovation and advancement on the continent. It is a Part-sponsor of the 7th Annual Celebrations and Entrepreneurial Awards of Fate Foundation, a private-sector-led non-profit initiative with a vision to foster the establishment of 5,000 businesses and the creation of employment for at least 50,000 Nigerians by 2015. The Foundation is in partnership with the Initiative for Peace Empowerment and Tolerance (IPET) to hold economic empowerment workshops and other projects, involving training and equipping traders with skills aimed at raising their standard of living.

As one of its key areas, the Education pillar is the umbrella arm of UBA Foundation that guarantees this commitment. The Read Africa program and National Essay Competition are geared at stimulating the quest for sound knowledge and arming educational institutions/ organizations with support and/or resources to meet various learning needs. The 'Read Africa' initiative aims to rekindle the dwindling reading culture amongst African youths. Conceived and introduced in 2011 by the foundation, the project involves the provision of recommended English literature for junior and senior secondary schools' students across Africa.

The first edition of 'Read Africa' was well received in Nigeria and across the 19 countries where UBA has

operations, having been successfully implemented in selected schools across the continent. The project was anchored by senior executives of the bank and UBAF staff, who visited these schools to mentor the students and distribute select literature to the students, at no cost to them. Another initiative under the education pillar by the UBA Foundation is the UBA National Essay Competition (NEC) which provides a competitive platform to develop the intellectual and writing abilities of senior secondary school students in Africa. Winners get educational grants to study in any African University of their choice.

The competition has been held annually since 2011 with students challenged to write on different engaging topics to test their writing and cognitive skills.

In line with its commitment towards sustainability, the UBA Foundation joined a group of elite financial institutions in May 2008 who signed on to the United Nations Environment Program Finance Initiative (UNEP FI) Statement. Through this, the foundation is focused on improving the environment and promoting sustainable development by forging best practice throughout the industry.

The Foundation maintains three gardens across Nigeria. Apart from the aesthetic value associated with projects in this focus area, UBA Foundation also creates employment

opportunities for thirty-six youths every year and this has been done over a five-year period where most of the staff sponsor their own education through the income they earn and the flexibility of their work schedule. On the special project, the Foundation completed the construction of a pedestrian bridge valued at about N13m for students of the Usmanu Danfodiyo University, Sokoto State (UDUS), thus bringing comfort to students of the institution.

For over four decades, the students of UDUS, especially those living off-campus faced difficulties in connecting to the campus especially during the rainy season, due to the poor state of the road. They couldn't get in and out of their dormitories and had to use an uncomfortably long route to get to lectures and the mosque. In 2020, it donated \$14 million to help African governments fight the COVID-19 pandemic across the continent.

The donation provided significant and much-needed support to Nigeria and 19 other African countries, by supplying relief materials, critical care facilities, and financial support to Governments.

UBA Foundation draws its inspiration from the Group's intrinsic values of humility, empathy, resilience, integrity and its mission statement; "to be a role model for African businesses, abiding by the utmost professional and ethical standards, and creating an enduring institution". According to the Foundation, "These values have, and will always be the factors that inspire us to 'Do Well and Do Good'.



OUTSTANDING YOUNG PR AGENCY OF THE YEAR

At Stephanie John and Associates, we craft stories that bring to life the human experience. We are a Strategic Communications agency that goes above and beyond in delivering on clients' projects.

Founded in 2019, Stephanie John and Associates is the brainchild of visionary and astute communication experts. In less than half a decade of our existence, we have carved a niche for ourselves as the go-to agency for the successful execution of activities across industries like fintech, health, agriculture, beverage, fashion and art.

Our creativity, deep understanding of the customer journey and experience, our dynamic approach to solving problems and our specialisation in financial communication have seen us land clients, which are not limited to Flutterwave, Bayer Nigeria, Nigerian Breweries, Suzuki, and Access Bank.

Known as the go-to full-service communications agency that transforms brands across Africa into relatable personalities, we are experts in Brand Strategy and Media Communications, Digital Marketing, Crisis Mitigation and Reputation Management.

At Stephanie John and Associates, we are experienced in building luxury and street brands in unique and most effective ways.

We are on our way to identify, defining and providing our client's target audience with the ultimate human experience using limitless, strategic, and measurable tailor-made communications—solutions and we are leaving no stone unturned in achieving this.



OUTSTANDING YOUNG CREATIVE AGENCY OF THE YEAR

This young and vibrant agency is disruption personified. With a vision to create impacts that spur social and economic growth across Africa using the creative mix of insight and brand's message to make an impactful idea that will get the audience's attention as the bait, The Hook never misses the target.

As an agency that prides itself as the creator of impacts, The Hook believes not in the Above the Line (ATL), Below The Line (BTL), or digital creative agency. To them, "We are not an ATL, we are whatever the solution to your brand's challenge needs us to be".

This philosophy has seen the agency going beyond the surface to find the universal human truth as it relates to its client's brand.

Founded by the quartet of Sam Ochonma, Co-Founder/ Managing Director, Balogun Toheeb, Co-Founder/ Creative Director, Akinwale Muse, Co-Founder/ Business Evolution Director and Adebayo Owosina, Co-Founder/Creative Director, The Hook has made the mark on the industry within the short time of commencement of business. The 'O to ge', Nigeria's most revolutionary political campaign since 'Hope '93' creator is surely a breadth of fresh air in the Nigerian creative industry.



EDGED OUT MARKETING
OUTSTANDING YOUNG EXPERIENTIAL MARKETING AGENCY OF THE YEAR

Edged Out Marketing is a young and flourishing advertising and marketing agency in Nigeria.

The agency's Purpose, as espoused by its founders is simple: To Execute and deliver a Wow experience.

Reminiscing on how the agency came about, the proprietors disclosed, "Some years back a few Wise men with a common goal and diverse experience in different fields of marketing embarked on a journey to disrupt the experiential marketing terrain. Their agenda was simple, convert the current challenges of brands to opportunities. These wise men have a strong background in Information Technology and Research which they have integrated meticulously in diagnosing every Brands issue brought to their attention and referring solutions. This methodology has succeeded in gradually setting Edged Out aside from the rest"

The agency offers services that range from Consumer engagement, Brand Awareness, Sampling, Product listing, Sales, Channel penetration and development etc.

It currently works with Cadbury (Bournvita, TomTom, Buttermint, Cadbury Choco), Olam (Tasty Tom Jollof Mix, Freshyo), Upfield (Blueband), Unilever (Homecare category), and many more.

Edged Out has a strong presence in the 42 key cities pan Nigeria which enables it to deploy within a week (at the snap of a finger) a field force that can't be compared with another.

Edged Out Marketing...Your Winning Edge!

TEKSIGHT EDGE LIMITED
OUTSTANDING YOUNG PR AGENCY OF THE YEAR



Redefining an industry is something that is not quite easy. It entails a drifting from what is the norm to what is obtainable and required in the face of current realities. Such is the case when we speak of Teksight Edge Limited. Teksight have since their existence in 2014 redefined the PR space. Teksight have done this to the satisfaction and delight of their

customers and their brands. To understate their great work is to say no one does it better.

Teksight Edge Limited is a full-service public relations and digital communications agency. Teksight opens shop each day with the aim to transform brands. Teksight achieves this using public relations and digital strategy to develop brand assets. Teksight have their East Africa headquarters in KENYA. Teksight

**MORNING
FRESH**



**NIGERIA'S
NO. 1
BEST SELLING
DISHWASH LIQUID**
(Sep 2020)



Superior Grease Cutting Power.

maintains operations in the RWANDA, GHANA AND NIGERIA. Nigeria is the West African and Group Headquarters of their operations.

Teksight creates a better life for people using technology and creativity. Every day, Teksight changes lives through their technology. Teksight does this through technology that aims to make it easier to do the things that were difficult to do or also take for granted.

Having acquired a huge level of competence in Public Relations, Marketing Communication services and Digital Media, Teksight Edge possesses a remarkable acumen in branding, marketing and consumer engagement. Our range of services explores our unlimited potential in the ever-dynamic digital marketing landscape and includes:

- Advertising
- Brand PR and Media Relations
- Printing and Production of Promotional Materials
- Issues, Crisis and Reputation Management
- Community Relations
- Digital Marketing and Web Management

Teksight has revolutionized the PR space through impeccable services to her client that has earned them awards of recognition. Clients like TECNO, Infinix Mobility, Lagos State's Office of Sustainable Development Goals, London School of Public Relations, Ehingbeti Summit, 9Mobile, Itel and many others.

Teksight is on a journey to revolutionize the PR space. In quite a little time, they have had a huge impact in the space so much that you would be awed at their achievement in respect to time.



AT3 RESOURCES

OUTSTANDING YOUNG PR AGENCY OF THE YEAR

AT3 Resources is a specialised communications and events consultancy focused on providing public relations, events and media interventions for corporates, individuals and brands. Their core competencies range from reputation management, to communications strategy & planning, media interventions and special events.

The agency is powered by a multidisciplinary team with cumulative experience that spans over four decades of advising the largest global and local institutions and brands across different sectors that includes work on META, NIBSS, Polaris Bank, NESG, OLAM, Swift Networks, d.Light, Radisson Blu, IIF and many more.

In over four years since it launched, one mantra that informs its overarching strategy is "PR is not a channel or medium; it is a process". In line with this mantra, the team approaches and solves problems in four steps. First, they seek to understand the business goals and pain points, identify how communications can

help solve the problem, followed by an audit of the brand then measuring results against agreed objectives.

Consultants at AT3 are highly skilled in planning and executing strategic communications, analysing trends, influencer relations, crisis and stakeholder management. They also have cognate experience in event management, having helped clients deliver stellar events from annual lectures to book launches, product launches, conferences, private stakeholder dinners, HNI gatherings, anniversary celebrations and press events.

When it comes to media intervention and management, they have demonstrated an ability to identify the right channels to leverage for delivering brand messaging, coordinating the media and navigating the policy and regulatory climate. They are also the go-to people for media training for corporate executives.

Now On Media

OUTSTANDING YOUNG AUDIO VISUAL PRODUCTION AGENCY OF THE YEAR

Now On Media is a full-service video production company in Lagos, Nigeria, capable of fulfilling your video creation needs from concept to final product. Now On Media is committed to providing to international standards, visual broadcast content for all platforms.

It was founded in 2016 and has been involved in creating quality video content for a plethora of clients both local and internationally. From documentaries, reality shows to TV commercials and magazine programs, it has some of the most creative minds available in West Africa

Now On Media is well versed in creating exceptionally great content. Be it for Cinema, TV or online platforms. Its diverse range of work tools enable shooting and delivery in 6k, 4k and HD formats without hassle. From Reality TV Shows, Web Series, Commercials to even social media content, it has the capabilities to create memorable visual content that is indeed Share-worthy and also offer full end-to-end pre-production to post production.

In Graphics & Animation, Now On Media has a deep understanding of animation techniques, which has led to numerous huge animation projects coming out excellently.

Its experience in creating motion graphics, 2D and 3D animations with the use of technology has ensured we leave clients satisfied with the quality of animations we deliver.

Talking of Photography, now more than ever, visual perception is key to communication, branding and marketing. Now On Media therefore offers advertorial, event, product and portrait photography services for companies and brands.

Many prospects constantly judge a brand's capabilities based on the look and feel of their social touchpoints. The company is adept at creating digital campaigns and strategies that allow brands to stand out from competitors and at positioning you right in front of paying customers. Now On Media, is able to create content and campaigns for Social Media Marketing, SMS marketing as well as SEO & SEM for websites



7up

**BE YOU,
NOTHING SURE PASS.**





OUTSTANDING YOUNG MEDIA AGENCY OF THE YEAR

Scout Media Limited is a young and dynamic media agency, specialized in Media planning and buying.

The agency offers businesses the best suited media to advertise their brands and reach the target audience by pinpointing the media that delivers the desired brand objectives.

Scout Media's distinctive operating model is built for solutions, combining specialized skills across research, strategy, planning, implementation, sponsorships and reconciliations.

The agency leverages the industry tools- AMPS & Diaries, and third-party consumer research data from Kantar, Meta, Google, etc. to deepen consumer understanding and deliver optimally.

We are digitally inclined, delivering on digital strategy, planning and buying, digital asset development and management, digital content and influencer marketing.

Scout Media has worked with Promasidor, Erisco, Elkris, M&B, Mantrac, AFRAB, Pure Bliss, Vita Foam, FairMoney, amongst others."

At Scout Media Limited we ensure optimal & efficient media implementations, and our dynamism provides us the cutting edge.



Poke Limited FASTEST GROWING MARKETING AND CREATIVE AGENCY OF THE YEAR

Poke Limited, a creative consultancy specialises in helping brands transform their business goals into media fluid solutions across multiple platforms.

Poke is a business built on the belief that great brands emerge when products are immersed in great stories. At the heart of its mantra is the belief that creativity is best when used as a force for good.

Its services include and are not limited to Strategy: Gather insights and translate data into actionable reports, Ideate: Develop big ideas, brand stories and executions across all mediums, Create: Produce scripts and content across TV, radio and digital, Promote & Evaluate: Define and monitor key success metrics and parameters against objectives.

The agency's clientele ranges from FMCGs, Telecoms to Tech.

Poke is driven by experts with a wealth of brand experience, determined to create a new path, and author stories of success for themselves and the clients.



Leo Burnett Lagos OUTSTANDING YOUNG CREATIVE AGENCY OF THE YEAR

Leo Burnett Lagos, one of Nigeria's fastest growing agencies is based in Lagos, one of Africa's most vibrant cities. This growth is driven by its people and philosophy: a philosophy driven by the belief that creativity has the power to transform human behavior. This is the core belief of what the agency calls HUMANKIND (TM). It is a marketing creativity to serve human needs because it's all about people and purpose.

PROFILES - AGENCIES



FIRST KATALYST MARKETING OUTSTANDING EXPERIENTIAL MARKETING AGENCY OF THE DECADE

First Katalyst Marketing, the decade-old experiential Agency headed by Soji Odedina, a frontline marketing communications professional who has driven some of the best marketing communications campaigns in West Africa, is indeed a trailblazer as far as experiential marketing is concerned in Nigeria.

Presently with 45 skilled and competent employees and a database of over 2000 field/temporary team, Katalyst's vision of becoming a first-class ideas powerhouse globally and to be one of the top ten agencies within Africa by 2025 is well on its way to realization.

Deploying disruption as its over-arching strategy, the agency is committed to providing cost-effective, value-adding, result-oriented marketing solutions for clients through the power of ideas, thereby building a long-term relationship between them and their consumers for sustainable profitability for both parties.

This roadmap and the 10 year-journey using this strategic compass have been eventful. Katalyst's laurel haul includes Brandcom Award for Most Outstanding BTL Agency of the Year, MARKETING EDGE's Outstanding Experiential Agency of the Year; 2021, MARKETING EDGE's Outstanding Marketing Personality of the Year, 2021 (Soji Odedina, MD First Katalyst Marketing), West Africa Marketing Communications Agency of the Year, 2021 and MARKETING EDGE Outstanding Experiential Marketing Agency of the Decade, 2022, all bear testimony to this.



Wazobia TV & Wazobia Max TV:

Wazobia Max TV and Wazobia TV are indigenous family entertainment broadcast platforms with content geared towards satisfying the average Nigerian home.

 <p>The Night Show Wednesdays 8pm-9pm</p>	 <p>Gudu Morning Naija Show Weekdays 7am-9am</p>	 <p>As E Dey Hot Weekdays 7pm-8pm</p>	 <p>Betatalk Mon, Tues & Thurs 8pm-9pm</p>
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DSTV Channel 259, GOTV Channel 98, STARTIMES Channel 195, FREE TV Channel 744
UHF 25 Abuja, UHF 25 Port-Harcourt and UHF 57 Lagos

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FIRST PRIMUS WEST AFRICA

OUTSTANDING MARKETING COMMUNICATIONS GROUP OF THE YEAR

We are WPP in Nigeria.

We provide service to clients through integrated creative agencies, media agencies and specialist agencies.

We innovate consumer -centric marketing solutions company in a connected world.

We bring together big ideas technology and data to enable our clients grow profitably.

At First Primus, we have Creative Agencies - Ogilvy, Wunderman Thompson and Geometry Algorithm Media - Wavemaker, Mindshare and Mediacom.

First Primus, is one of Nigeria's fastest growing communication agencies, also one of the most diversified client portfolios. Experienced astronomical growth in six years of turbulent times and revenue growth outpacing billing 1:3.

Also, new business growth over 2020 and accounting for 30% of total billing and 38% of revenues in 2021 (number include both ON and AM)

Algorithm Media is the fastest growing agency that started in Nigeria in 2016, from 1 to over 20 clients in 6years.

We employ best practices and strategies to connect brands with their audience, helping them to achieve their business goals & gain advantage in their category. Billing up by 50% over 2020. New biz accounting for 31% of total billing.

Ogilvy Nigeria, the Advertising Agency started in 2018 which serviced over 20 major brands, mostly global.

Since inception, the staff grew from 3 to 33. Ogilvy Nigeria has received awards such as Creative Advertising Agency of the Year 2021; Most Awarded Young Creatives in 2021, and Outstanding Creative Director, 2021.

Ogilvy Nigeria has driven to be the best creative partner and platform for growth for client's business, they have also inspired brands to impart their local communities. The agency has billing up by 55% in 2021 and new business accounting for over 50% of total billing.

Ogilvy Nigeria's clients include American Express, Apt Pension, Bill & Melinda Gates Foundation, Chemiron, Facebook, Kotex, Mondelez, Philips, Pavilion, Saro Life Care, and Telemundo .

On its part, Algorithm Media Limited's clients are Bayer, British Airways, Netflix, Nokia, P&G, The Tempo Group, TotalEnergies, Twinings, UNHCR, and VIVO.

Both Ogilvy and Algorithm media deal on COCA-COLA, NBC, FMN, and PAYARENA.

WHAT MAKES US STAND OUT?

Unique Talent; Proprietary tools; Speed and Agility; Governance; and Network collaboration

The leadership of the team is made up of: Seni Adetu, Group CEO; Soji Olaogun, MD, Wavemaker; Kunal Jamuar, MD, Mediacom; Adenike Ajani, Associate Director, Investments; Vikas Parihar, Chief Digital Officer, Country Manager, WT; Henry Akpede, Country Manager, Ogilvy; Sandeep Inamike, Director, Strategy & BD; Jolomi Awala, Creative Director; Femi Awomewe, Finance Director; Chris Nwaogwegbe, Director, Planning & BD; Adeola Kayode, Group Head, Strategy; and Ebenezer Oyetuga, Head, OOH Investment.

BRANDEYE MEDIA

OUTSTANDING MEDIA AGENCY OF THE YEAR



BrandEye Media is a leading full-service media agency. The agency combines cutting-edge research tools, global expertise and a 20/20 vision to develop winning creative and digital communication strategies as well as effective media buying solutions for brands.

With a vision targeted towards inspiring meaningful connections that improve the wellbeing of brands and people in Africa, BrandEye Media has worked with several prominent brands across Africa to help them achieve the visibility they deserve locally and internationally.

The agency is globally affiliated with MediaPlus to effectively nurture brands through ground-breaking and compelling marketing communications on a global scale.

BrandEye Media offers a wide range of services including Media strategy, Data Analytics and Connections Planning, Digital Media, Asset Management, Media Buying, and Media performance evaluation.

The agency is led by Femi Adelus, the current President of MIPAN (Media Independent Practitioners Association of Nigeria) and Head of Advertising Sectoral Group (HASG). He has gathered over two decades of experience in the advertising industry both from the client and Agency sides.

BrandEye has earned various awards from Marketing World Awards for "Emerging Media Agency of the Year," ADVAN Award for "Public Sector Campaign – Delta State," "Young Pitchers award for Advertising" and to the recent "Outstanding Media Agency Of The Year" by MARKETING EDGE.

BrandEye is leading with innovative young professionals working with advanced marketing tools to deliver remarkable results for brands, to stay ahead now and in the future. This is evident in the recent wins of key multinational businesses such as Letshego, PZ Digital Business, Frutta Juice, and other digital businesses.

BrandEye is home to brands who are looking to gain a competitive edge in the marketplace. Experiential marketing has become the preferred strategy for brands looking to stand out and draw attention because we all love meaningful experiences, especially customers.

Brainbox is one of the leading Experiential Marketing Agencies in Nigeria.

With a focus on driving consumption and activations in formal and informal trade, the agency provides brands with top-quality experiential marketing solutions that capture the hearts and minds of their customers and consumers.

Their mission to inspire meaningful and lasting connections between African brands and their target audience informs its use of experiential storytelling strategies to create valuable and memorable experiences for customers.

Powered by a team of professionals dedicated to finding the most consumer-centric and result-oriented solutions for brands whilst ensuring return on investment, they have earned an impressive reputation in the experiential marketing space over the years.

The agency's BTL services include: Activation Strategy Development, Planning and Execution, Experiential Sampling and Sales Activations, POS Design and Production, Sponsorship Management, Trade Channel Activations, Product Launch and Pop Up Event Management, Product Merchandising, Creative and Production Support, and others.

KEY MEDIA NIGERIA LIMITED

Movies | Documentaries | TV Programs | Radio Programs
 Content Sales & Distribution | TV Commercials | Equipment Rentals
 Media Consultancy



CIRCLE OF INTEREST RATE CARD (TV - 30 MINS)

Station	Air
STV	Thur 3pm-3:30pm
MITV LAGOS DSTV Channels 255 Startimes 119 Gotv 94	Sun 9:00pm-9:30pm
Delta State Television Warri	Sun 4:30pm-5:00pm
WAP TV Lagos	Fri 7:00pm-7:30pm
Liberty TV Kaduna	Sun 5pm-5:30pm
ITV Abuja	Sun 1:00pm-1:30pm
RSTV Port Harcourt	Mon: 8:30pm-9:00pm
NTA Kano	Wed: 5:30pm-6:00pm
NDTV Yenagoa	Wed 6:00pm-6:30pm
Cross River State Television CRSC	Sat 4:30pm-5:00pm
ABS Onitsha	Tue 6:30pm-7:00pm
ITV Benin	Sun. 4:30pm-5:00pm
MBI OBOSI	Thur 8:30pm-9pm
BCOS IBADAN	Wed 6:00pm-6:30pm
EBONYI TV	Sat 6pm-6:30pm
OGTV ABEOKUTA	Fri 7:00pm-7:30pm
IBC OWERRI	Sun 6:30pm-7:00pm
BCA UMUAHIA	Sat 3:00pm-3:30pm
PRTV JOS	Tue 7:30pm-8pm
Rima TV Sokoto	Wed 8pm-8:30pm
KWARA TV	Thursday 6:30pm-7:00pm
Borno TV	Wednesday 6:00pm-6:30pm

**SYNDICATED RATE. 10% OFF The
 Total Number of the syndication**

RATE CARD FOR TALK WITH JENNYSOUL (RADIO)

Station	Day/time
STAR FM LAGOS	Thurs: 5:30-6:00pm
Bcos FM IBADAN	Monday 2:45-3pm Feiday 3:30-4pm
ITV RADIO BENIN	Tues: 4:30-5:00pm
ABS FM ONITSHA	Fri: 8:30-9:00pm Tuesday 5:30-6pm Thursday: 8:30-9pm
ORIENT FM OWERRI	Mon: 5:00-5:30pm
Liberty FM ABUJA	Fri: 4:30-5:00pm
SOBI FM ILORIN	Mon: 8:00-8:30pm
LIBERTY FM KADUNA	Mon: 6:00-6:30pm
Radio Rivers	Tue 5:30-6:00pm
CRBC FM	Tue: 5:30-6pm Thursday:5:30pm-6pm
BCA Radio Umuahia	Friday:8:30-9:00pm
Radio Kano	
Prestige FM Minna	Mon: 6:00-6:30pm
Adamawa Radio	Tue 5:30-6:pm
Borno Radio	Tue 4:00-4:30pm

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🌐 www.keymediang.com



OKEY NWOSU
 MD/CEO

MarkHack 1.0 OUTSTANDING MARKETING COMMUNICATIONS INDUSTRY INITIATIVE OF THE YEAR



Mark Hackathon is a novel initiative developed from the desire to harness technology to revolutionize the marketing industry and

business landscape.

Driven by its goal of creating lasting solutions to real-life marketing challenges, Eko Innovation Centre, in collaboration with GDM Group recently debuted the maiden edition of its Media and Marketing Hackathon tagged "MarkHack 1.0" which is regarded as the first of its kind in Nigeria.

Both companies belong to the same holding company, Hazon Holdings.

Prior to 2022, the country didn't have any industry-driven hackathon that assemble innovators to proffer solutions to challenges in the media and marketing segment.

Noteworthy, Eko Innovation Centre is one of the country's most influential tech hubs, and GDM Group, Nigeria's leading marketing and Innovation Company, has risen up as another key player whose previous collaborations with like-minds has brought about events like the Art of Technology Conferences and the Lagos Smart Meter Hackathon. So, the launch of Nigeria's First-ever Media and Marketing Hackathon called MarkHack 1.0 by the two organisations didn't come as a surprise to many stakeholders considering their pedigree.

With over 500 entries from 72 locations, 5 countries (which includes Nigeria, California- USA, Kenya, Pakistan, and London), and 3 continents (Africa, Europe, and North America), the maiden event which was well attended by innovators, entrepreneurs,

policymakers, marketing, and media professionals around the world was preceded by months of preparations from the call for application, to pre-selections and selections by the Jurors who are the best of minds in marketing.

The participants were split into teams of 5 and were required to work together for 3 weeks, brainstorm, and come up with new concepts based on their areas of focus. They were also sub-grouped into 8 focus areas which include consumer experience, media consumption, consumer recruitment & interaction, trade & retail engagement, analytics and metrics, events marketing, media monetization, and content creation.

Each team pitched their ideas to a respected Jury of experts in the subject matter, and the best 10 teams were picked by the Jurors before only five emerged winners at the grand finale. Overall, the hackathon had 21 Mentors, 30 Selection Jurors, 8 Speakers, and 8 Final Jurors who partook in the event and are the industry's best with decades of experience in marketing, media, technology, and business management, and others.

The 100 teams were then split into 8 focused areas listed area which include: Consumer Experience, Media Consumption, Consumer Recruitment & Interaction, Trade & Retail Engagement, Analytics and Metrics, Events Marketing, Media Monetization, And Content Creation.

The team competed for the \$20,000 prize pool and an acceleration programme with up to \$50K equity investment to get their products ready for the market among other benefits.

The teams were mentored and judged by an array of industry intellectuals which included Iquo Ukoh, Director, Board of Directors, Letshego Microfinance Bank Ltd; Uwem Uwemakpan, Cofounder of Ingressive Capital; and Tolulope Tomori Adedeji, Marketing Director, Anheuser-Busch InBev; Debola Williams, Group CEO at Red Africa amongst others.

Winners with the best iconic technological solution for the marketing communications industry got cash rewards, mentorship opportunities and other consolation prizes.



OUTSTANDING EXPERIENTIAL MARKETING AGENCY OF THE YEAR

Experiential marketing has become the preferred strategy for brands looking to stand out and draw attention because we all love meaningful experiences, especially customers.

Brainbox is one of the leading Experiential Marketing Agencies in Nigeria. With a focus on driving consumption and activations in formal and informal trade, the agency provides brands with top-quality experiential marketing solutions that capture the hearts and minds of their customers and consumers.

Their mission to inspire meaningful and lasting connections between African brands and their target audience informs its use of experiential storytelling strategies to create valuable and memorable experiences for customers.

Powered by a team of professionals dedicated to finding the most consumer-centric and result-oriented solutions for brands

whilst ensuring return on investment, they have earned an impressive reputation in the experiential marketing space over the years.

The agency's BTL services include: Activation Strategy Development, Planning and Execution, Experiential Sampling and Sales Activations, POS Design and Production, Sponsorship Management, Trade Channel Activations, Product Launch and Pop Up Event Management, Product Merchandising, Creative and Production Support, and others.

Brainbox is arguably the fastest growing experiential marketing agency in Nigeria and has become the choice for both local and international brands like International Breweries, GSK, Total Energies, Letshego, Fan Milk and many others.

Quadrant MSL OUTSTANDING PR AGENCY OF THE DECADE

Quadrant MSL is a leading Strategic Communications Consultancy, a member of MSL Group and part of multinational Marketing Communications group, Publicis Groupe Global. As a consulting company, its people remain its biggest asset. With their diverse skills, knowledge-base and interests coming from a variety of

backgrounds, the company is able to harness these capabilities in building influence and creating impact through creative storytelling.

Quadrant MSL is specialised in Public Relations, Corporate Communication, Digital Platform Development, Social Community Management, Brand Activations, Issues, Crisis Management, Litigation Communication, Financial Communication, Investor Relations, and Strategic Communications



Brands Optimal

OUTSTANDING CORPORATE BRAND RE-LAUNCH OF THE YEAR



Brands Optimal is one of Nigeria's leading Experiential Marketing agencies with presence both in Nigeria and Ghana.

Founded in 2010 on the principle of doing ordinary things in extra-ordinary ways, the agency came on board with a mission "To build an army of relentless value givers who live

to optimize stakeholders (self & partners) benefit – rich consumer experience, endearing growth for our clients and meaning for ourselves" and a vision "To build an Afrocentric agency that will become a benchmark for "glocal" reference in passion, creativity, and in-out-execution excellence.

Brands Optimal is always proud to disclose that its ability to optimize consumer experience every time is what makes it stand apart from the crowd. In its words: "We take the search for optimality to the extremum. We are optimizers. We optimize value for clients through the use of strategic, reliable and measurable methods in consumer engagement, loyalty seeding and sales generation".

Quite significantly, Brands Optimal underwent a corporate rebranding recently which is still being applauded across the industry and even beyond the shores of Nigeria.

Leading the agency as its Managing Director/CEO is Mr. Otis Ojeikhoa, a respected professional with almost 20 years Marketing and Sales experience, nine of which were in Senior Management positions.

For instance, he was the Country Sales Manager (Kodak) and Managing Director (Brand Footprint). Otis, as he is fondly called, has designed and executed successful major brand building campaigns for P&G, Airtel, Cadbury, La Casera, SABMiller, Pernod Ricard, Diageo, Coca Cola, Reckitt and Guinness from Strategy to Execution, Monitoring and Evaluation.

Insight Publicis

LEADERSHIP AWARD IN CREATIVE ADVERTISING



Insight Publicis is a creative community of storytellers, culture shapers and collaborators, a part of Publicis Groupe, a global community of storytellers that Lead the Change through creativity.

It is specialised in crafting purpose-driven stories, from

deep rooted insights that connect with today's digital consumer to help it clients succeed.

The Agency is a Marketing Communications & Advertising, Creative Thinking & Conceptualisation, Strategic Planning, Brand Building and Innovations, Digital Marketing, Advertising, Branded Content, Storytelling, Brand Management, Consumer Strategy, and Film making.



NOAH'S ARK

OUTSTANDING CREATIVE AGENCY OF THE YEAR

When Noah's Ark launched its marketing communications expedition in 2008, it was for the pursuit of becoming an invaluable extension of its clients' businesses while being recognized as one of Africa's finest amongst the constellation of elite global agencies.

Today, only 14 years later, Noah's Ark is winning on both fronts and more. Besides guiding local and international brands through uncharted regions to break new grounds and helping to establish Africa as a haven for creativity, Noah's Ark has evolved into the ARK Group, boasting a powerhouse stable consisting of Advertising, PR and Event Management, Content Production and Digital Marketing solutions companies.

As voyagers, we are always sojourning. Seeking unspoiled terrains to conquer for our brands and new frontiers to cross together with our partnering clients.

X3M IDEAS

OUTSTANDING CREATIVE AGENCY OF THE DECADE



X3M IDEAS

X3M Marketing Ideas Limited is a leading Nigerian marketing communications company that is growing at a very astonishing rate in our clime. It opened shop in August 2012.

The company prides itself as one of the leaders in marketing communication concepts (advertising, media buying and production); and this is not in any way a vainglorious claim.

With a vision "To be the best local agency providing global solution, driven by innovative marketing ideas and strategy that support and build the business of the clients," X3M Ideas, as it is popularly called, delivers the most creative and effective ideas, backed by sound strategy and unique thinking, allowing it to give its clients the best service in concept generation and through-the-line marketing.

Since its inception nine years ago, it has consistently built a structure that creates superior value for its fast growing clientele, employees and shareholders, a structure that allows it to deliver tailored solutions for every campaign.

And talking about corporate values, the company has this to say "At X3M Idea we cherish integrity, openness, personnel excellence, continual self-improvement and mutual respect. We are committed to our clients and partners and have a passion for innovation and technology. We take on big challenges and pride ourselves on seeing them through".

mediaReach OMD

LEADERSHIP AWARD IN MEDIA ADVERTISING



Established over two decades ago, today, mediaReach OMD is one of the largest agencies in Central and West Africa engaged in media planning and buying.

mediaReach OMD has consistently ranked No. 1 by RECMA (since the global ranking report started for

Nigeria in 2011). In West & Central Africa, mediaReach OMD has continued to be a thought leader and pioneer of various initiatives at the industry level, including syndicated and proprietary research.

It is the hub for the region and has been a member of the OMD Worldwide Network since 2001. The specialist media agency provides media planning, buying, and control; and Inventory management services.

It has presence in Nigeria, Ghana, and Cameroon. In its quest to cover the Francophone region, the company went into a strategic partnership with the Harmonies Group, which has operations in Ivory Coast, Senegal, Togo and Benin. This partnership of seven offices has provided mediaReach OMD presence across 20 countries in West and Central Africa, giving an unrivalled coverage to Advertisers in the region.

The reputation of mediaReach OMD as a market pioneer in the region is longstanding. Clients enjoy the strategic advantage of the agency's people-based precision marketing platform – OMNI and OMD's global strategic process - OMD DESIGN. These are geared

towards consistently delivering measurable value for clients.

In 2021, the agency partnered with the prestigious Lagos Business School to host a seminar tagged – Top Media Trends to Watch For in 2022. The goal was to equip professionals with insights for planning post COVID.

mediaReach OMD is the only truly globally integrated media independent agency in the region. The company leverages global resources to deliver locally relevant solutions that put its clients ahead. It remains the largest buying network and the most transparent agency in the region.

In true mediaReach OMD fashion, it has retained the number one media agency position in Nigeria with more major awards on its shelf. The agency snagged 13 trophies at the 2022 Pitchers Award.

These include two gold, four silver and 11 bronze medals which the agency won across various categories.

OMD Worldwide was awarded Media Network of the Year 2022 at this year's Cannes Lions International Festival of Creativity while Team OMD Nigeria's entry for the Global Young Lions Media Competition 2022 was shortlisted top 6 for the first time.

Maintaining the winning streak, OMD Nigeria also dominated the 2022 Young Lions Media Competition in Nigeria by earning the first and third positions. The competition is open to young media professionals under 30 years across the industry - for an opportunity to represent Nigeria at the annual Cannes Lions International Festival of Creativity.

Staff representatives for OMD Nigeria, Motolani Olusile and Ezinne Eze retained the titles for the second year in a row; and in June, the winning team represented Nigeria at the 2022 Cannes Festival in France.

The win was expected as mediaReach OMD has consistently won the Young Lions Media Competition in Nigeria. It should be recalled that in June 2019, the OMD Network was awarded the Most Medalled Media Network at the Cannes Lions Festival of Creativity.



Media Fuse Dentsu International

LEADERSHIP AWARD IN MEDIA ADVERTISING

Media Fuse Dentsu International is one of Nigeria's leading agency networks and part of Dentsu Aegis Network, the global communication group with presence in 145 countries.

As a full service agency network, the group provides integrated communication strategy, planning and implementation, digital media/creative and production, digital performance and optimisation, social/community media engagement as well as specialist out-of-home communication services to clients in diverse sectors.

The agency's Global Network subsidiaries in Nigeria include: Carat, Vizeum, Isobar, iProspect, Posterscope as well as specialist brand, Amnet.



PLAYHOUSE COMMUNICATION LTD

OUTSTANDING DIGITAL MARKETING AGENCY OF THE YEAR

Playhouse Communication Ltd is a digital agency. It believes that successful brands need to create communications that engage. It further believes that digital – be it a game, an app, a website, a banner or just social media – offers a cost effective platform for creating and maintaining this dialogue.

Playhouse Communication Ltd doesn't do technology for technology's sake. As such, at the core of all it does is "The Idea" – The Idea that inspires and connects a brand with its audience so that they willingly give their time; so that they invite the brand into their space and enter into a conversation.

In the agency's words, "Let's face it, that's where every brand wants to be – talking with their customers rather than at them"; adding, "That is our objective!"



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His Excellency, **Prince Dapo Abiodun**, MFR
The Executive Governor of Ogun State

Prince Dapo Abiodun

OUTSTANDING POLITICAL BRAND PERSONALITY OF THE YEAR

Born into the royal family of Dr. Emmanuel and Mrs. Victoria Abiodun of Iperu-Remo, in Ikenne Local Government of Ogun State on Sunday, 29th May, 1960, Adedapo Oluseun Abiodun's parents were teachers.

Educated both in Nigeria and the United States, Prince Dapo Abiodun, a recipient of the prestigious National Award of Member of the Federal Republic, MFR, was until his assumption of office as Governor of Ogun State in May, 2019, Chairman and/or Chief Executive of several reputable companies which included Crestar Hydrocarbons Limited, OMS-Heyden Exploration and Production Limited, Heyden Petroleum Limited, Alarmnet and Innovative Ventures Limited, and First Power Limited.

As a result of his vast wealth of experience in boardroom activities, corporate governance and finance, Prince Abiodun became a regular face at Board Meetings of several blue-chip companies. Love for service to fatherland and commitment to the development of the State, made him to contest the Ogun East Senatorial seat in 1998 which he won on the platform of the defunct United Nigeria Congress Party (UNCP), emerging as the youngest senator-elect in the country. The victory was, however, truncated by political developments in the country that aborted the Third Republic and the assumption of office of the elected political office holders.

Undaunted, he kept trudging on until 2018, when he won the governorship ticket of the ruling All Progressives Congress (APC) party in Ogun State preparatory to what was arguably the most celebrated governorship contest in the 2019 general elections.

Sworn into office as the 5th elected Governor of Ogun State on his 59th Birthday, he has scrupulously applied himself to his avowed vision of Building our Future Together. Unlike many politicians who usually come into office largely unprepared, Dapo Abiodun was ready for the onerous task ahead of him and has pursued same with relentless vigour in the last three years. His signature projects litter every nook and cranny of the State in critical sectors, encapsulated in his well-defined mantra with the acronym, ISEYA (I for Infrastructure; S for Social Welfare and Wellbeing; E for Education; Y for Youth Development and A for Agriculture and Food Security). Unlike the typical dyed-in-the-wool politicians, his greatest asset is his ability to not use force or coercion for political gain but by diplomatically wooing dissidents and opposition elements to his side through his inclusive approach to governance. It is a tribute to his leadership that almost all forces opposed to his emergence as Governor in 2019, including those who contested and contended against him are now with him. Instructively, Governor Abiodun's governance roadmap is anchored on the five pillars of ISEYA and the result has seen all sectors brimming with visible and invaluable interventions. His policies are also well-thought-out, deliberate and methodical.

Governor Abiodun was nicknamed 'Mr Infrastructure.' And

this is not without justification. At the outset of his administration, he disclosed that as a quick-fix mechanism to address the deplorable condition of roads in the state, the Ogun State Public Works Agency was established. In three years, he had built and rehabilitated about 600 kilometres of roads, rehabilitated 100 primary healthcare centres, bought 50 ambulances, provided a Transport Masterplan with air-conditioned and wifi enabled buses, created a one-stop-shop for Business Promotion among others. He has digital economy infrastructure policies with Tech Hub and laying of 5000-kilometre fibre optic cables across the State.

These sterling performances have earned him recognitions across all sectors. From the Governor of the Year in Education by the National Body of the Parents-Teachers Association of Nigeria, to Governor of the Year in Digital Economy by reputable Media Houses such as New Telegraph and Daily Independent, as well as the Most Improved State on Agriculture and Economic Empowerment 2020 by BusinessDay Newspaper. Gov. Abiodun has also deservedly been named Governor of the Year in the Agriculture and Housing sectors back-to-back by other international, independent organisations. He has also been honoured by Vanguard Media Limited as all-round Governor of the Year, 2021.

Unfazed by these accolades, Gov. Abiodun remains resolute to bring more dividends of democracy to the people of Ogun State in the onerous task of Building Our Future Together in the State. This mission is the driving force behind his recent pan-African tour to bring investments to the Gateway State and the results are manifesting in the foreign investors bringing in millions of dollars into the emerging Aerotropolis at Ilishan and Olokola Free Trade Zone. As an experienced investor himself, he has attracted to the State numerous foreign direct investments and made the State the nation's most preferred investment destination, through his personal networking skills, investment-friendly policies and dexterity in statecraft.

When COVID-19 index case was discovered in the State, an ever ready, Gov. Abiodun turned the tide against the dreaded virus with pro-active measures to the extraordinary challenges and uncertainties. He soon became the reference point for many governors and political leaders on how to fight the scourge. Popularly called Mr. Talk and Do, his unyielding commitment to building a more prosperous, equitable and sustainable society has seen him operationalizing the welfarist scheme called Oko'Owo Dapo which has lifted over 5,000 people out of poverty. When he officially flagged off women empowerment scheme individual livelihood grants, 2,094 women across the state became beneficiaries and on that same day, he disbursed over N241m loan to 500 beneficiaries under the State Agricultural and Multipurpose Credit Agency (OSAMCA) Scheme. For him, the Journey towards Building the Future Together with the people of Ogun State has just begun.



**OUTSTANDING SALES
DIRECTOR OF THE DECADE**

UCHE UNIGWE, FNIMN

Uche Unigwe is the Executive Director of Sales in Nigerian Breweries Plc, where he has served for more than half his life time across Supply Chain, Sales, Trade Marketing, Export Operations and General Management, gaining significant commercial leadership experience in diverse international markets, cultures and teams. He is a seasoned Leader with intuitive intelligence for people and their motivations, highly skilled in coaching as well as building collaborative experiences using his engaging personal style.

Uche had his primary and secondary education in his native town of Oraifite, Anambra State. Subsequently he studied Industrial Chemistry at Ahmadu Bello University and graduated with a B.Sc. (Honours) in 1987. In 1996, he obtained a Post Graduate Diploma Certificate in Business Administration from the University of Nigeria. He is an alumnus of INSEAD, Fontainebleau and IMD, Lausanne where he studied in the Executive Programs. While working in Kenya, Uche was Chairman of Responsible Alcohol Drinks Companies Association (RADCA) which was an umbrella body of alcohol sectoral group. Currently, He is a Council Member of HEINEKEN International Global Sales Function, a fellow of National Institute of Marketing of Nigeria and a Board Member of Amayi Foods Limited, an indigenous small scale food processing enterprise. His personal values are integrity, respect, empathy, resilience and enjoyment. He loves to laugh. He also loves to give whenever he can. He is married to Mrs. Adanma Unigwe and they are blessed with three children.

This cerebral professional started his career as a Brewer in Supply Chain function of Nigerian Breweries Plc in 1989 and became the Brewer-in-charge, Training & Projects in 1998. In 2000, he moved to Sales function as Regional Accounts Manager, Port Harcourt. In that capacity, he championed the consolidation and professionalization of Distributors for an efficient and customer-centric route-to-market. In 2004, Uche was seconded to Sierra

Leone Brewery, Freetown as Head of Sales to re-establish and develop the Sales & Distribution operations following the end of 10years civil war in the country. Upon return to Nigeria, Uche served as Regional Business Manager, North; National Sales Training & Operations Manager as well as National Trade Marketing Manager between 2006 & 2009. In April 2009, Uche was expatriated to Netherlands as a Commercial Project Manager within Western Europe Region based in Amsterdam. In this position, he collaborated with Trade Marketing Managers of 10 Western European Operating Companies of HEINEKEN and the Central Procurement team to optimise trade spend on Point of Sale materials. In 2010 Uche was appointed CRM Development Manager, Heineken UK where he supported frontline teams of the Independent Free Trade to target sales execution with data and manage outlets as profit centres. In 2012, Uche was posted to Dar es Salaam as Country Manager to set up Heineken export operations and build the Heineken brand in Tanzania. Following his success on that role, he was appointed General Manager, Heineken East Africa Import Company Limited responsible for Tanzania, Uganda and Kenya markets.

In 2018, Uche was appointed Sales Director of Nigerian Breweries Plc where he is currently transforming the Route-to-Consumer with digitisation and customer-centric programs, building and empowering regional teaming as well as intentional talent management

**LEADERSHIP AWARD
IN MARKETING**
**AGU, EMMANUEL
CHUKWUEMEKA**



OUTSTANDING MEDIA PERSONALITY OF THE YEAR ADENIKE AJANI



Adenike Ajani, is an Associate Director at Algorithm Media Limited, a media specialist communications agency in Nigeria and affiliate of GroupM, one of the largest media networks in the world.

Ajani has over 15 years of strategy and media operations management experience garnered at the various levels with mediaReach OMD, X-Media Group Limited and Algorithm Media Limited.

She holds a B. Agric in Agriculture from the University of Ilorin.

Ajani has, at various times, developed striking media strategies and implementation roadmap for several multinationals both in Nigeria and other West Africa countries. These include, but are not limited to, NETFLIX, FRIESLANDCAMPINA WAMCO, THE COCA-COLA COMPANY, HMD(NOKIA), CANON, TEMPO, BRITISH AIRWAYS, UNHCR, FMN, SHELL, P&G, TWININGS, TOTALENERGIES, PROMASIDOR, GOOGLE, GSK, RB, STANBICIBTC, VISA, SHELL, NNPC, P&G and AXA

She was also seconded as Media Manager & Sponsorship to Promasidor Nigeria Limited in 2014 based on her expertise and quality delivery managing the multinational brands.

Ajani has considerable expertise in media negotiations, procurement and governance best practices.

She is an Associate Member of Advertising Regulatory Council of Nigeria, ARCON and member of National Institute of Marketing of Nigeria, NIMN.

Emmanuel Agu has two decades experience in Consulting and FMCGs (E&Y, Diageo, Heineken and Jotna Group). A well-rounded Business and Commercial Leader with strong track record in brand communication/experiential strategies, portfolio commercialization, insight generation that has delivered strong ROI on cutting-edge innovations, and high performing team leadership.

Skilled in regional/national communication and local insight generation to deliver strong brand growth, he has vast experience in cause marketing and is very knowledgeable about the Nigerian/African consumer space, their habits, and attitudes towards brands.

Agu has successfully steered and managed over 20 brands in the Nigerian Marketing landscape in the last two decades. A brand turnaround expert with sound creative skill set, strategic know-how, street level credibility and executional excellence. Agu has long metamorphosed from not only building brands to providing strategic imperatives that has grown several businesses.

A multiple award winner and marketing thought

leader of repute who got listed in the "Top 50 Africa Marketing Leaders" 2021 by Marketing World Award. Awarded "the Outstanding Marketing Personality of the Decade" 2021 and "Marketing Personality of the Year 2020" by MARKETING EDGE magazine. Agu also received the "Marketing Director of the Year 2020 award" by Brand Communicator Magazine.

Strong Marketing Communication professional with an MBA in Marketing Management from Lagos State University Ojo, and MSc in Media and Marketing Communication from Pan-Atlantic University Lekki - Lagos. Currently a final year PhD student of Marketing with Babcock University, Ilishan Remo, Ogun State Nigeria.

A certified Management Consultant (CMC) and a member of the Body of Fellows of the National Institute of Marketing of Nigeria (FNIMN), Institute of Professional Managers and Administrators (FIPMA) and Institute of Management Consultants (FIMC). Currently a faculty member at the Rome Business School Nigeria & Takedia Institute, Boston USA

OUTSTANDING MARITIME BRAND PERSONALITY OF THE DECADE

PRINCESS (Dr.) VICKY HAASTRUP



Princess (Dr.) Vicky Haastrup holds a Bachelor degree in Business Management from the renowned Holborn College, London, now known as Kaplan Holborn College.

She was at different times at the London Business School, London Corporate Training Centre and Pitman Central College, London where she attended professional courses and trainings.

In 1984 she joined the Nigerian National Petroleum Corporation (NNPC) as Special Assistant to the Honourable Minister of Petroleum and Energy Resources of the Federal Republic of Nigeria.

Princess (Dr.) Vicky Haastrup has extensive experience in oil and gas industry/sector management and administration. She demonstrated tremendous capacity and capabilities in a wide range of oil, gas, energy and utilities issues, including transactional/contract negotiation, construction, joint ventures, projects and corporate secretariat administration and management, product sales and supply.

She has extensive experience in the secretarial management and administration of large oil and gas processing, pipeline, transportation, trading, corporate business as well as energy projects.

As Special Assistant to the Honourable Minister of Petroleum and Energy Resources of the Federal Republic of Nigeria, she acquired an extensive international experience and provided in-depth administrative and managerial expertise to the Nigerian Petroleum Corporation and the Honourable Minister of Petroleum and Energy Resources.

Princess (Dr.) Vicky Haastrup served the Nigerian Petroleum Corporation and Ministry of Petroleum and Energy Resources of the Federal Republic of Nigeria for twenty (23) unbroken years.

She retired from the NNPC in year 2006 and ventured into private business in the Nigerian maritime sector where she became the brain behind the huge and resounding successes of one of the leading maritime companies in the West African hub.

She is currently serving as the Executive Vice Chairman, ENL Consortium Limited. ENL Consortium Limited is the entity that oversees the operational activities of Terminals C&D of the Lagos Port Complex, Apapa, Lagos, Nigeria.

Under the leadership of Princess (Dr.) Vicky Haastrup, Terminals C&D of the Apapa Port have become one of the most efficient port terminals in Nigeria in the area of the discharge of bulk-laden ships which service ENL Consortium Limited has been carrying out with ease and remarkable efficiency.

Princess (Dr.) Vicky Haastrup's laudable achievements and leadership qualities were recognized by fellow concessionaires

when she was appointed as the Chairman of Seaport Terminal Operators Association of Nigeria (STOAN).

Princess (Dr.) Vicky Haastrup is a fellow of both the Certified Institute of Shipping and Chartered Institute of Logistics and Transport, (FCILT, FCIS).

As a recognition of her contributions to the economic and social development of Nigeria, she was honoured with the award of a doctorate degree in Business Administration (DBA), (Honoris Causa) by the Ladoko Akintola University of Technology (LAUTECH), Ogbomosho, Oyo State, Nigeria.

Princess (Dr.) Vicky Haastrup's commendable achievements in her career had won her meritorious awards from various local and international institutions. In the year 2006, she was named the Maritime Woman of The Year by Pathways Africa.

In the year 2008, she was awarded The Excellence Humanitarian Service Award of the International Association of Lions Clubs, Okota, Lagos, Nigeria.

In May 2010, she was awarded the Award of Excellence by WISTA (Women's International Shipping and Trading Association).

In the year 2015, she was awarded The Seatrade Maritime Award (Middle East and Subcontinent) in the United Arab Emirate (UAE) and also the Global Role Model To All Women Award.

A family woman, Princess (Dr.) Vicky Haastrup, married to the former Deputy Governor, Osun State, Chief Adesuyi Haastrup, was born in Ijara-isin Local Government Area of Kwara State.

OUTSTANDING MARITIME BRAND PERSONALITY OF THE DECADE DR. TAIWO AFOLABI

Dr. Taiwo Afolabi, the Group Chairman of SIFAX Group, holds an LL.B degree and Masters in International Law and Diplomacy from the University of Lagos.

He is a seasoned businessman and investor with diverse interests in various sectors of the economy. With over three decades experience as an entrepreneur, he has successfully built the SIFAX Group brand from a small freight forwarding firm to a group of companies with investments in Maritime, Aviation, Haulage & Logistics, Oil & Gas, Financial Services and Hospitality, among others.

Some of the companies under the SIFAX Group conglomerate include Port & Cargo Handling Services Limited, Skyway Aviation Handling Company Plc, SIFAX Logistics Limited, SIFAX Off Dock Limited, SIFAX Nigeria Limited, Ocean & Cargo Services Limited, Sky Capital and Allied Financial Service Limited, SIFAX Inland Container Terminal Limited, SIFAX Oil & Gas Limited and Mac Folly Hospitality Limited, among others.

He is a Fellow of various professional institutes, amongst which are: Nigerian Institute of Financial Management (FIFM), Nigerian Institute of Freight Forwarders of Nigeria (FIFF), Certified Institute of Shipping (CIS), Nigerian Institute of Shipping (NIS), Port & Terminal Management Academy of Nigeria (of which he is also the Chairman), Certified Board of Administrators of Nigeria (CBAN), Institute of Directors, Nigerian Society of Maritime Researchers and Chartered Institute of Arbitrators, Nigeria.

He is a recipient of different honorary doctorate degrees from various universities in Nigeria and abroad, including Ladoke



Akintola University of Technology, Ogbomoso, European-American University, Dominica Republic and Commonwealth University, Belize.

Dr. Taiwo Afolabi is the Honorary Consul of the Republic of Djibouti in Nigeria as well as the recipient of the Nigeria's national honour - Member of the Order of the Niger (MON) conferred on him in recognition of his outstanding virtues and meritorious services to his country.

His most recent award is the 2021 Vanguard Newspaper Business Man of the Year for the multi-billion naira investment undertaken by him during the COVID-19 pandemic year where he launched the Lagos Marriott Hotel as well as the private jetty.



OUTSTANDING PR PERSONALITY OF THE YEAR ODION ALEOBUA

Odion is the Chief Executive Officer, Modion Communications. A Public Affairs, Public Relations and Communications expert with over 15 years' experience, he is a professional member of the NIPR, CIPR (UK), APCON.

In his career trajectory, he:

- Managed Oando Group's (one of Africa's leading integrated energy group) PR, Media Strategies and Investor Relations across three continents, as well as Nigeria, Johannesburg and Toronto Stock Exchanges.
- Led rebranding and Marketing Communications at Forte Oil PLC as Head, Brand & Corporate Communications.

His experiences cut across multiple sector such as managing multi-million-dollar companies in Mobility, Oil & Gas, Governance & Policy, Aviation, Finance, Tech and Renewable Energy sectors.

He founded Modion Communications in 2015 and has led the agency to win the highly coveted PR SABRE awards 2 years in a row. The recent award being a Platinum Award, making Modion the first agency in Nigeria to win in the Best in Show PR Campaign Category.

This professional cum entrepreneur was:

- Awarded PR Personality of the Year in 2017 by MARKETING EDGE
- Awarded The LAPRIGA Rising Practitioner of the Year 2019 by NIPR.

OUTSTANDING COMPANY CEO OF THE DECADE

PATRICK MCMICHAEL

Patrick McMichael is the Chief Executive Officer/Group Managing Director, Eat'N'Go Limited.

His career odyssey over the last 30+ years:

- 1990: Joined Domino's Pizza Australia in Sydney as a manager in training, 1991: Awarded Rookie Manager of the Year, 1992: Promoted to Area Supervisor in Sydney, 1995: National Property Manager Domino's Pizza Australia, 1997-2005: Franchisee Owner of 10 Domino's Pizza stores in Australia, 1998 & 1999: Awarded Domino's Pizza Australia Franchisee of the year, 2005: Victorian Market Manager, 2006: Domino's Pizza Enterprises Leadership team New Concept Manager, 2008: Domino's Pizza International Business Consultant, 2010: Franchise Development Manager Australia & New Zealand, 2012: Chief Development & Franchising Officer Australia & New Zealand, 2016: Chief Executive Officer, Domino's Pizza Indonesia, 2018: Chief Executive Officer, Eat'N'Go Limited, Nigeria, 2021: CEO/Group MD, Eat'N'Go Limited, Nigeria

Under McMichael, the company has grown in leaps and bounds; soaring to greater and greater heights; and winning local and international awards. Some of such awards won by the Company in recent years are:

2018 - DPI – 2 Awards: Store Growth Awards; and #2 Load Time Award, CCS International – 10 Awards: These include 2 Golden Spade Awards: Best Use of Social Media; Best Seasonal Product; Million\$ Club & Top\$ Club Awards, Top Store, Highest AUV Increase, Best Sales Increase and First Year Impact Awards, London Stock Exchange Award: Companies to Inspire Africa

2019 - DPI Awards: Gold Franny, Regional Quality Ambassador of the Year Award, Business Day Awards: QSR Brand of The Year, PYNE Awards: Restaurant of The Year, MARKETING EDGE Awards: Fastest Growing QSR of The Year, Brandcom Awards: Best QSR Brand of The Year – DPN.

2020 - DPI – 2 Awards: Regional Manager of the Year Award; and Regional Quality Ambassador of the Year Award, MARKETING EDGE Awards: QSR Brand of The Year, Brandcom Awards: QSR Brand of The Year.

2021 - DPI Awards -2 Awards: Gold Franny & Regional Quality



Ambassador of the Year Awards, Business Day – 2 Awards: QSR Brand of The Year; and Most Outstanding Customer Choice of the Year, Pan Africa Awards: QSR Company of The Year, MARKETING EDGE – 2 Awards: QSR Leadership Award; and Brand of The Year, Brandcom Awards – 2 Awards: QSR Brand of The Year; and Most Innovative QSR Company of The Year, Institute of Brand Marketing of Nigeria: Brand of The Year, Global Quality Excellence Award: Global Best Premium Quality Ice Cream Brand of The Year, Chattered Quality Institute of Nigeria: Quality & Excellence Award – DP& CSC.

As should be expected of such a high flying company executive, McMichael has deservedly won numerous awards and recognitions. Some of these are:

Most Entrepreneurial CEO Award at the Business Day Awards (2019); Top CEO Award by Nigerian Stock Exchange and Business Day Awards (2020); CEO of The Year Award by MARKETING EDGE Awards (2020); CEO of The Year at BrandCom Awards (2020); CEO of The Year at Pan Africa Awards (2020); and Most Entrepreneurial CEO of the Year by Pan African International Award also in 2020.

In 2021, the Eat'N'Go boss won: Man of The Year at Pan African Awards; CEO of The Year and Leadership Award in Corporate Nigeria at MARKETING EDGE Awards; CEO of The Year at BrandCom Awards; Business Leader of The Year at Business Day Awards; and Top 50 Most Impactful CEOs in Nigeria by The Guardian Newspaper

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

MARIAM BUSARI



Mariam comes from a loving and supporting family, which from a very young age has always supported and encouraged her inquisitive mind. She has always been curious about things around her, how and why things work the way they do. Little wonder that she was admitted to study Archaeology Science in the University of Ibadan.

In 2014, she started her marketing career in an advertising agency, Starcom Media (now Media Seal), a subsidiary of Rosabel Group, in 2014; one of the pioneers of Advertising in Nigeria, specializing in Traditional Media Buying and Planning.

Two years after she was transferred to the digital arm of the business, Bytesize, where she started a new phase of her marketing career with Digital Marketing.

In 2018, she left Bytesize to lead the Digital marketing team for Domino's Pizza Nigeria using her digital knowledge to help set Domino's Pizza Nigeria on the right Digital track in Nigeria. She was later promoted, in June 2019, as the new Marketing Manager for Domino's Pizza Nigeria.

Mariam believes the average Nigerian woman can have a balanced life, working as a career boss lady and being a daughter, sister, wife, and mother; with the right approach to maintaining a healthy work-life balance.

When she is not planning and executing marketing strategies; she loves a quality TLC time with friends, family; and is also an adventure junkie.

OUTSTANDING ADVERTISING PERSONALITY OF THE DECADE

KAYODE EBATAMEHI

An accomplished professional and business leader with over two decades in Integrated Marketing Communications, Kayode Ebatamehi has traversed the ever-evolving ecosystem of Integrated Marketing Communications since 1993.

He has led teams that successfully executed consumer-centric product development, brand innovations, events planning and activations, creative advertising, and public relations, working on projects that span different sectors of the economy.

Kayode, as he is simply called, holds a first degree from the University of Lagos, MBA from Delta State University and ARCON Professional Diploma in Advertising, winning the Nestle Foods Best in Class award for Integrated Marketing Communications.

He has attended several leadership and business management training programmes, prominent amongst which are Lagos Business School, Chief Executive Programme (CEP), IESE Barcelona, Spain, Philip Consulting, etc.

He is a member ARCON, Member Lagos Country Club and Ikeja Golf Club; and he is a past President of Club 20 of Ekpon in Edo State.



Kayode Ebatamehi is happily married. He enjoys watching football, playing golf and keeping abreast with societal trends and dynamics.

OUTSTANDING MARKETING PERSONALITY OF THE DECADE

TOLU ADEDEJI

Tolulope Adedeji has 18 years' experience in building Brands and businesses. She has built brands from scratch to market leadership and has transformed brands from challengers to established brands. Over the course of her career, she has built over 15 brands across Africa.

She is currently the Marketing Director of ABInBev where she leads the marketing teams in Nigeria and Ghana. Some of the iconic brands she leads are Budweiser, Trophy, Hero, Club beer and Beta Malt. She was appointed in November 2018. She is also an Executive Director on the Board of International Breweries.

Before her current appointment as Marketing Director for ABInBev West Africa, Tolu served in various capacities including her role as Brand /Commercial Director of Procter & Gamble Nigeria.

Tolu holds a Bachelor of Science degree (First class honours) in Business Administration from Babcock University, a Masters of Business Administration from Obafemi Awolowo University and a Master of Science in International Management from the University of Liverpool, UK..

She is a Member of the Chartered Institute of Marketing (MCIM) and recently completed a Marketing in Digital era program with Harvard Business School in 2021.

Tolu is an author of the popular Children fiction that centers on Confidence, titled Smart Sindara Adventure Series.

This marketing Amazon is passionate about supporting children living with special needs and is on the advisory board of Irede Foundation and the Board of Caring Friends Foundation. She also mentors young professionals through her Tolu Adedeji Mentoring Community (T.M.C)



OUTSTANDING QRS BRAND PERSONALITY OF THE DECADE

OLAYINKA PAMELA
ADEDAYO flsp, fcba, fibm

Mrs. Olayinka Pamela Adedayo was born on 27th July, 1950 and holds a degree in Business Administration and Finance from Chicago State University in the USA.

On her return to Nigeria, Olayinka, a firm believer in the saying that being useful to oneself translates to being useful to one's society, joined the Federal Civil Service where she served as an Administrative Officer with the Federal Ministry of Finance from 1981 to 1990.

She had always been focused and a go-getter who achieved whatever she set her mind to. She began to exhibit her God given talent in culinary skills from childhood and her experience as an employee at Kentucky Fried Chicken, Chicago, where she became the Store Manager between 1978-1980, further convinced her that she would eventually etch her name in the annals of the eatery industry.

True to expectations, she established Tastee Pot Limited in 1991; a modern outdoor catering company. She was inspired by the success and acceptance of the company and established De Tastee Fried Chicken [TFC]; one of the pioneering Quick Service Restaurants in Nigeria. Both companies have remained in the A list of the industry in Nigeria since then.

Olayinka was the pioneer National President of the Restaurant and Food Services Proprietors Association of Nigeria- (REFSPAN), formerly known as the Association of Fast Foods Confectioners of Nigeria (AFFCON).

A cheerful giver, she is currently a member of the Board of Trustees at the Bunmi Adedayo Foundation [BAF], a foundation set

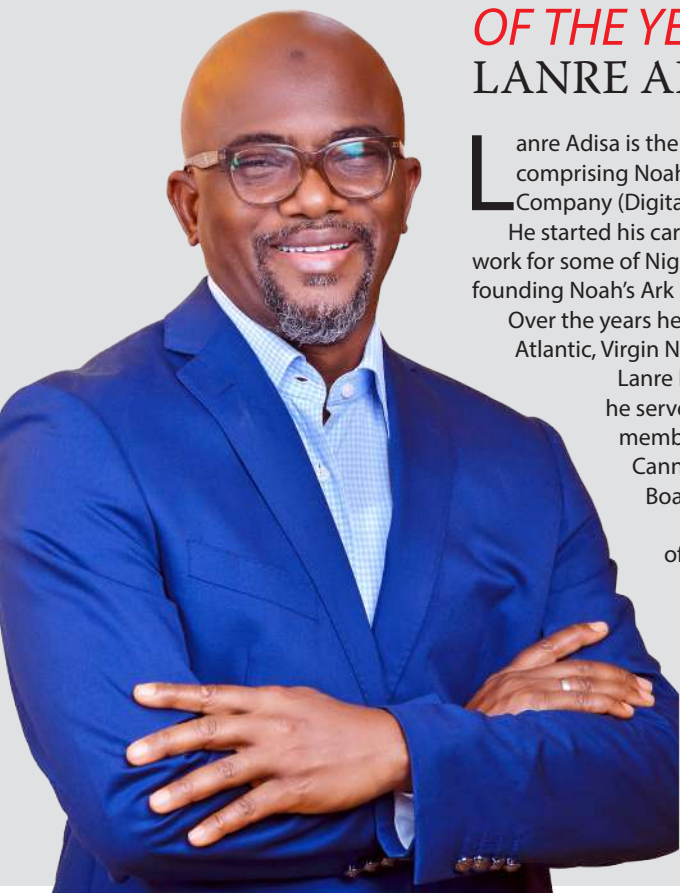


up in memory of her late son, Oluwabunmi Adedayo, to keep alive his values and interest in assisting indigent children to get quality education and actualizing their dreams.

Mrs. Olayinka Pamela Odushola Adedayo has been decorated with several awards for her personal achievements, contribution to the QSR industry, her benevolence to the less privileged and her love for God. These include but are not limited to,

City People Brands Awards; CFI.CO Community Engagement Awards; Lagos Enterprise Awards; Lagos State Ministry of Education Awards and other humanitarian awards.

OUTSTANDING CREATIVE PERSONALITY OF THE YEAR LANRE ADISA



Lanre Adisa is the Founder/CEO & Chief Creative Officer of Noah's Ark Communications Group, comprising Noah's Ark, Integrated Indigo (PR), Underdog Productions (Content) and The RedWolf Company (Digital).

He started his career in 1990 as a Trainee Copywriter at MCA: Saatchi & Saatchi and went on to work for some of Nigeria's top agencies including Rosabel, Insight-Grey and TBWA\Concept before founding Noah's Ark in 2008.

Over the years he has created era defining works for iconic brands like Indomie Noodles, Virgin Atlantic, Virgin Nigeria, MTN, Peak, Milk, Airtel, Three Crowns, Nokia and SFH among others.

Lanre has served on the Juries of the African Cristal, Cristal MAD, Pitcher Awards where he served as the pioneer President of the Heritage category. In 2018, he was appointed a member of the Brand Experience & Activation shortlist jury and the Young Lions at the Cannes Lions Festival, a first for West Africa. He equally served on the Management Board of the Lagos Advertising & Ideas Festival (LAIF) for over one decade.

Currently, he is the Chairman of the Membership Committee of the Association of Advertising Agencies of Nigeria (AAAN).

In 2022, Lanre was at the Cannes Lions Festival as a discussion panelist at the Indie Forum being organised by the onetwone and is a sought after mind on such local and international industry issues. And beyond that, Lanre is a great lover of ideas, artistry and creativity no matter the form. For instance, his taste in music and playlist are simply eclectic.

OUTSTANDING PR PERSONALITY OF THE DECADE

BOLAJI OKUSAGA

Bolaji Okusaga is a strategy and brand devotee with interest in Corporate Strategy and Business Ethics and Corporate Governance.

He attended Obafemi Awolowo University where he graduated in Dramatic Arts as the best graduating student of the 1994 class winning the prestigious Wole Soyinka Prize for the best graduating student in the department as well as the Professor Michael Crowder Award for the best Graduating student in the three creative arts departments in the school.

He had a short stint in Arts Management and Consultancy at the International Centre for the Arts under the tutelage of Ambassador Segun Olusola before proceeding to do his National Youth Service in the Marketing unit of the Broad Street Branch of the then Lion Bank of Nigeria (now part of Diamond Bank). At the end of the service, he was awarded a commendation certificate in recognition of his leadership qualities.

He proceeded to the University of Ibadan where he bagged a Master's degree in Communication and Language Arts in 1998 before joining Minaj Broadcast International as a Producer/Researcher. He later joined Presentations Plus, a firm of Branding and Reputation Managers. While with Presentations Plus, working closely with the Director of Media and Publicity as well as other Campaign Directors, he handled as Head Strategy, the Media Strategy as well as the brand perception of the principal characters in then Obasanjo/Atiku 2003 Presidential Campaign.

He joined Marina International Bank and was part of the team responsible for delivering a compelling brand proposition which drove the bank's business strategy. With the wave of the Nigerian Banking Industry consolidation in 2004 and its imperative for mergers and acquisition, he was part of a nine man integration project management team that drove the merger between Access Bank, Capital Bank and Marina International Bank. At end of the merger which led to a bigger Access Bank in September 2005, he was appointed Head, Investor Relations in October 2005.

Bolaji was the MD of the largest Public Relations Agency in Nigeria (The Quadrant Company) with multi-national clients such as Google, British Airways, Philip Morris,



Coca-Cola, Nokia (now Microsoft Mobile), SAP, Etisalat Nigeria, Standard Chartered Nigeria, Guinness Nigeria, GSK Nigeria, Dell as well as a host of local corporations in Nigeria such as Olam, Skye Bank and Nestoil Group. As Managing Director, his job was to deliver the right perception for these clients using a combination of brand communication, reputation management, media relations, corporate lobby and government relations.

Currently, he is Managing Consultant, Precise Platforms, an agency he set up in 2018.

Precise serves the needs of Brands, Businesses, Causes and Communities with quality and strategic communications. It helps clients formulate, enunciate and push the bounds of possibilities in the marketplace.

Its principals are practiced business professionals and communicators with broad spectrum and across industry experiences as Account Planners, Business Analysts, Writers, Media, Digital and Programme Design Specialists.

The agency boasts of both multinational and local clients like Coca-Cola Nigeria Limited, Nestoil, Seplat, OCP

Africa, Henkel, Mojec International Limited, WAV, Unilever, etc.

Among his key career milestones are: the rebranding of Marina International Bank upon conversion from a wholesale bank to a retail bank; the three-way merger between the old Access Bank, Capital Bank and Marina International Bank – pioneering investor relations in Nigeria's financial sector; he won award of Africa's Public Relations Consultancy of the Year with The Quadrant Company – the first by any practice in West Africa.

He is an Associate, Nigeria Institute of Public Relations (2002); was Vice President, Association of Corporate Affairs Managers of Banks (ACAMB) 2005 – 2006; and Member, Chartered Institute of Public Relations, United Kingdom – 2015.

He writes on Corporate Strategy, Business Ethics and Corporate Governance on his personal blogs, <http://corporategoals.blogspot.com/> and <http://bolajiokusaga.wordpress.com> as well as in national newspapers and international journals.

**OUTSTANDING ENVIRONMENTAL
SUSTAINABILITY BRAND
PERSONALITY OF THE YEAR**

**IBRAHIM ADEJUWON
ODUMBONI**



Ibrahim Adejuwon Odumboni is the Managing Director of Lagos Waste Management Authority (LAWMA). Prior to this, he held the position of Executive Director (Business Development) of this organisation. He was saddled with the responsibility of ensuring sustainability measures and engagement of stakeholder SMEs in LAWMA.

Prior to joining LAWMA, he managed his own businesses and provided Financial and Business Consulting services to organisations, high net worth individuals and some African countries for good governance and infrastructural projects finance. He has vast experience in Technology & Telecommunication Infrastructure Management, Security & Artificial Intelligence, Mergers & Acquisitions, Debt Management, Financial Services Business Consulting and Real Estate Management. He has over 16 years senior management/executive banking experience and during this period he served as a Relationship Director with Lloyds Private Banking Limited; a subsidiary of Lloyds Banking Group Plc and as a Senior manager with Halifax Bank of Scotland and HSBC Bank Plc in the United Kingdom covering various roles in the banking sector.

He holds a Fellowship with the Institute of Information Management of Africa (IIM-Africa) and is an Associate member of the London Institute of Banking and Finance. He also holds a Masters of Art degree in International Business Economics from Bristol Business School and a Bachelor of Science in Banking Practice & Management from Institute of Financial Services University College, Canterbury, United Kingdom plus Diploma qualifications in Banking from University of Kent & Middlesex University in United Kingdom and B.Sc. (Hons) from University of Ibadan amongst other academic qualifications. He is a graduate of Harvard Business School and prides himself in delivering excellent customer service with purpose associated with a strong can-do attitude.

**OUTSTANDING
ENVIRONMENTAL
SUSTAINABILITY BRAND
PERSONALITY OF THE
YEAR**

NKECHI MERCY EJESI

Nkechi Mercy Ejesi is the Head, Sustainability and Corporate Communications FrieslandCampina Sub-Saharan Africa Cluster.

She is a Communication and Sustainability expert with experience in delivering across multiple geographies, integrating multiple internal and external stakeholder interfaces.

OUTSTANDING PR PERSONALITY OF THE YEAR

CHARLES EDOSOWAN



Charles Edosowan is a certified computer engineer and digital marketer. He has a budding desire to improve PR practice and its reputation in Nigeria. To fulfill this desire, he founded TEKSIGHT Edge in 2014. Teksight is an Integrated PR and Digital Communications agency based in Lagos, Nigeria. Teksight has a special interest in tech and Public Relations.

His inquisitiveness and thirst for knowledge aroused his enthusiasm for technology. Thus, he pursued a degree in Computer Engineering.

The Covenant University graduate obtained a Diploma in Public Relations and Image Management from the London School of Public Relations, London in 2014. Within the same year, he obtained a professional diploma in Digital Marketing, Digital Communication and Media/Multimedia from the Digital Marketing Institute in Dublin.

Before he started Teksight, Charles put his hand in short stint service in reputable firms. In these firms, he put to good use his expertise in his chosen field. These firms include Digi Engage Nigeria Limited, E-transact Limited and Bluebird Communications Limited.

This outstanding PR person has a company that creates a better life for people using technology and creativity. The company is changing the public relations space through in-depth research and technology which also extends to other areas such as: reputation management, media relations and social media marketing.

Charles' passion for reshaping the PR and communication models for businesses brought him in contact with a good friend who introduced him to a new brand in the market TECNO Mobile who had great products but had bad perception in the market which hindered their sales. His rise in the PR industry is worthy of note, having discovered a severe lack within the system

of practice of PR in Nigeria and choosing a modus operandi to chart a new course for PR. He was able to achieve this by assembling a young team of optimistic and vibrant young people that share similar brand vision and have a knack to deliver value in their various departments. Charles has put in place a system where clients give a vivid picture of their needs and values, then come up with ideas that would get the client's desired results in record time through technological research.

His passion also led him to found the London School of Public Relations, Nigeria. Where people in the country can be trained and exposed to an international insight of the industry.

As part of his strategic expansion scheme, Charles decided to get into publishing and content distribution to help the Africa market understand Technology better, thus the birth of Techuncode.

Techuncode formerly Askifa.ng has gained popularity and in six months became the largest and most followed tech brand on Social media in Nigeria.

Today, the TEKSIGHT EDGE LIMITED team manages 60% of the Mobile Phone Brand in AFRICA and manages about 70% OEM market share in Nigeria. Charles was listed among the Forbes' 30 Under 30 CEOs bringing new meaning to PR in Nigeria, thereby, helping to change the African business narrative.

Charles has a strong desire to leave a positive lasting impression in the lives of his employees, clients and he has been able to influence his field of expertise through TEKSIGHT that has awoken a new dawn in PR.

Her multi-skilled competence extends to significant communication, reputation and crisis management, providing hands-on support to the Executive on strategic direction; she is very strong in project management, supporting brands that reach nearly 100 million consumers daily to deliver on their various social causes and initiatives.

Nkechi is also skilled in strategic policy deployment within a complex regulatory framework, most recently in leading engagement in Dairy Development initiatives in Nigeria.

Passionate about helping teams succeed with a personal objective to shape inclusive and diverse social outcomes through communication and sustainable initiatives, she has been assessed as a Group Talent, with consistent strong

performance and a good academic background, with qualifications in Communication, Management and Community Relations and she is versatile about creating connections that help make significant stakeholder management.

This Corporate Communications Amazon attended University of Nigeria, Nsukka where she bagged

BA Mass Communications (Honors); University of Lagos for an MSc, Management (Honors); Pan Atlantic University, for a Post Graduate Diploma, Community Relations (Distinction), finishing as the Best Graduating Student and Best in Community Relations; Vlerick Business School, Belgium, for a FrieslandCampina Future Leader Programme; while she is currently enrolled on a programme in Governance and

Development Policy at the International Institute of Social Studies.

An Associate Member of the Nigeria Institute of Public Relations, NIPR, Nkechi's personal interests include Mentoring & Coaching (supporting start up entrepreneurs under Orange Corners programme by the Kingdom of the Netherlands in partnership with Fate Foundation); and Education (she is a Co-founder and volunteer for ANEF, a foundation in my local community, with the aim of providing access to opportunity through education). She is Alumni President, PGDCR1 and Member, Governing Council, Pan-Atlantic University Alumni Association (School of Media and Communication).

HUMANITARIAN ICON OF THE YEAR

DR. DANIEL KOLAWOLE OLUKOYA



Dr. Daniel Kolawole Olukoya is the General Overseer of the Mountain of Fire and Miracles Ministries, MFM. This humble yet very accomplished and highly cerebral shepherd in the Lord's Vineyard did not 'accept the call' because there was nothing else to do. Rather, before this mantle, he had distinguished himself as a scientist, academic, and inventor.

A graduate of the University of Lagos (UNILAG) where he studied Microbiology and bagged first-class degree honours, the first from the Science Department since the University was established in 1962,

Dr. Olukoya proceeded to the University of Reading for advanced studies and obtained a Ph.D. in Molecular Genetics as the first Nigerian to obtain a Ph.D. in the subject area. He is also the first scientist to establish an indigenous laboratory of Molecular Biology and Biotechnology in Nigeria and the first to clone genes. He has over 80 scientific publications to his credit and has also supervised over 30 Ph.D. students, most of whom are presently doing well in their

chosen fields.

Dr. Olukoya also invented a new type of ogi (pap) named DOGIK, a weaning food that can control diarrhoea and also contains improved nutritional qualities.

Unlike some scientists, the deeper he studied the subject, the deeper it drew him into scriptural explorations and the nearer to God. So he continued to worship the Almighty God and was engaged in the delivering of seminars, preaching, and singing among others, until God gave him the blueprint and vision of the Mountain Of Fire and Miracles Ministries, which took off with 24 people in his sitting room in Yaba, Lagos in October 1989. Since the establishment of this church by God through Dr. D. K. Olukoya, MFM has experienced significant demographic spread with thousands of branches spread across Africa, Asia, Europe, the United States, the United Kingdom, and Ireland.

In its over three decades of existence, MFM, which is noted for its unique and powerful prayer style, has enveloped the nation like a colossus and the church's headquarters is the

largest single congregation in Africa with an attendance of over 120,000 in single meetings.

Under his guidance MFM is devoted to the revival of apostolic signs, the Holy Ghost-Fireworks, miracles, and the unprecedented demonstration of the Power of God to deliver to the utmost. Absolute holiness within and without, as a spiritual insecticide and prerequisite for heaven, is taught openly. As a prophet, evangelist, teacher, and preacher of the Word of God, Dr. Olukoya continues to shepherd the flock on the narrow path, nourishing their souls and empowering them with the compass to navigate the treacherous physical voyage to the spiritual Jerusalem. Little wonder then, that his teachings, over 250 spiritual books, most outstanding of which is the Prayer Rain, a prayer manual, are used by the Christian world, irrespective of denomination or region. These books have sold millions of copies.

Besides this, Dr. Olukoya has to his credit over 70 Christian songs he composed.

MFM joined the elite list of faith-based University proprietors in 2003 with the realisation of the noble vision of Mountain Top University to provide excellent facilities for the training of men and women in various academic, professional and vocational disciplines in an atmosphere that will enhance the simultaneous development of their spiritual, mental and physical faculties.

A sports-loving and philanthropic-minded leader, Dr. Olukoya's contributions to sports development in Nigeria is exemplary. What is generally known is that he founded the MFM Football Club and it was promoted to play in the Nigeria Professional Football league in 2015, the first church in Nigeria to achieve that feat. MFM FC is the challenge cup champion in Lagos. However, little is known of the fact that he started an annual football

competition, known as the Dr. D.K.Olukoya international youth football event that brings together youths from MFM churches across Africa since 2007 wherein three players including the current assistant coach, Nduka Ugbade were part of the Golden Eaglets side that won the FIFA Under 17 World Cup in 2013 in Doha, UAE. Not many people know that MFM represented Nigeria at the maiden edition of the Church World Cup in Goa - India in 2014 and thus became the best football-playing church in the world; that he sponsors the annual Dr. D.K. Olukoya national u-18 Athletics championship in collaboration with the Athletics Federation of Nigeria, from where Commonwealth Gold medallist and long jump queen, Ese Brume was discovered in 2013; Sponsored commonwealth wrestling Gold medallist, Odunayo Adekuoroye to the commonwealth games in 2014 in Glasgow, Scotland. Both Odunayo and Brume represented Nigeria at the 2016 Olympics in Rio, Brazil? How many Nigerians know that MFM has produced players for all the Nigerian national football teams and that Dr. Olukoya sponsors annual Basketball and Table tennis events?

All these are not public knowledge because the reverent and humble man of God does believe that it is the 'doing' that will lift Nigeria instead of the 'talking' that we are daily inundated with by players in the Nigerian public space.

Dr. D.K.Olukoya has been recognised both locally and internationally for his contributions towards advancing humanity. He received the Special awards for excellence in Research and Administration (SAFERA 2012); Fellow of the Institute of Administrators and Researchers of Nigeria; Most Prominent General Overseer of the year 2013 award worldwide; Best Administrative General Overseer award Washington DC 2013; Top great Africa Achievers leaders legacy awards South Africa 2013 and Outstanding Christian leaders awards to mention a few.

OUTSTANDING BRANDS AND MEDIA PERSONALITY OF THE DECADE

SANDRA AMACHREE

Sandra Amachree is currently the Senior Media, Brand PR & Sponsorships Manager, Nigerian Breweries Plc. and has responsibility to drive ambitious, innovative and series of value-adding Media & PR communication management initiatives across the full portfolio of 21+ NB brands. She also provides oversight Media Excellence management for two West African Countries within the HEINEKEN International Group.

Her career has spanned Africa – taking in Western and Southern Africa. A multi-skilled business leader with 14+ years' experience in the FMCG Industry. Sandra is passionate about people, forming lasting relationships and making the most of connection opportunities for brands to deliver successful business results.

In her 2 years International Project Management experience in South Africa, she led the HEINEKEN HR Stream of activities which resulted to the South African Competition Commission approving the HEINEKEN-Diageo joint venture (Brandhouse Beverages Pty Ltd.). split on 1st December 2015 and successfully contributed to building up the new HEINEKEN South Africa Company.

In 2019, she led the PR and Digital communications messaging of the 2019 UEFA Champions League Trophy Tour to Nigeria as part of the Heineken® Sponsorship Campaign. The most successful UCL campaign to date in Africa, for the first time, real African football fan stories were showcased around the world and putting the Heineken® brand at the heart of the conversations, delivering the highest ever double digit Brand equity score numbers for the Heineken brand in Nigeria till date.

She has a B.Sc. degree in Computer Science and a distinguished alumni of the Lagos Business School, Pan Atlantic University, Nigeria where she obtained a Masters of Business Administration.



Sandra has also completed a special Executive MBA course from the IESE Business School, University of Navarra, Barcelona.

Professionally, she is a member of the National Institute of Marketing Nigeria (NIMN) and currently serves as Chairman, of the Lagos Mainland Chapter of the Institute.

Sandra is solutions-centric and reverent to ALL online and offline media options and the power they collectively play to influence the consumer journey. She is committed to helping Marketing teams navigate and integrate new and emerging media trends; together with the multi-platform communication elements of media, that have the power to not only connect en-masse, but to also individualise and be hyper personal.

Sandra enjoy's travelling, playing lawn tennis and watching movies.

OUTSTANDING CORPORATE COMMUNICATIONS PERSONALITY OF THE YEAR

ABDUL IMOYO

Abdul Imoyo is the Head of PR & Media Relations at Access Bank PLC. He leads his team in the areas of projecting the Bank positively and customer-driven through relentless and focus-driven strategies.

In the past few years, he has been strategic, contributing to the communication of the upscale Access Bank brand and his profile speaks volume.

Abdul is an experienced journalist with strong background in media, public relations and marketing communications. He is a dependable professional with skills, knowledge and expertise in building relations with employees, clients, media and other stakeholders nationally and internationally.

He graduated from the Lagos State University (LASU) with a B.Sc. in Public Administration and has since bagged various other academic degrees, including an MBA from the University of Lagos. He is an Associate Member of the Nigerian Institute of Public Relations (NIPR) and Member, National Institute of Marketing of Nigeria (NIMN)

Abdul Imoyo is sure one to be recommended for future sensitive offices particularly in the communication world.



LIFETIME ACHIEVEMENT IN PUBLIC SERVICE AWARD PROF. UMAR GARBA DANBATTA



Prof. Umar Garba Danbatta, Executive Vice-Chairman and Chief Executive Officer (EVC/CEO), Nigerian Communications Commission (NCC) has through an effective regulatory regime and various cutting-edge initiatives strengthened the role of the telecommunications sector as a major contributor to the country's Gross Domestic Product (GDP) growth and boosted telecoms investment inflows from \$36 billion to over \$70 billion since 2015.

With his guidance and foresighted leadership, NCC became the first telecoms regulator in West Africa to embark on a trial of 5G technology. After a rigorous process, the NCC conducted the auction, and sale of 3.5 GHz spectrum to deploy 5G network in December 2021 with MTN and Mafab Communications emerging as the winners.

A BEng and MSc degrees holder from the Technical University of Wroclaw in Poland, Danbatta capped his academic qualification with a Ph.D. from the University of Manchester Institute of Science and Technology.

As the NCC helmsman, he developed the Strategic Vision Plans (SVPs) 1 and 2 whose diligent implementation has led to significant improvement in the growth of the sector, facilitated Broadband penetration, improved quality of service, Optimize Usage and Benefits of Spectrum, promote ICT innovation and investment Opportunities, Facilitate Strategic Collaboration and Partnership, Empower and Protect Consumers, Promote Fair Competition and Inclusive Growth and ensure regulatory excellence and operational efficiency.

Under his watch, active telecom subscribers have grown significantly to reach 208 million from about 400,000 aggregate telephone lines in the country as of 2000. This represents a teledensity of 109.47%. Basic Internet subscriptions grew from zero ground to 152 million currently while broadband subscriptions stand at 85 million, representing a 44.49% penetration as of July 2022.

The multiple award-winning professor successfully spearheaded the attainment and surpassing of Nigeria's national broadband target in 2018, and he is currently among those leading the charge for the realization of the new national broadband target of 70% by 2025 after the country achieved and surpassed its earlier national target of 30% penetration in 2018.

Before his appointment to lead NCC in 2015, Danbatta, was a lecturer as professor of telecommunications engineering department, at Bayero University, Kano, where he supervised more than 60 Ph.D., MEng, and BEng projects in diverse areas of telecommunications, rising to the position of Acting Vice-Chancellor.

The achievements of this highly cerebral technocrat in developing the telecoms industry have not gone unnoticed. Professor Danbatta is the recipient of several awards and recognitions both locally and internationally. These include: European Award for Best Practices 2016 by an EU Organisation in Brussels, Belgium, Quality Achievement Award for Best Practices by European Society for Quality Research (ESQR) 2017, Exceptional Public Service Performance in the Platinum Category (Bureau of Public Service Reform) Leadership Newspapers Award of Government Agency of the Year, African Regulator of the Year at the African Information Technology and Telecom Awards (AITTA) in Accra, Ghana, Regulator of the Year by African Leadership Magazine in New York, USA, Telecoms Personality of the Year - 12th Nigerian Telecoms Award, Lagos, African Quality Achievement Award 2016 by African Quality Institute Most Responsive CEO of the Year (Public Service) by House of Representatives Press Corp (2018), The Outstanding Leadership in Broadband Penetration (The 2nd Daar Awards for Outstanding Performance & Good Governance) 2018, National Public Servant of the Year, 2018 Business Journal Award (September 2019), Award of Excellence by Head of Civil Service of the Federation to NCC (September 2019), ITU Telecom World Awards 2019 to NCC for its commitment as a valuable partner (September 2019), Outstanding Accomplishments in Emergency Management (SEMA 2020), and Man of the Year 2020, Money Report Magazine.

On the professional front, Prof. Danbatta has served two terms of five years as a Member of the Council for the Regulation of Engineering in Nigeria (COREN) and he is a Fellow of many professional bodies, including the Nigerian Society of Engineers (NSE), Nigerian Academy of Engineering (NAEng), Renewable and Alternative Energy Society (RAES) and Nigerian Institute of Electrical and Electronic Engineers (NIEEE) to mention a few.

As an academic, Prof Danbatta has been published in several professional journals. He is also an author and philanthropist and is married with children.

OUTSTANDING CORPORATE COMMUNICATIONS PERSONALITY OF THE DECADE

NDUNECH EZURIKE

Nduneche Ezurike is the Group Head of Brand and Marketing Communications at Polaris Bank Ltd Nigeria and an opt-in Advisory Council Member of the Harvard Business Review, a global network of designated professionals who contribute research to the Harvard Business Review.

Nduneche has more than fifteen years of senior management experience, gained from organizations like United Bank for Africa (UBA), Ecobank Transnational Corporation, and the former Bank PHB, where he was involved in several business-critical projects involving change management, crisis communication, mergers and acquisitions, culture management, digital transformation, and employee engagement.

Nduneche's professional affiliations span across Africa, America, and Europe. They include the membership of the Nigerian Institute of Public Relations (NIPR); the Public Relations Society of America (PRSA); the Chartered Institute of Arbitration (CI Arb), London, and the Advertising Regulatory Council of Nigeria (ARCON). He is also a Fellow of the National Institute of Marketing of Nigeria (Fnimn) and a Fellow of the Nigerian Conservation Foundation (NCF), an affiliate member of the International Union for Conservation of Nature (IUCN).

He has published over 100 articles and served on several volunteer teams and panels to share ideas on the business-enabling role of Integrated Marketing Communication in nation-branding and Sustainability.

His proprietary research and advocacy network, the employee marketplace, has inspired renewed thinking on how corporate leadership can effectively engage workplace millennials to achieve game-changing business outcomes in the era of Industry 4.0. The initiative is committed to onboarding 8,000 leaders by the year 2023.

Nduneche is passionate about gender inclusion and the partnership between the public and private sectors in attaining the Sustainable Development Goals (SDGs) in Africa.



OUTSTANDING MEDIA PERSONALITY OF THE DECADE

RONAN REDMOND

Ronan is an International leader in the Media and Entertainment sector. He has worked in commercial media leadership roles for some of the biggest Global names in media and entertainment including: Ogilvy & Mather, Mindshare, Sky, and TV3 (now Virgin Media). His career has taken him across Europe and Africa: from Dublin, London, Prague and now to Lagos.

Prior to joining TVC Communications, Ronan had his own successful commercial media consultancy advising media and entertainment clients on how best to develop new and incremental revenue lines. The business had a select corporate client base with a combined turnover of €200M. Before establishing his own consultancy, Ronan set up Sky Media Ireland where he was Managing Director for seven years and grew revenues to over €100M.

Before switching to the media owner side of the business, Ronan worked for advertising and media agencies Ogilvy & Mather and Mindshare in London, planning and buying pan-European advertising campaigns for clients such as Ford Motor Company and Guinness.

In his five years in Lagos working in Media and Entertainment, Ronan has helped transform the commercial fortunes of TVC Communications. He has made the business far more accessible to advertisers and agencies alike by introducing flexible trading and pricing policies reflective of the economic environment and he continues to try and expand multi-channel advertising solutions for all clients.

Ronan is passionate about trying to grow the advertising sector in Nigeria and he is a regular contributor to the debate on the best ways forward for the Media and Entertainment sector here and across Africa.

Ronan has an MBA from Dublin City University and holds BA Honors degree in Economics from the National University of Ireland.



OUTSTANDING CORPORATE COMMUNICATIONS PERSONALITY OF THE DECADE

SEGUN FAFORE



Segun Fafore is the Executive Assistant, New Media and Public Relations to the Lagos State Governor, Mr. Babajide Sanwo-Olu. He is a communications strategist who is acknowledged for his clinical approach to campaign conception and execution.

As knowledge-driven PR practitioner, Segun is adequately equipped to proffer best-in-class solutions to complex communications issues. Over the years, he has advised notable Nigerians in public and private sectors, and contributed to nurturing some of Nigeria's leading brands and institutions to global admiration.

Prior to his appointment by the Lagos State Governor, Segun was Consultant-in-Chief at ReputationPlus Limited, a reputation and communication management agency dedicated to helping businesses and individuals manage their engagements with stakeholders, which he started after his resignation from Nestoil Limited, Nigeria's largest indigenous Engineering, Procurement, Construction, and Commissioning (EPCC) Services Company as Corporate Communications Manager.

Segun was Head, Public Affairs at Access Bank, where he spent 14 years of his professional communications career. During his career at Access Bank, he was Team Lead, Public & Media Relations and Media Relations Officer. Segun was an integral member of the Bank's industry-defining communications team that managed its capital raising exercises in 2004 and 2007, and played a significant role in cultivating and nurturing the Bank's relationship with the media, through professionalism and ingenuity.

He was also instrumental to the design and implementation of the Bank's Pan-African Communication Strategy, implemented across the Bank's locations, and helped in managing the Bank's M&A communications as well as its leadership succession communication.

His impressive communications career began at PMI Direct, an Integrated Marketing Communications Company before joining Martlink Advertising Ltd as Snr. Executive, Account Management and Strategy.

A versatile communications practitioner with expertise in communications strategy, media relations, public affairs, stakeholders' engagement, issues and crisis management, corporate social responsibility, brand management, digital and social media management, Segun has acquired relevant industry qualifications and certifications, evidenced by his membership of the Chartered Institute of Public Relations (MCIPR), Public Relations Society of America (PRSA), Public Relations and Communications Association (PRCA), Nigerian Institute of Public Relations (ANIPR) and the Advertising Regulatory Council of Nigeria (ARCON).

Segun is a goal-driven strategic communications expert, with strong focus on delivery. He is an assured writer and intelligent spokesperson, with wide-ranging experience in traditional and digital media.

An energetic team player who is skilled at working with complex and evolving organisations in delivering compelling communication campaigns, Segun is also adept at supporting senior leadership teams in delivering clear and consistent communications, and in providing them with business perception and communications counsel.

Segun holds a bachelor's degree (Second Upper) in English Studies from Obafemi Awolowo University and a Master's degree in corporate communications and Public Relations from the University of Leeds. He is also an alumnus of the Rutgers University Business School Executive Education Programme ('Mini MBA' in Social Media Marketing) and London School of Public Relations (LSPR).

He also holds the Chartered Institute of Public Relations (UK) Diploma in Public Relations (2010 – Distinction), Business Education and Examination Council (BEEC) Diplomas in Public Relations and Advertising as validation of his claim to robust knowledge of public relations and modern trends in marketing communications.

Segun is currently aspiring to the prestigious 'APR' acronym (Accredited in Public Relations), which is a mark of distinction for PR practitioners and studying for his Ph.D. in Mass Communication.

He aspires to instigate the transformation of the public relations landscape in Nigeria by empowering the coming generation of practitioners with the requisite knowledge and skills that will help them understand that public relations is a centaur (an art and science at the same time), and not an appendage of journalism as the practice quality in Nigeria currently suggests.

By this, he hopes that public relations practice in Nigeria will become more strategic and methodical, and shielded from the incursion of impostors owing to the quality of knowledge and level of awareness that will saturate the sector in the coming years.

He has started this movement with his teaching as a faculty member of Orange Academy, Africa's 1st Practical School of Integrated Brand Management.

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OUTSTANDING MARKETING PERSONALITY OF THE YEAR

MOSES MOGBOLU



Moses Mogbolu is a top performing, result-oriented and data-driven marketing, communications and business development professional; leveraging on marketing strategies, digital marketing, new technologies, business intelligence, consumer insight, strategic planning, strategic partnership, marketing communications, relationship marketing, storytelling, leadership and Omnichannel in delivering excellent customer experience, targeted marketing and superior value, offering over 15 years of progressive and successful experience in Telecommunications, Manufacturing, Aviation, Education, Marketing Communications, Consulting and Technology sectors.

Highly resourceful and experienced in digital marketing, marketing and communications programmes, strategies and channels from ideation to implementation in enhancing customers' acquisition, engagement and retention, he can be defined in six words; Strategist, Dependable, Resourceful, Achiever, Analytical and Inspirational.

Moses is a faculty member and lead facilitator on Digital Marketing, Brand Storytelling Customer Experience, and Data Analysis courses at the National Institute of Marketing of Nigeria (NIMN), and also at Brand7Ps Academy. A certified Orange Mind in Digital Marketing and Brand Experience from Orange Academy, and a Google certified trainer in Digital Marketing, he has trained and mentored over 6,000 professionals on Customer Experience, Marketing, Digital Marketing, Storytelling, Crisis Communications and Business Analytics. He is passionate and committed to research, uncovering market gaps, meeting customers' needs and finding new ideas/initiatives for creative solutions and continuous business improvement. In everything, he keeps a keen eye on customers, trends, targets, costs, results, and bottom-line.

Work Experience

Products Group Manager at Vitafoam Nigeria Plc; Chief Marketing Officer at Brand7Ps Communications Ltd; Co-founder and Chief Marketing Officer at Renovais Communications Ltd; Head, Marketing and Communications at Meadow Hall Group; National Coordinator, Sales and Marketing at Overland Airways Ltd; Zonal Head, Marketing Communications at Globacom Ltd; Regional Head, Branding and Channels Development at Globacom Ltd; Brand Manager at Globacom Ltd; Branding and Outdoor Specialist at Globacom Ltd; Brand Executive at DN Meyer Plc; Management Trainee at DN Meyer Plc

He is highly experienced in driving strategic direction and improvement for sales and marketing, and championing organisation's growth plans in any market, industry and economy.



OUTSTANDING ADVERTISING PERSONALITY OF THE DECADE

DOYIN ADEWUMI

Adedoyin Abayomi Adewumi is the indefatigable Group Managing Director of CXG Holdings which comprises of the following companies: Creativexone Limited [Brand management consultant], Maxxconnection Limited [Experiential/Consumer engagement], Mediastamp Limited [media/media relations], IMinnd Experience [Digital & Innovations].

OUTSTANDING BROADCAST PRODUCTION PERSONALITY OF THE DECADE

OKEY NWOSU

OKEY NWOSU is a prince of EZEQUINE royal family in OTOLO NNEWI ANAMBRA state.

Born almost 50 years ago in the industrial city of Nnewi, he did his primary school in Ogbé Central School, Otoló Nnewi and secondary school in the highly prestigious Nnewi High School. He then proceeded to University of Ilorin in Kwara state, where he obtained B.SC Honours in Industrial Chemistry; with an MBA in view.

PRINCE OKEY NWOSU after his youth service in OWO, ONDO worked in ROYAL CONCEPT OIL AND GAS which is an oil marketing company, from where he rose to the managerial position. He then resigned from the oil company and partnered with his in-law to open a studio called CHARLES UK STUDIOS where he worked as a producer and executive director of the company. After about three years of opening the studios, PRINCE OKEY NWOSU now opted out and opened his own company called KEY MEDIA NIG LTD, which he had to nurture from scratch to where they are today in the industry. KEY MEDIA NIG LTD is a media company that is into films, TV series, radio programmes, documentaries, TV commercials etc. OKEY NWOSU has produced an award winning film COVER-UP which was nominated in the Swedish film festivals.

He has already won several awards in the industry and for humanitarian jobs he has done in the past. PRINCE OKEY NWOSU is a fellow of CHARTERED MANAGEMENT CONSULTANT, member of ADVERTISING PRACTITIONERS COUNCIL of NIGERIA APCON now ARCON, (ADVERTISING REGULATORY COUNCIL OF NIGERIA). He is also a CHARTERED MANAGEMENT CONSULTANT OF CANADA/ USA COUNCIL. He is a member of ASSOCIATION OF MOVIE PRODUCERS (AMP), and also a member of EMCOAN. OKEY NWOSU has produced several movies and series (GAME OVER, THE RIFT, CIRCLE OF INTEREST, COVER UP, REBIRTH , TEARS IN MY HEART)

He is a Full Member of the Advertising Practitioners Council of Nigeria (APCON) and a high-profile member of the Association of Advertising Agencies of Nigeria [AAAN].

A key player in the marketing communications space, with over 30 years industry experience. Doyin is the brain behind highly iconic and popular campaigns in Nigeria, he was also the Managing Director of one of the top 5 agencies in the country at a time in his career. He is a disciplined writer and an astute businessman with passion for results.

Doyin has birthed successful, award winning



ETC. His SERIES GAME OVER has won several awards in NIGERIA and GHANA, also across the world (AMERICA AND ASIA), and was also dubbed in French.

OKEY NWOSU has been to so many industry festivals, workshop and seminars like AFM in LOS ANGELES, NAPTE in MAIMI FLORIDA. MIPCON in CANNES FRANCE, NIFS in PARIS, DISCOP in JOHANNESBOURG, just to mention a few. OKEY NWOSU is a leader in his community and also various ORGANIZATIONS. He is happily married to PRINCESS JENNIFER OKEY NWOSU and the marriage is blessed with lovely children.

Marketing Communications campaigns across the industry including Skye - "Yes!" campaign, FCMB - My Bank and I, Zenith Bank IPO, Emirates Airline, Moneygram, Keystone Bank, Union Bank, V Mobile, Spectranet, Origin group, Erisco Group, Leadway Pensure, Royal Exchange, Niger Insurance and several other campaigns in the various spheres of the economy from banking to finance, manufacturing, entertainment, insurance, healthcare, public service and government, social services.

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

DANIEL GYEFOUR



Daniel Gyefour is the Regional Head of Marketing Africa, PZ Cussons. A self-driven Business Leader with a mission to unlock growth and value through innovative and purpose led brands.

He has a comprehensive background in building and managing winning brands through effective strategy development as well as leading the translation of that strategy into winning roadmaps encompassing innovation, revenue growth management, brand positioning and Equity building to deliver growth in the market place.

With his extensive experience living and working across the African region over the past 12 years; he is proficient at leading the pioneering of customized marketing and commercial solutions that leverage local market opportunities to their fullest potential, all in the interest of delivering the topline and bottom-line objectives.

In his current position, he is accountable for driving Category growth and profitability across the business in Africa as part of the Africa Senior Leadership Team.

The scope consists of the Personal Care, Home Care and Beauty Categories across West, East and Central Africa.

He had earlier been Category & Brand Head, Personal Care Africa in which position he led the category and brand development for Personal Care in Africa; key markets being West, Central and Eastern Africa; and was also accountable for Category and Brand Strategy, Consumer Research, Innovation Management, Insight Generation, Comms Development and Revenue Growth Management; while he also directly drove the growth agenda for the category, partnering the local end market teams to deliver on top line and bottom line business ambitions; leveraging his ownership of the regional category budget to support them across the full mix of the category.

Before joining PZ Cussons, Daniel was with Unilever for nine years and held several positions across various markets in Africa and recorded numerous successes.

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

OMOLARA IFEOMA BANJOKO

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.

OUTSTANDING MARKETING PERSONALITY OF THE DECADE

OMOTOLA BAMIGBAIYE-ELATUYI Ph. D, FNIM

Omotola is a seasoned commercial and strategic planning business leader with significant experience (20+years) within the financial services and fast moving consumer goods sectors 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 compliment practical with theory sharing her marketing and brand management experiences across her lecturing and facilitation series as adjunct lecturer at University of Lagos Distance Learning Institute (Unilag DLI), guest facilitator at Orange Academy, Financial Institutions Training Centre (FITC), Nigeria Interbank settlement System (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 for global brands, her experience in Customer Marketing complements brand building activities in retail channels. Her manufacturing career started at Mondelez where she birthed and managed the 1st food drink for the elderly and got nutritional endorsement.

Her stint in the Middle East involved strategically increasing share of shelf for Unilever's Beauty and Home Care category in stores across Dubai, Oman, Qatar and Bahrain including remodeling retail trading for sustainable incremental growth through the Baqala Project. This is in addition to executing customer and retail management in traditional trade for impactful visibility and availability in managing perfect stores on her return to Nigeria as the pioneer Head of Trade Marketing for Unilever Nigeria.

As Marketing lead for West Africa in RB, she worked with her team to reverse the decline trend on local bleach brand, while sustaining double digit growth on global toilet cleaning brand Harpic. Under her leadership, the Harpic brand celebrated the 1st World Toilet Day in Nigeria, which has become an integral brand building pillar. Additionally, she led the brand to leading subject matter expertise on Malaria prevention in Nigeria in collaboration with key stake holders through purposeful marketing while



working global insecticide brand Mortein.

At Guinness (A Diageo Brand), she led the team that delivered world class 1st ever larger under the Guinness portfolio as well as brand extension for global Baileys 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.

Omotola Bamigbaiye-Elatuyi is 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 Diarrhea Initiative, Appreciation from Ministries of Health and Environment across Abia, Ogun and Lagos States for activities on delivering SDG goals on Good health and Wellbeing and Clean Water and Sanitation for initiating and leading the partnerships with Federal Ministry of Health on Malaria Prevention as well as Category awards from the Advertising Practitioners Society of Nigeria.

Omotola is adventurous, loves to travel and learns about new culture and food in her free time when she is not in the classroom imparting knowledge.

OUTSTANDING PR PERSONALITY OF THE YEAR

THEODORE NYINGIFA

Theodore Nyingifa is the Lead Consultant at Without A Box, a fast growing Public Relations and Consulting firm in Nigeria. He has been in the saddle at the agency since 2016.

Under his leadership, the agency is always poised to provide bespoke marketing communication solutions that guarantee improved customer-client relationship for sustainable business growth.

Before birthing Without A Box PR, he was at Brooks and Blake, first as an Associate Consultant and later a Consultant; and before B+B, Theodore was

Lead Consultant at TN Consults; Snr. Content Resource Person at Ringier; Head of Content at pulse.com.ng; Head of content for pulse.com.ng; Activation Officer/Project Co-ordinator at Purples Consult Limited; and Head, Marketing/Events Coordinator at Sigma Emperor Magazine.



Theodore holds a Bachelor's degree in English from the University of Lagos.



OUTSTANDING MARKETING PERSONALITY OF THE YEAR

TOPE OSHUNKEYE

Tope Oshunkeye is a marketing professional whose over 15 years' experience cuts across the financial services industry and broadcast media.

Currently, he is Head, Marketing at MultiChoice Nigeria, a position he has been holding since 2019.

Before then, he was at various times Brand Manager, Marketing Manager and Senior Marketing Manager, DStv.

Before joining Multichoice Nigeria, he had worked with The Nigerian Stock Exchange and Access Bank.

A graduate of Babcock University where he obtained B.A (Hons) degree in Mass Communication, Tope did an Executive Education, Senior Management Programme at the Lagos Business School, Pan Atlantic University; he also attended Duke Corporate Education, the lead partner in Dialogue, the only truly global journal for managers and leaders for a Senior Programme in Developing Enriching Leaders.

OUTSTANDING CORPORATE COMMUNICATIONS PERSONALITY OF THE DECADE JIDE SIPE

Jide Sipe is the head of marketing and corporate communications at Ecobank Nigeria.

In the course of his career, Sipe has worked in top companies, including Heirs Insurance and GTBank, where he served as Head of Media Relations and later Head of Experiential Marketing Unit for over 14 years.

Jide is a member of the National Institute of Marketing of Nigeria, the Nigerian Institute of Public Relations, the Chartered Management Institute, and the Advertising Practitioners Council of Nigeria.



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A Journey Through Space, Time, Travel and Velocity

By Frankline Ozekhome

“It was easy to forget how much we lost when we could no longer travel. To change your location is to change your mind. The true secrets of the world are not to be found in searching the Web or on social media feeds; they reveal themselves in sly and serendipitous ways to those who choose a life on the road.”

- Mike Walsh, Futurist

What does it mean to travel in the twenties?

A bus trip to Kuramo Falls, a flight to Obudu Ranch, a climb up Olumo Rock, a train ride to Abeokuta, or a boat ride to Ilashe. It's all of these things and more. It could also be a mental trip to an imagined world, a spiritual journey into one's consciousness, or a virtual trip to the metaverse. In reality, every single day, we travel across different mobile zones when we live or relive the experiences of other people shared on social media.

Now, another question.

If Asian, European and American countries relaxed travel restrictions and encouraged open borders, would every able-bodied man and woman thinking of “Japa” flee Nigeria? I have always wondered about this after observing the Latin American influx into the US as politicians, media, immigration officers and citizens struggle with the definition and meaning of “open borders” in the twenty-twenties.

Nigeria is widely known as a country for optimism - a rekindled and never-ending hope of things getting better with time, patience and sacrifice. Alas, it seems time and patience have finally worn out. According to a 2021 report published by the Africa Polling Institute, “7 out of 10 Nigerians are willing to leave their country

if given the opportunity, compared to 2019, when the same poll showed that only 32% of Nigerians wanted to leave.” (BBC News)

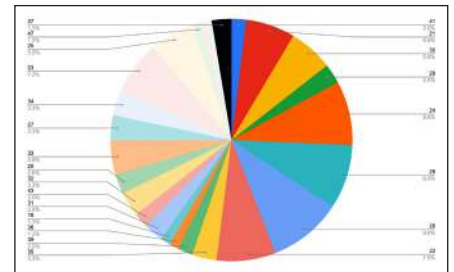
In a more recent study by Versus Africa, an end-to-end consumer insight platform, this trend was reaffirmed from the data stats analyzed when Nigerians were polled on the Japa movement. 70% of respondents said they were actively looking to relocate out of the country, and 76% mentioned that their close family members and friends had recently relocated.



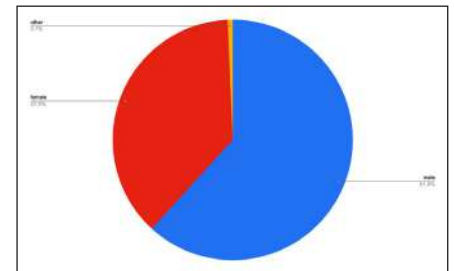
Source: Versus Africa

When you take time to analyze what's going on in people's heads, hearts and minds, it makes you somber that our best minds, talents, and workforce are emigrating to the UK, Australia, Canada, Germany, US, and New Zealand. And the reasons adduced for this search for greener pastures include the “harrowing economic situation, insecurity, jobs, and a great sense of hopelessness” (Nairametrics).

The highest volume of immigration comes from youths aged between 21 and 28 years, residing in Kwara, Lagos and Osun states, as this research from Versus Africa shows below:

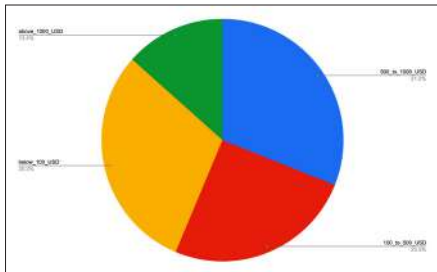


The ratio between male and female is 61.8% to 37.5% respectively, and the income bracket ranges are: \$500-\$1,000 (31%), below \$100 (30.3%), \$100-\$500 (25.3%), and above \$1,000 (13.4%) per annum.



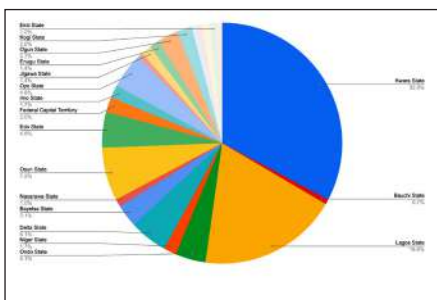
Interestingly, we are in the election season. A period that is instrumental in whom we select as our political champions for

the next four years, and charged with addressing all of these recurrent ills mentioned above.



Source: Versus Africa

If the fruits of our nation are clamoring for better lives overseas and joining the supposed gravel train to a utopian future, what is the cost to those who remain here, and are left to deal with the development and growth of this great country?

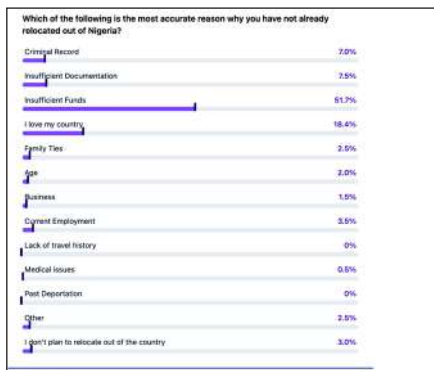


Obviously, you can't stop people from hoping, dreaming, aspiring, and wanting better futures for their families and themselves. But, is that all there to this flux of foreign travel, permanent relocations, and quiet quitting among millennials and Gen Z?

It's not hard to note that the pandemic played a key role in how people began to view wealth in the truest sense of the word, employment, education, work-life balance, investment, business and career opportunities beyond borders, as well as living a healthy and fulfilling life devoid of physical and mental degradation. Personally, I noticed that social media played more than an active role in this.

As we scan, glean, watch, like and comment on reels, videos, posts, and live events, we are transported into far-flung realms that are now seemingly within our grasp. Every post is from a penpal with whom we share friends and communities; every video is a movie production that

we partake in scripting and directing, and every meme or gif is a news story that we can edit, clip, share, comment on, and reshare as the executive producer.



Source: Versus Africa

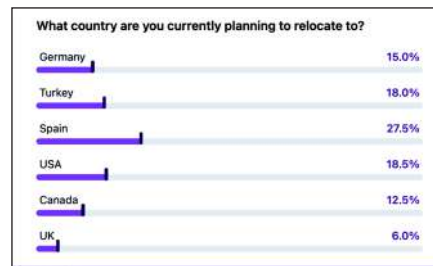
Our dreams and hopes for a better tomorrow have been partially hijacked by the “look good, feel good” documentaries and videos and posts, and reels that we like and share every day on social media. Atimes, it seems everyone else is doing better than us; everyone seems to be prospering aside from Nigerians; surely, we have got it worse than most.

Of course, it would be folly to deep-dive into understanding why wealthy Nigerians (not rich, upcoming, or well-to-do) still live in the country, and use here as their primary residence, despite the estates, islands, and mansions they own in different cities across the world. That also includes pop culture icons - musicians, actors, celebrities -, business magnates, and founders of tech startups.

While these breeds of people see opportunities here, the rest pack up and run. What are they seeing that we don't?

Why a whole new generation of Nigerian entrepreneurs are trading and investing in foreign stocks, cryptocurrencies, and the metaverse so they can live sustainable lifestyles in Spain, Germany, the “old money” (for reference purposes here, they are Gen X: born 1967-1981) are reinvesting in properties, media platforms, people, and public perception. They are grounding themselves in this polity and solidifying their bases while the younger ones are ready to uproot their entire roots at a moment's notice if they are not satisfied with a situation, problem, or crisis.

What are they seeing that we don't?



Source: Versus Africa

They do not spend the same amount of time on social media as Gen Zs or millennials; their aides, assistants, and children update them as regards pop culture phenomenon - if they've somehow missed out on it.

They are not easily moved by seemingly passing fads or fleeting trends; they tend to be patient and observe currents and movements over the long haul. And, once they buy into a belief, an order, or a system of things, they give it everything they've got. They don't jump out when things are a bit shaken; they seek counsel and exploit gaps for more opportunities. To them, every problem is a solution waiting to be plugged for social, political, religious, or economic benefit.

Today, when people ask me what social media's impact is on 'Japa nation,' I tend to look at it from a completely different lens.

Sometimes, not everything is as it seems.

Food for thought.

Book a demo at Versus Africa to discover Africa consumers' sentiment towards your brand and the space you operate in.

Frankline Ozekhome is a pop culture strategist and trends futurist. He's the founder of Identure, a strategic insights, and innovation consultancy.



FirstBank
Since 1894

FirstBank partners Verve International, makes customers millionaires in FirstBank Verve Card promo

In partnership with FirstBank – Nigeria’s premier and leading financial inclusion services provider – Verve International, Africa’s leading payment technology and card business, has launched its third National Consumer promo designed to reward users of FirstBank verve card with exciting gifts and cash prizes to appreciate their patronage and use of the card to carry-out their electronic banking transactions.

The promo ended recently with 20 customers with the highest transaction count during the promo made millionaires, winning the sum of N1 million each. Also, N20,000 was won by 25 customers monthly.

Also, 2620 FirstBank verve cardholders that doubled their transactions every week,

enjoyed 10% cashback capped at N2,000 per customer.

Speaking on the promo Chuma Ezirim, Group Executive, e-Business & Retail Products, FirstBank said “we appreciate our partnership with Verve Card through the years; a partnership of empowerment and opportunities which include growing the economy, supporting new businesses and preventing unemployment. FirstBank verve card holders are encouraged to keep using their cards as it is a card offering that promotes safe, convenient and rewarding digital banking experience with 20 customers becoming millionaires at the end of the promo.”

Verve card is a secure debit card that allows cardholders to conveniently meet their daily financial needs such as payment

for goods and services, airtime recharge, bill payments, funds transfer, etc. Verve card is accepted across all ATMs, POS, Web and Mobile Platforms in Nigeria.

The promo was also opened to new verve cardholders as non-verve cardholders were encouraged to visit the nearest FirstBank branch to pick up a Verve card and start getting rewarded!

Only recently, FirstBank – in partnership with Verve – rewarded over 2601 FirstBank verve cardholders with various prizes; including N20,000 cash prize, N10,000 cash prize, N10,000 worth of airtime; power generating sets, refrigerator, cooking gas, smart TV and the grand prize of a brand-new car to a lucky winner.

CBN issues guidelines on contactless payments

The Central Bank of Nigeria (CBN) has issued Draft Guidelines on Contactless Payments. The new guidelines indicated that all such transactions must be linked to accounts with Bank Verification Numbers

In a circular referenced: PSM/DIR/PUB/CIR/01/040 and dated October 17, 2022, the apex bank said that the guidelines were part of its efforts to standardise operations in the payments system and to sustain the system’s stability in the country’s banking industry.

Contactless payments involves the consummation of financial transactions without physical contact between the payer and acquiring devices which have been identified as an innovative option for the safe and efficient conduct of low-value large volume payments.

It said that the draft guidelines were “conceived to ensure that participants

in the contactless payments implement appropriate risk management processes and measures while keeping to best relevant standards.”

According to the circular, only institutions licensed by the CBN shall serve as acquirers.

It also stipulated that acquirers who engage in contactless payments in Nigeria must ensure that all their contactless devices were connected to an account or Bank Verification Number and ensure that they adhered strictly to the set contactless transaction limits.

In addition, acquirers who engage in contactless payments “shall ensure that their applications, instruments, tokens, and devices meet current standards and specifications for contactless payments.”

According to CBN, the draft guidelines were being exposed to banks, other financial institutions, and the general



public for their input which should reach the Director, Payments Systems Management Department, latest by November 5, 2022.



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CBN develops strategy to reduce inflation



In keeping with its tough approach to containing the nation's surging inflation, the Central Bank of Nigeria (CBN) has said that it will be slowing down both its

numerous interventions in the real sector as well as its loans to the federal government through various means.

Out of the N9.3 trillion it distributed as intervention

funds to the various sectors of the economy, only N3.7 trillion has been reimbursed, according to what it said, and there are still N5 trillion in unpaid debts that are not yet due.

Several departmental directors of the CBN told journalists during a post-Monetary Policy Committee media parley that the aggressive monetary policy is in keeping with global trends and is intended to decrease inflation, which peaked at 20.5% in August this year.

Following its 287th meeting in Abuja recently, the MPC members opted to reduce the money supply by hiking the benchmark interest rate by 150 basis points, to 15% from

14%, and the Cash Reserve Requirement (CRR), by 5%, from 27.5 to 32.5 percent.

Godwin Emefiele, the governor of the Central Bank of Nigeria, claimed that this was done in an effort to "draw liquidity out of the bank vaults" in advance of electioneering activities and to stop market speculation.

Other measures are also being implemented to mop up liquidity from the Nigerian economy, the CBN's director of monetary policy, Hassan Mahmud, said as an additional explanation of the action.

"Electioneering is another genuine reason for also mopping up now, because when those funds come in with the ones that we are having on ground, then you start seeing too much money within the system that is not going out," he stressed.

Elumelu charges insurance Agents on professional appeal

Tony Elumelu, Chairman of Heirs Holdings, has urged insurance professionals to make their industry and profession more engaging and alluring because there is still a lot of room for growth.

Additionally, he urges the business to have a minimum capital base of N50 million and repeatedly emphasizes the necessity to recapitalize the brokerage sector in our nation, arguing that N5 million is insufficient for a capital base.

Although members of NCRIB have over the years facilitated insurance businesses in hundreds of billions of naira, delighted millions of Nigerians with their professional insurance services, and ensured that claims are duly settled, Elumelu said in his keynote address at the Nigerian Council of Registered Insurance Brokers (NCRIB) 60th anniversary held in Lagos, NCRIB still has a lot to offer to its members and the Nigerian insurance

industry as a whole.

"There is always room for improvement.

We must strive to achieve the highest levels of professionalism and dedication to delivering excellent service to the public who rely on us to provide them with comfort".

"In the area of Governance, we as an industry need to enforce strict adherence to corporate governance by all NCRIB members. There is the need for the body to weed out non-registered and non-compliant members from its fold. These are the ones tarnishing the image of the broking profession and the industry at large. An insurance broker must be professional at all times".

Elumelu recommended that NCRIB take the lead in redefining the profession of broking and its practitioners as well as fighting many of the unethical activities that have plagued the sector for years. These, according to him, include lowering



premium rates, delayed premium remittance, unremitted premium, overloading of premium, returned premium, fake documents, fraudulent claims, collusion to commit fraud, mis-selling, unfavorable competition, misrepresentations, manipulation of policy conditions, self-enrichment techniques passed off as marketing costs, and many others.

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AfDB pledges \$210m to unlock Nigeria's agriculture potential

By Felicia Nwosu

The African Development Bank (AfDB) has pledged the sum of \$210m to harness and unlock Nigeria's agricultural potential. Akinwumi Adesina, President, AfDB, disclosed this while delivering a virtual address at the inauguration of the Special Agro-Industrial Processing Zones (SAPZ) programme in Abuja.

According to the AfDB boss, more needed to be done to promote and support the agribusiness sector in the country.

"Transforming agriculture must start with recognising that agriculture is a business, a wealth-creating sector, not just a way of life. Unlocking wealth in agriculture requires the provision of appropriate technologies to boost productivity, development of agricultural value chains, financial structure to support



agricultural value chains, and investments in infrastructure to unlock investments in food and agribusinesses."

The AfDB President explained further that AfDB has launched the development of SAPZ; which are new economic zones, located in rural areas, to be fully supported by infrastructure (power, water, roads, digital infrastructure, and logistics) that will allow food and agribusiness companies to locate within such zones.

"This will put them close

to farmers in production catchment areas, provide market offtakes for farmers, support processing and value addition, reduce food losses, and allow the emergence of highly competitive food and agricultural value chains, he said.

Adesina revealed that the birth of the SAPZs has been a dream he conceived while still the Minister of Agriculture in Nigeria, emphasising the need for diversification of the economy by turning agriculture into a wealth-creating sector with highly competitive agricultural value chains.

"Today, the AfDB is investing over \$1 billion in SAPZs in 18 African countries; the SAPZs will help to transform the food and agriculture sector. They will attract private agribusinesses to locate in infrastructure-enabled rural areas; they will

create massive amounts of jobs across agricultural value chains," he added.

Meanwhile, Zainab Ahmed, minister of finance, budget and national planning, reaffirmed that it was part of the plans of the present administration to resuscitate the vigour of having agro-processing zones in Nigeria.

She said SAPZ was aimed at promoting the agriculture value-chain, empowering youths and revitalising non-functional investments in agriculture and curtailing the level of importation of products that could be locally produced in the country.

Ahmed said that the first phase of the SAPZ programme will kick-start with a credit facility of \$410 million already secured from co-financing development partners – AfDB, IsDB and IFAD.

SAPZ programme, inaugurated by Vice President Yemi Osinbajo, is a government-enabled and private sector-led initiative to mobilise private sector investment to develop value chains for selected strategic crops and livestock in participating states. ♦



CBN to circulate new series of banknotes effective December 2022

By Zion Rufus

Godwin Emefiele, CBN Governor, has announced the finalised arrangements for the circulation of new series of banknotes from December 15, 2022 following the approval of President Muhammadu Buhari for the redesigning, production, and circulation of the new series of banknotes at N100, N200, N500, and N1,000 levels.

Emefiele who made this disclose during a press briefing said that the new and existing currencies shall remain legal tender and circulate together

until January 31, 2023 when the existing currencies shall cease to be legal tender.

According to Emefiele, all Deposit Money Banks currently holding the existing denominations of the currency may begin returning these notes back to the CBN effective immediately. The newly designed currency will be released to the banks in the order of "First-come-First-serve basis".

In addition, customers of banks have been enjoined to begin paying into their bank accounts the existing currency

to enable them withdraw the new banknotes once circulation begins in mid-December 2022. All banks are therefore expected to keep their currency processing centers open from Monday to Saturday so as to accommodate all cash that will be returned by their customers.

He said: "For the purpose of this transition from existing to new notes, bank charges for cash deposits are hereby suspended with immediate effect. Therefore, DMBs are to note that no bank customer shall bear any charges for

cash returned/paid into their accounts."

"Members of the public are to please note that the present notes remain legal tender and should not be rejected as a means of exchange for purchase of goods and services. We would like to use this opportunity to reassure the general public that the CBN would continue to monitor both the financial system in particular, and the economy in general, and always act in good faith for the achievement of the Bank's objectives and the betterment of the country. ♦"

11 Years



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Efficient digital infrastructure is catalyst for productivity – Ajayi

By Felicia Nwosu



John Ajayi, Publisher, **MARKETING EDGE**, Nigeria's foremost brand-centric, and advertising magazine, has stated that efficient digital infrastructure in Nigeria, is a key catalyst to driving productivity and efficiency in all sectors of the economy. The veteran journalist made this disclosure at the 8th edition of the Information, Communication, Technology, and Telecommunications (ICTEL) Expo 2022 organised by the Lagos Chamber of Commerce and Industry (LCCI).

Leading the conversation and focusing on the overarching theme of the event "Ensuring Efficient Digital Infrastructure in Nigeria", the publisher said that Digital infrastructure is not only important but critical to the delivery of services to remote areas.

With regards to urban and regional cities, he noted that new technologies are being used to improve efficiency, sustainability, and services of infrastructure networks from transport to energy services. Adding that currently, almost all sectors of the Nigerian economy leverage digital infrastructure to increase efficiency, productivity, and performance which enables the sectors to contribute immensely to the growth of the nation's GDP.

Ajayi urged all to exploit new technologies to improve the efficiency, sustainability, and effective service delivery, especially in the telecommunication and communication sector as this will positively impact every sector of the economy. "The Nigerian information telecommunication and communication environment is quite underdeveloped.

Yet, it is very huge. To successfully operate and run a digital economy, no efforts should be left untouched to ensure that efficient digital infrastructure is made official and reliable."

Quoting World Bank Report, he said "every 10% increase in broadband penetration will lead to a 2% to 3% increase in the employment rate. As such, the E-commerce sector alone can employ over 40 million Nigerians and instill billions of dollars to the Nigerian economy."

Mr. Ajayi further affirmed that the digital economy is backed by the spread of information and communication technologies (ICT) across all business sectors to enhance productivity. While Digital transformation of the economy is altering conventional notions about how businesses are structured, how consumers obtain goods and services, and how states need to adapt to new regulatory challenges.

"In our world of the 21st Century, the new truism is that digital infrastructure is a country's most precious asset. This is the prism through which we should look at and appreciate the developmental role of Nigeria's Galaxy Backbone, GBB, agency. Galaxy Backbone is Nigeria's digital infrastructure and shared services provider. It is an agency of the Federal

Ministry of Communications and Digital Economy.

"The creation of Galaxy Backbone was meant to help government properly manage its IT operations and advance the ministries, departments and agencies, MDAs, towards becoming a fully digitised government. In the last decade, the progress that has been made in digitisation could only have been possible because of this decision by the government to centralise its IT operations and empower Galaxy Backbone to perform its functions for the nation. "More people are now working online, and with the increase of online activity that contributes to the global economy, companies that support the systems of the Internet are more profitable", he averred.

Digital infrastructure is useful because they help us make sense of the vast amount of data we are faced with. Today's business that must achieve productivity, cut waste, minimize loss and optimize profit must of necessity be data-driven. The information technology space is huge. The interesting thing about this industry locally and globally is its fast pace of evolution and transformation. As customer requirements expand, the potential and possibilities of this industry that now powers all industries expand too.

He suggested that to ensure efficiency in digital infrastructure, those in authorities in different tiers of government should ensure a very efficient, reliable and dependable digital infrastructure if truly we want to take advantage of the digital economy and allow this economic age to permeate our national life in all ramifications.♦



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Adspots Digital Solutions launches ad space buying platform

Adspots Digital Solutions has announced the launch of an advertising space buying portal, adspots.ng.

According to the firm, the platform aims to make it easier for anyone to access and pay for ad spaces on radio, TV, print, outdoor and online. Significant revenue is lost by media houses because there are people who want to advertise, but do not know how to go about it or have the misconception that advertising is expensive. [Adspots.ng](http://adspots.ng) provides a digital solution to advertising, especially for small businesses and individuals.

In a brief chat, the CEO of adspots.ng, Ekpedeme Ufot said: "We are delighted to launch this amazing platform which we are sure will add tremendous value to the advertising industry. What adspots.ng seeks to do is make advertising go retail and inclusive. A lot of money is lost by the industry because some people who would like to advertise simply do not know how to go about it. For instance, how do I find available billboards in Eket or Makurdi? There are medium to big companies who already know how advertising works, they have their agencies or in-house teams who create and

place their advertisements. But there are also small scale businesses or individuals who probably cannot afford ad agencies, they just want to run maybe a half page congratulatory ad or want to buy a billboard for a month, this platform is for them. We want to make advertising easier and more accessible."

When asked what threat the platform poses to ad agencies, he said "We are not competing, but collaborating. For instance, Maximedia Global Communications, a media planning and buying agency is one of our partners. We are purely tech company that aggregates solutions. For example, if you want to shoot a commercial, we can connect you to an ad agency or production company" He added that adspots.ng is a product of the intersection of technology and advertising.

[Adspots Digital Solutions](http://adspots.ng) is a data and technology company that creates solutions that help brands, agencies and media houses operate efficiently and profitably. [Adspots.ng](http://adspots.ng) is its maiden product. It will be officially unveiled later this month at an event to be attended by industry stakeholders and brand journalists. ♦

Spectranet launches Voice Over LTE with WiTel desk phones



In line with its tag line, "Do More", Spectranet, the WiFi Network, recently launched another innovative service – Voice Over LTE, the latest in voice technology with WiTel desk phones, specially designed to provide both Voice and Data Connectivity.

During the product launch at Spectranet's Ikeja Head Office, this latest product offering – Spectranet Witel, was described as the All in One Magic Box – a Portable Wireless Desk Phone acting as an internet modem and a desk phone.

During the demonstration of the product, Mr. Nommy Paul, CTO at Spectranet Limited, mentioned that one of the most significant features of the VOLTE-powered Witel desk phone is the distinct high-definition voice call. "The most noticeable benefit consumers will experience with Witel is an improved voice quality during calls made from Spectranet WITEL Desk Phone to other networks".

Each Witel desk phone comes with a Dedicated 7-digit landline number unique to its owner. The phone has a host of other features like – Quick dial facility for kids, an Internet connection for up to 10 devices, an Inbuilt battery with up to 4 hours standby time and a Phone book that can store up to 800 contacts.

Witel Desk Phones will benefit families with kids and

the elderly at home. Besides from providing WiFi connectivity to the entire family, the desk phone will enable them to make calls

effortlessly using the Quick Dial facility.

The unique landline line number will enable small and medium businesses like restaurants, beauty salons, and advertising agencies and traders to publish this number as a permanent number for customers to call. While also using the inbuilt internet modem to provide internet connectivity for their staff

Speaking during the launch of WiTel, Mr Ajay Awasthi, Chief Executive Officer of Spectranet, said that the launch of WiTel is a significant step for the company, as the introduction of the product is the first of its kind in the Nigerian market. "We expect WiTel to enable various businesses to create an identity for themselves with the unique seven (7) digit landline number and help increase customer call-ins."

He added that WiTel is a must-own and a go-to gadget for families with working parents and younger kids at home. This will help them stay connected to the kids when they are back home from school.

He concluded that the combination of voice and data in one device is now the new normal, and this will be of great advantage to subscribers who intend to reduce call and data costs for their homes and businesses. ♦



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Global programmatic advertising market to reach \$18.42 billion

By **Zion Rufus**



The global programmatic advertising market which hit \$7.38 billion in 2022, is expected to reach \$18.42 billion in 2026 at a compound annual growth rate (CAGR) of 25.67% according to statistics released by ReportLinker.

Additionally, global advertising spend for Programmatic is expected to accelerate to nearly \$100 billion

this year as shared by ROI Revolution.

The regions covered in the programmatic advertising market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa.

However, recent surveys have revealed a knowledge gap about what programmatic is and its effectiveness. Per

Statista, the African country with the highest spending on programmatic advertising in 2021 was Egypt, with an expenditure of 557.57 million U.S. dollars. South Africa and Morocco followed, with 395 million and 248 million dollars, respectively.

“Advertisers in Nigeria are yet to fully leverage programmatic marketing and advertising and this is simply because of lack of data,” said Oti Ukubeyinje, President, Association of Digital Marketing Practitioners (ADMARP).

North America was the largest region in the programmatic advertising market in 2021. Asia-Pacific is expected to be the fastest-growing region in the forecast period.

“In Nigeria today, we lack a lot of data to help inform effective programmatic advertising. So we purely rely on advertising platforms like Facebook and Google to do that for us. I would say Nigeria

is only utilizing about 20-30% of programmatic possibilities. Most programmatic platforms in Nigeria are starved of the data to help the platform do its job,” Oti opined.

The programmatic advertising market consists of sales of programmatic advertising services by entities (organizations, sole traders, and partnerships) that is use of automated technology for buying and selling the advertising spaces. Programmatic advertising aims to improve both advertising efficiency and targeting accuracy. Machine learning and AI optimization are used to replace human negotiations.

The main types of media utilizing programmatic advertising are audio ads, DOOH, digital display, social ads and video ads. The audio ads refers to the automated process of buying, selling, and delivery of audio ads.

The audio ads include digital radio, podcasts, audio articles, and streaming music services. These ads are viewed on mobile and desktop and for SMBS (small and medium-sized businesses) and large enterprises.

Programmatic advertising end users are education, media and entertainment, retail and travel. ♦

Experts say digital infrastructure critical to digital economy growth

By **Felicia Nwosu**

Speakers at the Information, Communication, Technology, and Telecommunications (ICTEL) Expo organised by the Lagos Chamber of Commerce and Industry, LCCI, have averred that efficient digital infrastructure is critical to the

growth of the nation’s digital economy.

The two-day expo which had “Ensuring Efficient Digital Infrastructure in Nigeria” as its theme was held at Muson Centre Lagos and gathered Nigeria’s leading tech & solution providers, as well as other top key industry

players like John Ajayi, publisher, MARKETING EDGE Magazine, Ayotunde Coker, Managing Director, Open Access Data Centres, Chidi Okpala, Head of Corporate Communications, Galaxy Backbone and Gbenro Dara, Chief Executive Officer, Octamile,

provided insights into the challenges, opportunities and innovations in the Nigerian technological space. They were all in agreement as to the importance of efficient digital infrastructure for economic growth.

Ayotunde Coker, Managing Director, Open Access Data

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Centres, while focusing on how interconnected Africa is, revealed that there has been a gap in digital infrastructure compared to its Gross Domestic Product and prosperity. He pointed out that it was imperative to attach greater importance to technology. He challenged Africans to strive to create the right environment for investment to thrive.

“It is a great future, technology is adding consistently more to GDP, I think it is about 17-18%. It is

great to see because a few years ago, we said we would be doing 20% of the GDP in tech, so it is moving towards that. If you look at the overall impact on GDP, it is probably more like 60-70% because other aspects of the economy use technology. You don’t get unicorns when you don’t have entrepreneurs with the right governance and right ideas, delivering on the ideas they have. We also need more experienced people who are very innovative that will also coach the young people.”

The African digital

infrastructure builder noted that the future of technology is huge and expressed the hope that both Nigeria and Africa are striving hard to ensure they become part of the global league in technology acceleration.

Chidi Okpala, Head of Corporate Communications, Galaxy Backbone, affirmed the huge growth in technology which he noted was driven by various ongoing conversations such as the ICTEL Expo by concerned individuals who share the same vision of growth for the tech space.

“Everyone is striving to set up a legacy that would help grow the Nigerian digital economy both from the private and public sector. People are looking for ways they can walk together by sharing strength and partnership so that we can build a much more efficient digital economy in Nigeria.”

Gbenro Dara, Chief Executive Officer of Octamile, a digital insurance infrastructure company, agreed that the growth of the digital market speaks for itself following the unprecedented disruption witnessed in the fintech space, which he said has immensely raised the values of these companies significantly.

“Without a doubt, there are lots of opportunities in the market, startups, generally need to find the areas where there are problems to be solved. Opportunities do exist. It is not most times around what government can do for you but how can we actually also solve problems with digital infrastructure, how can tech companies support projects with their private initiatives by building digital solutions”.

Airtel Touching Lives kicks off Season 7, calls for nomination

By Felicia Nwosu

In a consistent bid to restore hope, give succour and put smiles on the faces of individuals and communities, Airtel Touching Lives, an initiative from the leading telecommunications company, Airtel Nigeria, has been flagged off in its 7th edition as part of its Corporate Social Responsibility (CSR). Announcing this year’s edition during a press briefing that was held at the Southern Sun hotel, Ikoyi, Lagos, C. Surendran, the Chief Executive Officer of Airtel, said Season 7 of the life-changing initiative is aimed at promoting digital

accessibility and inclusion in education. He added that it has been officially opened for nomination.

According to the CEO, Airtel CSR revolves around three pillars which are financial inclusion for the under-banked, un-banked and provision of quality and accessible education to better the lives of under-the-counter in communities.

“In the past six years, Airtel Touching Lives has been well received by various communities. The initiative focuses on life transforming projects, which have a positive direct impact on individuals, families and



communities. This year focuses on digital inclusion to provide digital access to children in schools and enhance educational learning in communities.” Airtel noted that the strategic move is geared

towards putting smiles on the faces of communities, and urged people to nominate a community whom they think deserves Airtel Touching Lives by calling or sending an sms to 367.



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CSOs call on FG to halt crude theft

A coalition of civil society groups, including ActionAid Nigeria, BudgIT, the Centre for Social Justice, and Christian Aid, have urged the Federal Government to put an immediate stop to the disastrous crude oil theft in the delta region and save the nation enormous sums of money for budgetary needs. According to the group, 400,000 barrels of crude oil are wasted each day, resulting in a monthly loss of \$1.2 billion and an annual loss of \$14.4 billion (N6.272 trillion). The organization contends that adding the amount to the Nigerian National Petroleum Company Limited's books will boost both the company's profits and the dividends given to the government. Additionally, the civil society organizations requested the authorities to make sure that the accountant-general of the federation transformed the interim operating surplus monthly remittance and reconciliation of cumulative remittances after year-end into a monthly deduction.



The CSOs made the demand while submitting their suggestions for the federal government's Medium Term Expenditure Framework and Fiscal Strategy Paper for 2023–2025. The group's leader, Mr. Eze Onyekpere, asserted that the federal government need not wait for its enterprises to remit but rather that the platform should

be configured to enable automatic deduction, ensuring that the funds owed to the federal government are never, ever available for expenditure by government-owned enterprises.

The organization also urged President Muhammadu Buhari to take into account ousting the NNPC leadership, whose supervision is responsible for the rise in crude oil theft. As an alternative, the CSOs anticipate that the government will give the NNPC and the security agencies leadership specific theft reduction goals. "Ensure that the reported quantity of PMS consumed every day is not inflated by conducting a transparent consumption audit and cut extant fuel subsidy by 50 percent and save not less than N3.36 trillion in 2023."

The group asked Nigerians to cast aside all emotions and choose competent leaders who will efficiently run the country's public offices before the general elections of 2023.

NNPCL, Indian Oil to increase cooking gas supply by 194%



The Nigerian National Petroleum Company Limited (NNPCL) stated that it hoped to deliver five million metric tonnes of liquefied petroleum gas (cooking gas) this year, exceeding the supply of 1.7mmt from the

previous year by 194 percent. The corporation is collaborating with the Indian Oil Company, or IOC, to do this after the Asian nation increased its LPG penetration from 62 percent in 2016 to 99.8 percent by August 2019. Nigeria has a lot to learn from the Indian experience, according to the group executive director, downstream, NNPC, Engr. Adeyemi Adetunji, who was speaking yesterday at the World LPG Association India-Nigeria Summit 2022 in Abuja. According to Engr. Adetunji, NNPC Limited is prepared to set up 740 LPG Micro-Distribution Centers (MDCS), 37

Filling Plants, and Skids in its 541 stations over the following three years. He said, "Nigeria has identified its substantial gas resources as fuel for energy change, informing her Net Zero goals by 2060 and the declaration of 2021–2030 as Decade of Gas.

"NNPC Limited is an energy company with new investments in gas, power, and renewables. Key pipeline projects such as ELPS I1, OE5, and AKK to deliver a total of 6.2 billion cubic feet of gas per day to demand nodes across the country are at various stages of completion.

"We have a strong presence in the LPG value chain contributing about 45 percent of Domestic supply via JVs (Oso Bonny River Terminal), affiliates (Nigeria LNG Ltd & Ashtavinayak Hydrocarbon Limited), and subsidiaries (NPDC)," he added.

He noted that "the initial target is to do 5 million metric tons, in the next two, three years, but there is the need to do much more. I believe that template will be revised very soon."

DAAR COMMUNICATIONS PLC



FirstBank partners Junior Achievement to implement 22nd National Company of the Year competition

First Bank of Nigeria Limited has partnered with Junior Achievement Nigeria to implement the 22nd National Company of the Year (NCOY) competition which held .

The annual flagship event which was last held physically in 2019 brought together 12 winning student companies from the Regional Company of the Year competition to compete for the National Company of the Year award sponsored by First Bank of Nigeria Limited. The winner of the National Company of the Year competition would proceed further to represent Nigeria at the Junior Achievement Africa's Company of the Year (ACOY) competition.

The goal of the Junior Achievement Company Program is to inspire senior secondary school students to start and run their own business(es), develop a product or service, and market their brand. With the support of seasoned volunteers, students come together to form a company, choose a business name and elect company officers to oversee the operations of the company for the program duration. These activities help them hone some in-demand skills like creativity, accountability, teamwork, leadership, problem-solving, critical thinking and public speaking needed to succeed in this competition and thrive globally. In the end, the student companies present the results of their enterprise before a panel of judges.

The judges for this year's competition were: Osayi Alile -CEO, Aspire Coronation Trust (ACT) Foundation; Molade Adeniyi - CEO, Wave; Nneka Itabor, Head, Transaction Banking Sales, Commercial Banking, FirstBank; Afolake Oredola, Business Manager, Commercial Banking, FirstBank; Uchenna Achunine, Director, Business Development and Communications, Nigerian Conservation Foundation (NCF); David Adegboyega – Sound Character Coach & Nation Builder; Femi Iromini – Co-founder/CEO Moni Africa.

The Executive Director, Junior Achievement Nigeria, Foluso Gbadamosi, she stated: "We are glad that the National Company of the Year competition has



FirstBank

been once again held physically after 2 years of being virtual. We are eager to see the tremendous business solutions and enterprises that our young leaders had doggedly built. More than ever, it is extremely important to equip young people for a global economy and we are grateful to selfless minds in the form of people and organizations who have partnered with us on this mission. We celebrate our sponsors, First Bank of Nigeria Limited for their continual support in building young leaders and we say a big thank you to every friend and stakeholder of JAN."

Folake Ani-Mumuney, FirstBank's Group Head, Marketing & Corporate Communications said "we commend Junior Achievement Nigeria for organizing the 22nd edition of the National Company of the Year Competition, a competition that has been impactful in promoting the entrepreneurship skills, spirit and talent innate in school children, whom are unarguably the leaders of tomorrow.

Our sponsorship of the National Company of the Year competition aligns with our FutureFirst initiative driven to promote financial literacy, entrepreneurship and innovative development and career counseling of school children at an early age. We are excited to be part of the entrepreneurship journey of all representatives of the participating teams and we wish everyone the best", she concluded.

The 12 student companies that competed at Junior Achievement Nigeria 2022 National Company of the Year are:

-Green Apex student company from

International School, University of Lagos; produced a biodegradable sanitary pad for women

-Champion Squad student company from Taidob College, Asero, Ogun State produced the wearable totes made from a revamping process of used clothes with creative and fashionable local adire

-Nexus Queens Creation student company from Queens School, Ibadan developed a Decorative led lamp structured with 80% carton.

-Octagram student company from Redeemer's Int'l Secondary School, Rivers State developed a Gas detector which alerts users about leakages and Honey candy that aids digestion, heals sore throat and reduces cholesterol

-Amazing Explorer student company from Government Secondary School, Tundun, Wada, Jos developed a pig dung, a renewable energy product that produces methane gas which when connected to a burner produces the required energy for cooking and a free energy generator produced from scrap materials.

-Unique Standard Technology student company from Unique Standard Academy, Kaduna, developed an Infinity DC Generator

-Kundila Energy concept student company from Government Arabic Secondary School, Kundila, Kano, developed the Kmasgas

-Government Science and Technical College, Garki, Abuja developed Interlocks

-Peace Elshadai Model Academy, Auta Balefi, Nasarawa developed a laptop power bank

-Top Faith International Secondary School, Akwa Ibom developed a Vacuum cleaner

-De Perficient student company St. John's of God Secondary School, Enugu developed Verso bot(a robot)

-The straw recyclers company, from Special Education School, Tudun MALIKI (School for the blind and Deaf) used abandoned straw and take away plastic spoons from the garbage and recycled them into different home accessories: bags, doormats, home decorations, tissue papers containers, coin purses and more.♦

Lamborghini cars sold out till 2024



Lamborghini, an Italian manufacturer of high-end sports cars, has already sold all of its inventory through 2024, citing strong demand for the brand's vehicles.

The Italian luxury automaker, which is a subsidiary of Volkswagen Group, the world's largest automaker, has the next 18 months of the company's order

book already filled as wealthy buyers are swarming to purchase the coveted Lamborghini automobiles despite the continued uncertainty surrounding the global economy.

Stephan Winklemann, CEO at Lamborghini commenting on this said that the luxury car brand has witnessed high demand for its cars and is technically sold out until early 2024. "We have more and more stepping into Lamborghini. Because they trust the brand, they see how beautiful the cars are, how (high) performing they are," he said.

The CEO praised the company's "best six months ever," attributing its success to a better product mix, a favorable euro-to-dollar exchange rate, and more than 50% percentage of Lamborghini customers who chose to add-on customizing at an additional cost.

The car brand also recorded that by the end of June, a total of 5,090 vehicles had been delivered across world with a global sales volume of 1,332 billion euros, which

is a 4.9 percent and 30.6% percent increase respectively over the same time last year. With 1,521 new car sales, the US continued to be Lamborghini's largest market and With 440 raging bulls finding owners, the UK ranks third, just behind China and Germany.

The high waiting times for Lamborghini vehicles, according to the CEO, are caused by a persistent shortage of parts, particularly processors required for the new electric versions. In order to keep everything current and moving in a favorable direction, The CEO has assured that Lamborghini is doing "as much we can and as fast as we can," due to the fact that By 2024, Lamborghini is hoping to have hybrid versions of all of its models on the market. Additionally, the Italian automaker plans to dip its toes into the world of electric, with a fully electric Lamborghini arriving in the second part of the decade, in response to the emergence of Elon Musk's Tesla and the global push toward more environmentally friendly vehicles.

Nissan to stop production of **Rogue Sport** in December

As part of a move to revamp its lineup, Nissan a Japanese multinational automobile manufacturer is set to kill off the Rogue Sport

The car manufacturer announced the move in a memo recently issued to dealerships, noting that production of the Rogue Sport will end in December.

Scott Shirley, Nissan vice president said in the memo. "With the all-new Rogue and recently redesigned Kicks, we will continue to cover this part of the market effectively, "We are also able to invest more resources in our current vehicle lifecycles and next-generation products."

Shirley noted that the move will also allow Nissan to shift

production to higher-demand vehicles such as the Rogue, Kicks, and Pathfinder.

While production of the Rogue Sport will end in December, sales will continue into early 2023 and Nissan will provide parts support through 2033.

The Nissan Rogue Sport has never caught on quite like the company had hoped since it was introduced in 2017. It sits between the Kicks and the Rogue and had been expected to deliver 70 per cent conquest sales. However, it emerged as early as September 2019 that the future of the Rogue Sport was on shaky ground.

Sam Fiorani, AutoForecast Solutions vice president stated that the gap between the Rogue and the Rogue Sport



has widened as the latter has moved slightly upscale.

"Meanwhile, the popularity of the Kicks and its lower price has put pressure on Rogue Sport sales, squeezing it out of the lineup," he added.

The future of the smaller Nissan Kicks appears much

more certain. It is set for a redesign in early 2024 that is expected to see it become longer and wider. The launch of the new-generation Rogue last year also means that it feels like a much more modern vehicle than the Rogue Sport.



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NRC's N351M loss not due to terrorist attack alone – Olokun

By Abimbola Mohammed



Olu Olokun, Area Manager, London Transport, United Kingdom, has stated that with or without the terror attack, the Nigeria Railway Corporation (NRC) would have still incurred losses because the operating system was not geared towards success and sustainability.

Olokun who was reacting to the estimated loss of N351Million said that while explaining the loss, Engr. Fidert Okhiria, Managing Director, NRC, only referenced between March and August 2022. “The question should be was it making profit or breaking even before the Attack”, he asked rhetorically.

According to the Urban / mass transportation planning and policy specialist, the cost of operations in rail transportation was never forward-planned or controlled because the cost of diesel was going up and the cost of tickets was not increased.” We did not forward-buy the diesel and were therefore at the mercy of price increase and inflation. The running of NRC as a civil service will never work as decision making was slow and regimented”.

He noted that the Access Framework of the railway in Nigeria doesn't allow third-party operation of their wagons

and coaches on existing railway infrastructure.

“The laws and rules of Operations of NRC were Monopolistic just like, NITEL, Nigerian Airways, NNPC, and NEPA, they are not set up to be self-sustaining and profitable. The Access Framework (law) that ought to allow private operators to use the rails to move freight was never changed since the 1950s. Therefore, if the like of Dangote, Lafarge, Nigerian Breweries, Coca-Cola, and such bulk-moving industries wanted to use the rails, it is not possible as per our law presently.”

He added to make the system work; the role of NRC should be reconsidered in the running of the rail system as the business should be free of government intervention and be flexible enough to make quick and reasonable decisions.

“The Role of NRC should be reconsidered. Is it a regulator or an operator? FOR INSTANCE, in the UK, British Rail owns the rails, maintains them, and also acts as a regulator while different operators like Southern Train, Virgin trains, Thameslink, Southwest train, Stagecoach, etc all run services on the line and help provide competition and improve the profitability of the system.”

Olokun strongly believes that if NRC accommodates other private sectors in the running of its operations, things will turn out better in that sector. “We need to free the system like we freed our Telephone NITEL and allow operators in as we did MTN, GLO, etc in order to help it improve.”

Speaking on NRC ensuring the safety of life and properties of the passengers on the train, the UK-based public utility manager noted that there should be enhanced security and personnel should scrutinise passengers and activities around the tracks.

His words: “We also need to resume services on the lines immediately by using security in all its forms rather than this sorry idea of not running because of the setback. After 9/11 and the world trade centre bombing, America did not stop all Airlines from flying forever; likewise after the London Bombing. When you fall off a bike, you dust yourself off and resume. We need to enhance security and resume. After 9/11, we started traveling with enhanced checks, No liquid onto the plane, and no perfume above 100ml. On American planes, they have Marshalls that are armed to tackle and

deal with issues. We can also look at such to move on. Freight movement can also be the initial way forward. We can review our risk analysis, look at towns along the routes, engage them and comb them of undesirables. If we can employ guards to secure pipelines, why can't we can employ communities to secure the routes? Drones and satellites can also come to play. It all depends on the will of the government to be serious.”

He also cited online booking and buying of tickets, supplying their ID such as NIN or Passport number or driving license number, non-transferable tickets, sitting according to seat allocation, and on-board security detectives as some security measures that could be emplaced to prevent security breaches.

Olokun advised all passengers, communities, and staff of the train to be more vigilant and observant while on board. “The greatest security is us all in being vigilant and observant. CCTVs that are operational and recording from entering the station, on the train, and exiting.”

Wieden+kennedy drives home Ford's global business

Wieden+Kennedy has grown its Ford business, taking over lead global creative and brand strategy work from BBDO as the automaker looks to streamline its advertising across the world. W+K has steadily expanded its scope with the automaker since it was added to its roster in 2018.

Ford confirmed W+K's expanded scope in a statement, saying the “Ford brand is doing this to streamline its global marketing business under one creative agency to drive brand consistency globally and provide greater operational efficiencies.”

The automaker added that “BBDO,

a valued Ford partner, will handle CRM (Customer Relationship Marketing) in the U.S. while WPP remains a key part of Ford's multi-agency team, leading activation. All three agencies will continue to play a key role on our multi-agency team and be expected to elevate our creativity.”

WPP, which lost the global creative account in 2018, continues to handle media planning and buying, in addition to multicultural marketing via its agencies Zubi and UniWorld. WPP also has the Ford-owned Lincoln brand via its Hudson Rouge boutique agency.

Ford reported spending \$3.1 billion on worldwide advertising in 2021. In 2020,

the automaker spent 49.5% of its measured media spending in Europe and 42.8% in the U.S.

W+K's moves on the Ford account have included installing Bryan Cranston as a spokesman beginning in late 2018. The agency has also led marketing for the new F-150 Lightning EV and helped the automaker shape its corporate voice, including with an ad earlier this year touting its status as a major employer of hourly workers.

Ford's U.S. vehicle sales grew 16% in the third quarter, according to Automotive News.

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Guinness Nigeria appoints Musunga as MD, CEO as Magunda bows out

By Felicia Nwosu

Guinness Nigeria has strengthened its leadership team with the appointment of John Musunga as its new Managing Director/Chief Executive Officer. Mr. Musunga replaced Baker Magunda who was the Managing Director/CEO and member of the Board of Directors of the company, and retired after over 23 years of meritorious service.

Apart from playing the roles of managing director and chief executive officer, Mr. Musunga, in his new roles, will also be among the member of the Board of the Company with effect from the 1st of November 2022.

Before his present appointment, the new Guinness Nigeria boss was serving as a Managing Director with Kenya Breweries Limited, a subsidiary of EABL. The newly appointed Guinness Managing Director/CEO comes with a deep understanding and expertise in business transformation within the consumer goods industry, having previously held leadership roles across Commercial, Sales and Marketing positions in GlaxoSmithKline Plc. within Sub-Saharan Africa, South Asia, and Eastern Europe.

Mr. Musunga joined Diageo in March 2021. The Board is optimistic that the leadership of the Company would be further strengthened through his invaluable experience and passion in developing strong talent and in driving overall business transformation through sustainable growth and delivery of value to stakeholders.

Theseira appointed as CEO Publicis Communications Singapore & CGO Publicis Groupe SE Asia

By Abimbola Mohammed



Publicis Groupe Singapore has promoted Joanne Theseira, to CEO, Publicis communication and a newly created role of Chief Growth Officer for Publicis Groupe Southeast Asia. She is currently the Managing Director of Publicis Communications.

In this role she will take on executive responsibility for Leo Burnett, Publicis Worldwide, Saatchi & Saatchi, Prodigious, and MSL in addition focusing on expansion and business development and practice

leaders to help deliver account growth.

According to Amrita Randhawa, CEO of Publicis Groupe Singapore and Southeast Asia, she said: "Joanne has demonstrated a strong capability to build high-performing teams and attract both clients and outstanding talent into the Groupe which makes her uniquely qualified to make an impact in this role, Theseira will also work closely with the Publicis Groupe Southeast Asia market CEOs and Practice leadership across SEA and APAC to deliver on the Growth agenda.

She has a passion for the creative business that is addictive. The clarity of her vision for our creative communications agencies and her determination to make the Groupe the fastest growing in the market is energising and impressive.

Speaking of the double role, agency boss said: "This is a dream role. I believe that a strong and positive talent-centred culture is integral to the business of creativity, and this opportunity to hone and harness our different creative agencies is one that only Publicis Groupe can offer. Driving growth across Southeast Asia gives me an incredible canvas to scale and shape the future of our agency offerings and make a meaningful impact on our industry and our clients. I'm excited to get started."

As such, she will continue to work with Publicis' Singapore-based creative communications and production teams to ensure they meet the needs of brand clients and how their consumers engage with them.

Publicis Groupe hired Theseira in 2014 from TBWA as a business director known for her digital expertise. She helped Publicis launch Nurun, its digital design consultancy in Singapore the next year, then was appointed Singapore MD in 2017.

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Netflix appoints Gorman, Naylor to lead its advertising business

By Abimbola Mohammed



Netflix has appointed a pair of former Snapchat executives to lead its new advertising division, tapping Jeremi Gorman, Chief Business Officer, Snap as President of Worldwide Advertising and Peter Naylor, VP sales, Snap to Advertising Sales to oversee global advertising.

Jeremi Gorman will be President of Worldwide Advertising for Netflix, and Peter Naylor will be VP of ad sales starting from this month.

Prior to Netflix, Gorman joined Snap in 2018 having previously held roles at Amazon and Yahoo.

Naylor joined Netflix two years ago working with Hulu to expand its ad-based subscription tiers. He also worked as a senior digital ad sales executive at NBCUniversal.

Naylor acknowledged his new gig with a “Tudum” tweet on Twitter in reference to Netflix’s trademark intro sound effect.

According to the announcement made by Netflix, it would roll out an ad-supported tier in April, with Reed Hastings, CEO, Netflix, saying “Allowing consumers who would like to have a lower price, and are advertising-tolerant, to get what they want, makes a lot of sense.”

In July, the streaming giant, which has seen competitors eat away at its once-dominant position, announced that Microsoft would be its global advertising partner, managing the technology and sales for Netflix’s offering.

Recently, it was reported that the cost of the new advertising tier would cost \$7 to \$9 a month, which is half as much as its current, most-popular plan at \$15.49 monthly with no commercials.

The departure of both Gorman and Naylor from Snap comes amid a restructuring of the company’s ads team and layoffs.

Trace appoints Onyemelukwe SVP, global business development



Trace, the global Afro-urban broadcast and digital media company has recently appointed Sam “Samo” Onyemelukwe as the Senior Vice President of Global Business Development. This new role is to evangelize the unique Trace media network as well as the entertainment brand’s outstanding music business, content production, e-learning, and digital services.

The company, which has 30 TV channels, 100+ FM & Digital radio, and over 350 Million active users and viewers with a presence in 180 countries, is on a mission

to entertain and empower our people through Afro-urban influences.

Mr. Onyemelukwe is a media and entertainment expert and was previously the Managing Director of the West African (Nigeria and Ghana) offices of the Trace organization before his recent appointment. He will now be working across the organization’s 12 regional offices while overseeing the global business vision of Trace.

According to Samo, “My role offers me the resources and access to connect accomplished people, brands, foundations and development organizations with the trendy, youthful African audiences to educate, entertain and empower with important messages. Trace has always led the way in bringing African and Afrobeats music and culture to the world, and now we’re giving access to that vibrant audience”.

Samo who has worked actively across markets in the U.S., Nigeria, and Africa is not a new name in the entertainment bay. He started his career at The Walt Disney Company in Burbank California immediately after completing his Bachelor’s degree in Fine Arts from The University of Southern California. After returning to The African Continent, in 2009, he joined Viacom as MTV Network, Business Development Manager, Nigeria, where he created campaigns for multinational brands such as LG, Coca-Cola, and Cadbury.

Mr. Onyemelukwe acquired a master’s license to Trace TV in West Africa in 2011 and is widely recognized for turning Trace into a market leader in the region and the leading youth media across Africa. He has launched many popular TV channels such as Trace Naija and Trace Gospel on DSTV, and STV Music on Startimes and has developed partnerships with The African Union, DSTV (Africa’s largest Pay-TV platform), and Airtel Group.

Mr. Onyemelukwe holds an MBA and a master in Information Technology from Boston University.

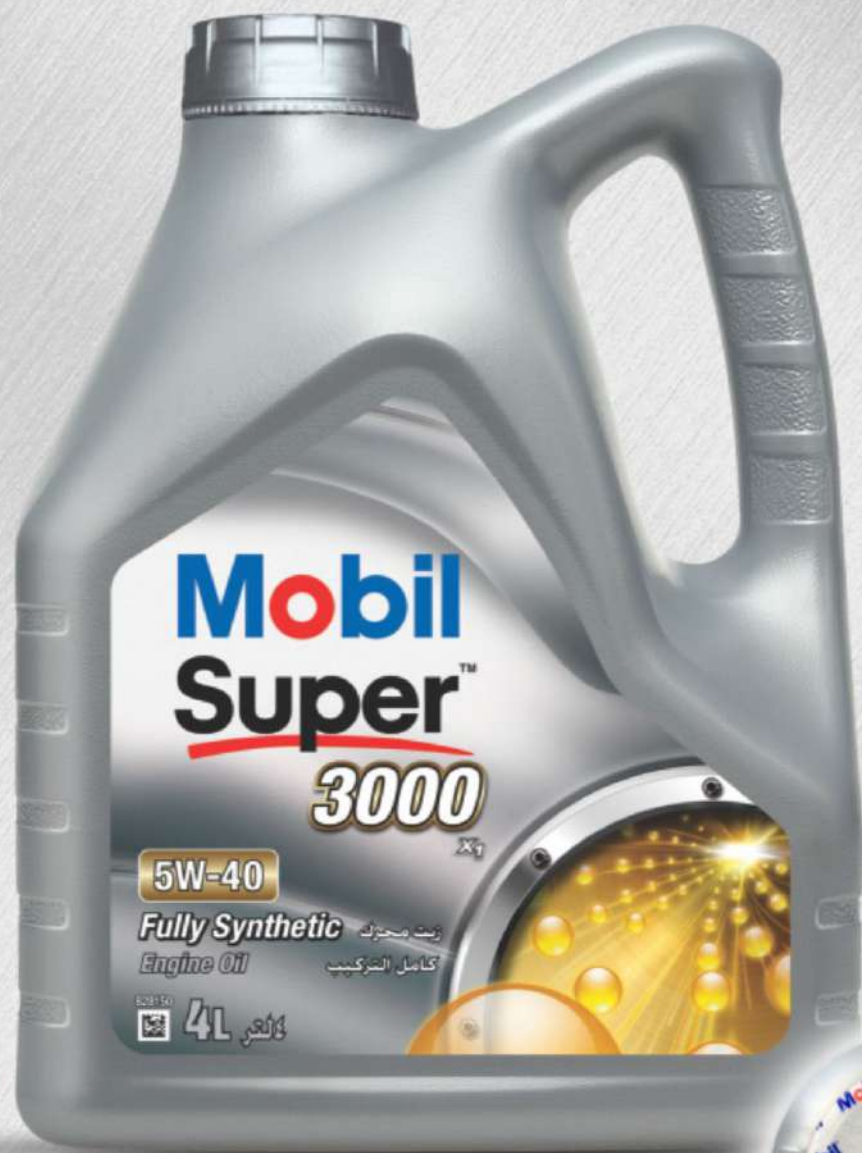
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