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Issue 80, January/February 2023

N2000 US\$ 6.5

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# Marketing and innovation in the digital age

*“Because the purpose of business is to create a customer, the business enterprise has two-and only two-basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.” - Peter F. Drucker*

The above quote by Peter Drucker, the renowned management consultant, encapsulates the role of marketing and innovation in any modern organisation. For Drucker, innovation means the creation of new value and new satisfaction for the customer, and successful innovating organizations measure innovations, not by their scientific or technological importance, but by what they contribute in terms of value to market and customer.

In other words, there is no such thing as innovation for innovation's sake. In fact, innovation in a business enterprise must always be market-focused. Converting unfulfilled customer needs into new products and services that people want, need, value and expect - and are willing to pay for - is what strategic (as opposed to tactical) marketing is all about.

Another celebrated marketing guru, Philip Kotler, postulated that marketing's job has always been to get the ball rolling on spending - and not about spending for spending sake, or building idle pyramids. But spending and investing to meet the vast unsatisfied needs of billions of people on the planet, as he believes that humanity has not yet come to a 'no need' society. Simply put, marketing in its purest form, is what stimulates an economy to grow (e.g., Apple's iPhone, Samsung, etc.) and creates high-paying jobs.

It must be noted, however, that it's the job of the government policymakers to create the necessary

conditions that stimulate business innovation and willingness to take more risks. Simply put, if businesses create more products, services and experiences at the lowest possible prices, economic growth would skyrocket.

To achieve the aforementioned feat, brands and businesses must innovate holistically, and in tandem with the latest digital technology. The innovation must transcend mere disruption for disruption sake, and the advertising for such innovation must not be interruptive and annoying to consumers.

What's more, Jeff Rosenblum, in his book "Exponential: Transform Your Brand by Empowering Instead of Interrupting", defined advertising as shifting from technology-fueled messages that interrupt the consumer journey to data-connected content that carries people through the consumer journey. "Some brands" wrote Rosenblum, "are dominating the competition, while others - including many household names - are going broke."

How then can brands and businesses empower rather than merely interrupt their consumers? In the digital age of visual information and mobile storytelling, brand and business communication is increasingly interactive, like any healthy relationship. As consumers tell brands what they want, either explicitly through text, speech or implicitly by their behaviour, receptive and exponential brands respond with optimized products, services, contents, and experiences.

However, the revolution is not basically about consumers gaining access to information. It is about a shift

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in information flow from asynchronous to synchronous. For the best part of the 20th century, communication was asynchronous—one way. Brands created stories and the audience listened. But in the first quarter of the 21st century, brands cannot afford to create stories without consumers as significant co-creators.

With access to many sources of information and an interest in interactive media, consumers, who are predominantly millennials and Gen Zers may collect more product information on their own. Their work environments are also changing, with many of them having virtual offices, texting on their cell phones, or communicating through social media sites such as Facebook, LinkedIn, Instagram, Tik Tok, Pinterest, and Twitter.

As the media landscape changes, the money that marketers and advertisers spend on different types of communication and technology also changes. Once companies have developed products and services, they must communicate the values and benefits of the offerings on these platforms to current and potential customers. In fact, it is these millennials and Gen Zers who are driving the change toward new communication technologies and the marketing innovation that comes with them.

Traditional media such as magazines, newspapers, and television are obviously playing catch-up with the new media such as the Internet, texting, mobile phones, social media, user-generated content such as blogs, and YouTube as well as digital out-of-home advertising such as billboards and movable promotions. Therefore, all forms of marketing have been forced to come up with new innovations to remain relevant.

With high consumer expectations and an explosion in engagement devices and channels, contemporary marketers are faced with a sprawling matrix of disconnected figures to make sense of them. Some state-of-the-art tools provide a more consolidated view of figures, but still around 71% of Chief Marketing Officers (CMOs) remain unprepared for the data explosion they face. Marketers, therefore, need to find a way to break down the silos and connect the data sources. Only then can they get a holistic understanding of clients' interaction and transactions, and leverage data to build strong relationships.

In this edition of **MARKETING EDGE**, we bring you a potpourri of news, feature stories, reports and events that are germane to the Integrated Marketing Communication (IMC) industry and more. From how agencies can optimize opportunities to how some OOH firms are changing the face of Lagos with state-of-the-art billboards. Stories of political campaigns in the electioneering process that will decide which political titan becomes the new boss on May 29, 2023, particularly the "Greater Lagos Rising" campaign also grace the pages of this brilliant and unputdownable edition.

I encourage you to sit back with a bottle of anything of your choice and guzzle the content with glee. Happy reading!

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# Global experiential marketing to reach USD 57.3 bn in 2028

By Felicia Nwosu

With the global experiential marketing indicating a quick and robust recovery from the devastating impact caused by the pandemic, the sector is projected to reach USD 57.273 billion in 2028. This was made known by Business Research Insights, an organisation that offers expert analysis and accurate data-based market intelligence, in its latest report. According to the report, the growth represents a Calculated Annual Growth Rate (CAGR) of 3.16 percent during the forecast period.

Meanwhile, the global

experiential marketing service market size was USD 47.527 billion in 2021 but it is estimated that the caffeine powder market will experience a higher than anticipated demand across all regions as against its performance during the peak of the pandemic. The projection also indicated that Covid-19 has been the primary driver of the experiential marketing service market expansion and uptake among consumers all over the globe.

The report also indicated that in 2023, the market will grow at a steady rate and with the rising adoption of strategies by key players; the market

is expected to rise over the projected horizon.

Meanwhile, another research platform, PQ Media, projected from 2022-2026 revealed that an unprecedented 25.7% plunge in 2020 due to the economic blowback from COVID-19 left a devastating impact to one of the most consistently growing media segments for two decades, but it rebounded 8.2% in 2021 to \$67.63 billion. This was why it was expected to grow at an accelerated rate of 11.1% to \$75.16 billion in 2022.

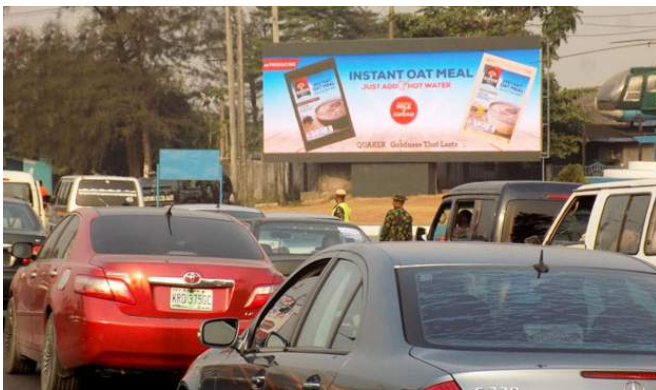
However, the platform is optimistic that consumer experiential marketing



won't reach pre-pandemic spends levels until 2024 while averring that more and more advertisers and marketers will continue to embrace the space as the ultimate channel for engagement even after the pandemic.

"For instance, US experiential marketing spend is projected to outpace that of overall advertising & marketing investments and US GDP by 3-6 percentage points in the 2022-2026 period, as brand marketers shift budgets to media channels that demonstrate the ability to engage target consumers, create emotional connections and increase sales."

## Plural Media upgrades digital billboard in Port Harcourt to HD



Plural Media, one of the leading digital out-of-home advertising companies in the country has upgraded her digital billboard located at the popular Airforce Gate on the ever busy Aba Road in Port Harcourt, the garden city to a magnificent High Definition resolution P8 display.

The unveiling of the upgraded platform which happened recently according to the company was to further demonstrate her avowed commitment to go the extra mile in ensuring that her teeming clientele derive maximum satisfaction from their campaign exposure investment on her DOOH inventories across

the country in line with the delivery of 'Visible Happiness' trademark the company is known for.

As one of the leading innovative Digital Billboard promoters in the country, Plural Media provides advertisers with all the benefits of digital billboards campaign exposure/execution including minimal lead times/immediacy of flighting, always-on reputation, affordable day-part buys, mobile/social media convergence, audience tracking with mobile devices, etc.

Interestingly, the immediate aftermath of the COVID 19 pandemic has seen the return of people to the streets and this is positive for the O-O-H sector as people are spending more

time outside their homes which means more exposure to O-O-H media platforms and messaging particularly on dynamic media platforms such as the digital billboards.

The location of the Upgraded Billboard in Port Harcourt is one of the major artery routes in the oil rich city and enjoys heavy pedestrian and vehicular traffic made up of diverse audience classes that appeal to all brands.

Furthermore, the infrastructural renaissance that has been witnessed in Port Harcourt under the current administration only means that the Upgraded Digital Billboard platform complements and aligns with the rebirth of the Garden City.



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# FCCPC to collaborate with SON, NAFDAC to enforce regulation, penalties

By Abimbola Mohammed



The Federal Competition and Consumer Protection Commission (FCCPC), through Babatunde Irukera, the Vice Chairman and Chief Executive Officer, said the commission moved into the 2023 activities with a plan to enforce more penalties.

he Commission boss noted that there would be more collaboration with Standards Organisation of Nigeria (SON) and National Agency for Food and Drug Administration and Control (NAFDAC) to reinforce its regulatory authority. He, however, hinted that players in the power sector, manufacturing sector and digital space may experience stricter regulations in the interest of consumers in 2023.

Making the call on a programme called “Arise Exchange”, monitored by MARKETING EDGE on Arise National

TV recently, Mr. Irukera said that FCCPC had, towards the end of 2022, embarked on further investigation and scrutiny of the power sector, fast moving consumer goods and the activities of digital lenders, and unraveled major irregularities that laid foundation for the areas the organisation will focus on in 2023.

According to him, the agency has started unbundling more of its regulatory tools to create room for penalties in the months ahead.

“Towards the end of last year, FCCPC opened an investigation into the activities of some of the biggest importers of power generators in the country and we made headway in sanitizing the area. In particular, the commission has so far tackled cases of unwholesome practices across consumer goods, digital economy and some other

sectors,” he said.

Looking at the agency’s activities last year and also moving forward on what the plans are to strengthen its operations this New Year, the vice chairman said over the period of several months, the commission was gathering intelligence which has led it to conclude that there were some irregularities in the activities of the alternative power generating companies and players in the Fast Moving Consumer Goods Sector (FMCG).

“Through investigation and intelligence gathering, FCCPC concluded that there were some anticompetitive practices in some sensitive industries such as power; especially the alternative power generating sector. We found out that there is some level of coordination among big players who play in the 20-200 KVA generators with shady deals. There were questions about how they were procuring the equipment and what they were importing. There were issues about duty free waver or using it to also Import spare parts which are prohibited and whether they were procuring for themselves, essentially engaging in illegal transfer pricing,” Mr. Irukera said.

He added that quite a number of investigations were carried out, especially in the FMCG subsector.

“One of the first things we did was that, early in the year, we started engaging the manufacturers about what we consider misleading. For instance, we discovered that they are reducing volume and content without reducing packaging,” he said.

Irukera also disclosed that the last quarter of the year saw the commission beaming its searchlight into the activities of the digital lenders, adding that even though the exercise is still ongoing, a framework has been put in place.

“On the operators of various digital lending platforms, our stand is that there must be a process and a credible model of operation to enhance sanity,” he mentioned.

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# OAAN outlines 2023 plans

By Felicia Nwosu

As part of its strategic annual plan to achieve its vision for growth with actionable ideas, the Out-of-home Advertising Association of Nigeria (OAAN) has outlined some of the milestone plans that will guide the activities of the advertising body in the year 2023. Emmanuel Ajufo, President, OAAN, shared the plans in an exclusive interview with **MARKETING EDGE**.

“Our first executive meeting will be held on the third Wednesday of the month, to kick-start our activities and marshal our roadmap for the year. This year, we have lined up plans to execute what we hope will reshape OAAN for the better. The major challenge on the front burner is to tackle the issue our members are having

with the Kaduna State Urban Planning and Development Agency, KAPSUDA, the government agency that has refused our members in the state to work peacefully. They still remove members’ billboards structures that were legally erected.

“Although we are already in court, we are also exploring alternative dispute resolution method by reaching out to the governor to wade in on the matter. I am sure he is busy with political matters. But we hope the governor will intervene timeously and broker a settlement once and for all.

“We will also continue to engage with Central Bank of Nigeria (CBN) on our pursuit to use our billboards as collaterals. These boards are sometimes, multimillion naira investments

and should be accorded their financial and economic value just like other properties and investments. It is CBN that decides what can be used for collateral, which is why we will continue to engage them to qualify our structures as collateral.

Speaking further on the challenges affecting members of the association, Ajufo highlighted the issues of government charging for vacant sites and commissioning.

“Again, we maintain that it is morally wrong for the government to charge for vacant sites. On the road concession issue, the last we heard about it was that we got a letter from the public Private partnership department, stating and assuring us that our members will not be unduly



affected. We will continue to press forward in engaging them to understand that we do not want concession. We know the negative implications of concession, from what we have seen, the entire Lekki axis belongs to one company. We believe that concession does not aid or encourage competition and competition is part of the soul of a business, we don’t want it and we will continue to talk about it.”

The outdoor specialist underscored the importance of this year to the association because it is an election year which will see him hand over the baton to a new helmsman.

# Nigeria video on demand segment projected at \$836.1M in 2023

By Oghale Mafuru



Amid declining attention span which currently sits at 9 seconds, the Video on the Demand platform offers a marketing and advertising opportunity for brand managers in Nigeria as latest industry report has revealed that the segment which has witnessed

an impressive growth over the last two years, due to increase in video consumption is projected to rise further by \$836.10m this year.

Furthermore the sector is expected to grow annually at a Calculated Annual Growth Rate (CAGR) of 11.64 percent between 2023 and 2027,

resulting in a projected market volume of \$1,299.00m by 2027.

According to Statista, a research agency in Germany, while user penetration will be 21.8 percent in 2023 and expected to hit 26.7 percent by 2027, the largest segment which is Video Streaming (SVoD) is projected to grow at a market volume of US\$775.20m in 2023.

Globally, revenue in the Video-on-Demand segment is projected to reach US\$111.10bn in 2023 with revenue expected to grow at an annual growth rate (CAGR 2023-2027) of 8.77 percent, resulting in a projected market volume of US\$155.50bn by 2027.

The largest segment is Video Streaming (SVoD) with a market volume of US\$95.35bn in 2023.

In global comparison, most revenue will be generated in the United States (US\$43,390.00m

in 2023) as the number of users is expected to amount to 1,924.4m users by 2027.

User penetration will be 21.0 percent in 2023 and is expected to hit 24.2 percent by 2027.

Netflix, a video on demand platform, ended the year 2022 with around 231 million global paid subscribers. The company reported that its revenue in Q4 reached \$7.85 billion, reflecting 1.9 percent growth year over year, compared to 16 percent year over year revenue growth it recorded the previous year.

In Q4 Netflix added 909,000 paid subscribers domestically in U.S. and Canada while in Europe, Middle East and Africa (EMEA) it added 3.19 million net subscribers. Latin America contributed 1.76 million and Asia-Pacific (APAC) brought in 1.79 million paid users.

Meanwhile, another Video on demand platform, Amazon Prime Video revenue reached \$5.16 billion in 2022, up from \$4.63 billion in 2021. With over 200 million subscribers, the Amazon Prime subscribers are expected to reach 250 million by 2027.



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# Agencies should invest in workforce for cutting-edge delivery – Ufot

By Felicia Nwosu



Udeme Ufot, Managing Director of SO&U, has challenged agencies to constantly improve the knowledge-base of their professionals to stay ahead, updated and well acquainted with happenings around the industry and their clients' businesses to enable them deliver the right value.

He stated this in an exclusive interview with *MARKETING EDGE* while assessing the advertising industry growth in recent times. The marketing communication expert encouraged practitioners to up their games by acquiring the requisite skills, research and deeper knowledge

base to respond rightly to industry needs.

Ufot commended agencies for responding to some of the challenges posed by the pandemic. He however called on them to be more accountable and empathetic through measurable value-addition to boost clients' businesses through quality service delivery, instead of being carried away with agency self-achievement.

"The client is paying for the service and the more you can demonstrate to them that you are offering value and that value is measurable, the more you can sustain your business. Quite often, agencies are more thrilled with the

accolades and awards that follow the work they have done and sometimes, they are less concerned about the impact of the work on their clients' businesses.

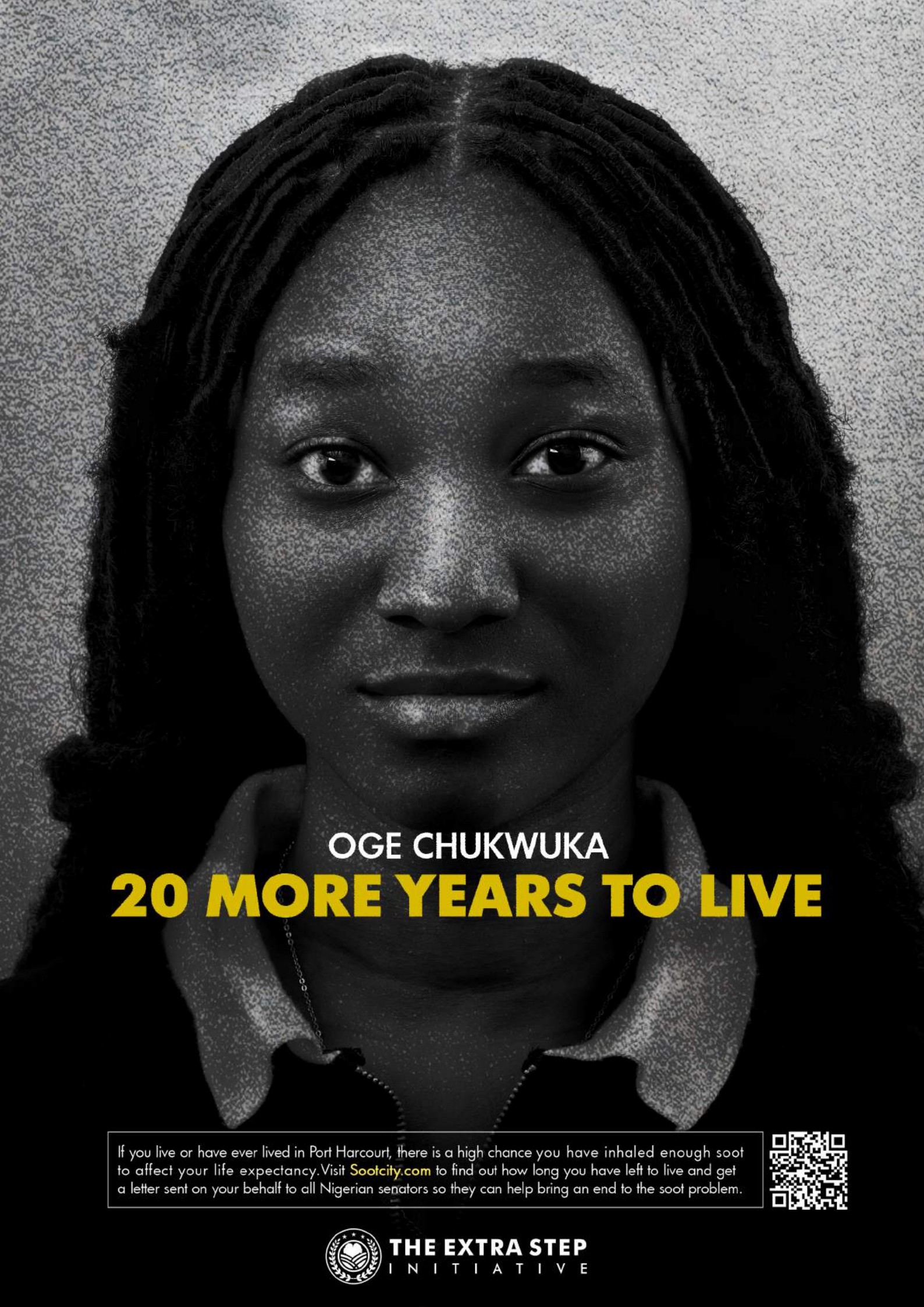
"Going forward, it is becoming more imperative that the marketing budgets need to be well-deployed; these clients are suffering. Marketing directors should be held to account for the budgets given to them to grow their brands and agencies. If agencies refuse to be more accountable and marketing directors can't be accountable, people will lose their jobs."

The former ARCON Chairman commended the new ARCON law that supports local content

production. He also revealed that Covid-19 taught advertising practitioners to look inward instead of spending much on infrastructure that the industry has been endowed with.

Reaffirming the tremendous impact the emergence of the pandemic has brought into the industry, Ufot said: "Certainly, those two years of lockdown and semi-lockdown, dealt a heavy blow on the advertising industry in terms of loss of clients as clients had to shut down. Budgets were cut, media campaigns were suspended, so all manner of things happened, and even the consumers were hard pressed to the extent they couldn't make purchases. It is actually now that agencies are beginning to reemerge to push ahead. Another fall-out of the pandemic is the new work culture. Some clients and some people have been used to remote working and this has spurred a set of small tiny standing alone operators who are offering services that undercut agency operations."





OGÉ CHUKWUKA  
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**THE EXTRA STEP**  
INITIATIVE

# Adverts247 launches as Nigeria's first rideshare advertising network

By Zion Rufus



Interactive digital advertising platform, Adverts247 has formally launched to bring advertisers closer to their target audience through the delivery of engaging and immersive in-car video ads to potential customers via its vast network of streaming tablets stationed in rideshare vehicles across Nigeria.

Positioned as Nigeria's first rideshare advertising network, Adverts247 will enable brands to connect with passengers throughout their ride-hail trip, while they are uniquely

attentive and undistracted.

Speaking at the unveiling ceremony, Ola Aina, founder of Adverts247 revealed that the company has come to help brands and marketers economize their advertising budget while aiding them to reach their true target audience.

"Brands are increasingly allocating a bigger portion of their marketing budget to out-of-home advertising. Broadcast and digital media costs increased by 31.2% from pre-pandemic levels. This is the biggest jump in two decades," the founder shared in his remark.

According to Aina, Adverts247 was birthed to challenge this financial injustice to brands' ad budgets as inflationary pressures and a looming advertising recession continue to hit marketers hard.



He continued: "In these challenging times, this medium remains remarkably cost effective for brands. And in this case, Adverts247 has come to help brands to reach their vast audience and economize their market budget."

Amongst other premium features which include a unique ad tracking and

geolocation technique of targeting, the platform also offers an entertainment system for riders. With Adverts247, riders get to enjoy entertaining content and a chance to win cash prizes through the Adverts247 trivia.

# Insight Redefini marks 43rd anniversary, encourages collective creative work



Insight Redefini, West Africa's leading integrated marketing communications group, as well as the world's third most valuable marketing communications group, Publicis Groupe, marked its 43rd Founders' Day on the 2nd of January, 2022, which represents the commencement

of the flagship industry leader, Insight Publicis.

In a communication to its stakeholders, the organisation expressed a renewal of its commitment to ensuring the founder's principles and values through employees' collective efforts.

The agency has over the years received national and international recognitions for its exceptional work. 2022, in particular, ended on a good note for the marcomm giant, as the group recorded key client wins and was instrumental to the launch of new local and international brands in

the Nigerian market, among which were Prime Video and Burger King. This is in addition to exceptional campaigns delivered for existing clients like Seven-Up Bottling Company (SBC), Nigerian Breweries, among others.

The company's strategy is driven by deep insights into market and consumer behaviour. Through its collective creative approach and a commitment to lead digital and technology integration in the industry, Redefini and its agencies continue to seize defining moments for its people and its

clients across the continent.

Redefini currently boasts of housing Nigeria's top 1% creative talents and client portfolio across West Africa. Through its agencies, the group continues to deliver the most iconic creative solutions for human-centred business growth.

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L – R: John Ajayi, Publisher/CEO, MARKETING EDGE; Lekan Otufodunrin, Executive Director, Media Career Development Network; Amos Oladele, Group Chief Operating Officer, MARKETING EDGE, and Ralph Tathagata, Managing Editor, MARKETING EDGE during the Masterclass held yrecently at the MAREKTING EDGE office in Ikeja, Lagos.

## Otufodunrin takes MARKETING EDGE's workforce on masterclass

By Abimbola Mohammed

**M**ARKETING EDGE, Nigeria's leading brand-centric and marketing publication, has held a masterclass with Lekan Otufodunrin, CEO of Media Career Development Network, as the facilitator. The masterclass was designed to fire up MARKETING EDGE's workforce so as to maintain its leadership in delivering best of news that touches the heart of the industry, marketing insight, trends, new technology, industry conversation and in setting agenda in Nigeria's Integrated Marketing Communication (IMC) space and other sectors of the economy.

The masterclass, which

had the theme: "Pursuit of Excellence in Media Practice and Management", had in attendance the entire MARKETING EDGE Group workforce, including MEDIA EDGE, centred on how the group can continue to deliver value by providing information, insight and business intelligence to its publics, and the IMC ecosystem, in particular.

According to the media professional, a good way for MARKETING EDGE to start the year and continue its strategic role as the go-to platform is by reappraising and auditing its industry leadership in content creation, annual awards and summit,

audience engagement, digital strategy, revenue development and digital product. He noted that, as people look forward to receiving the aforementioned services, there is a need to stay ahead of the curve through relentless pursuit of excellence.

"There is a need to pursue excellence as the New Year offers an opportunity to review past performances and set new goals. Standards don't remain static because what was good last year may no longer be good in the New Year. You don't have a monopoly of ideas and the markets, you need to always develop your ideas and also innovate," he said.

The media expert emphasised the importance of

innovation if any organisation must remain at the top, noting that every going concern should avoid complacency if it must be extraordinary and earn maximum revenue.

The media specialist mentioned that, for every functioning news website, content auditing of coverage of various sections is important as optimization of uploaded reports, new sources to quote in news reportage, digital strategy, new products and services, e-books, new templates for newsletter and content marketing is vital.

Expressing his willingness to invest in employee training, John Ajayi, the CEO/Publisher of MARKETING EDGE magazine, stressed the need to reduce skill gaps, improve performance, and keep up-to-date with industry trends.

"I am a firm believer that continuous training such as this will feed the ambition of talented employees, whose drive to succeed will, ultimately, add to their overall productivity and growth of the industry," he said.

The masterclass ended with a vote of thanks given by Amos Oladele, Group Chief Operating Officer and the entire staff appreciating the opportunity accorded to them to remain up-to-date and focused on the delivery of excellence.

Mr. Otufodunrin, a veteran journalist and media career development specialist with over 30 years of media industry experience, is presently the Executive Director, Media Career Development Network, Nigeria's foremost media mentoring and coaching organisation.

He is a former Managing Editor and Sunday Editor at The Nation Newspapers, and former Group News and Political Editor at The Punch Newspapers. He is the founder of Journalists for Christ and a fellow of Thomson Foundation, Poynter Institute and Bloomberg Africa Media Fellowship.

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# Little known marketing truths that should be embraced

By Zion Rufus

Looking at the variety of changes coming to the marketing world, the biggest marketing trends expected to dominate the year, and new challenges that will be presented as businesses brace to explore the unfamiliar terrains of 2023, some professionals have advised that marketers need to do things differently by embracing new ideas.

As identified by experts across fields, to approach this challenge and to help marketers win in this constantly changing, and competitive environment, we have compiled a list of unpopular marketing truths that marketers need to embrace in 2023.

Budget allocation should be 70% on acquisition, 30% on Retention. (Even 80:20 to be honest)– Zedi Africa founder, Ized Uanikhehi

“Budget allocation should be 70% on acquisition, 30% on Retention. (Even 80:20 to be honest), Retention strategies are great, but to be fair, once a user has gone through the process of signing up on your app and has carried out at least 4 transactions, chances are they are not closing the account. Rare, few and far in-between. Even when they abandon the account, they will come back at some point when they experience network issues with other banks. So focus more of your marketing spend on acquisition, Acquisition over retention, I tweeted this once and a few people nearly chewed my ear off but I am yet to be proven wrong. People who spend more budget on retention end up not growing much.”

The kind of marketing that works is the one that is grounded in the fundamentals of the business– Lanre Basamta, Group Head, Mobile Financial Services at Interswitch Group

“The kind of marketing that works is the one that is grounded in the fundamentals of the business, marketing that will deliver actual benefits, not just in terms of business growth but in terms of significant brand, strategic, and other qualitative output. I think marketing a lot of the time feels too qualitative in outlook. Marketing measures a lot of vanity KPIs that make a lot of interesting sense to the marketing people but not to the business.

We have seen over the years the erosion



of the power and impact of marketing, i mean people just tend to see marketing people as good spenders who like a lot of colourful designs but i think truly the marketing that works is the one that is grounded in fundamentals and i think as marketing people we need to start looking inwards, and the more inwards we look, the more we become of better significance to the businesses we serve and the communities that we operate in.”

Marketing should be ingrained in every aspect of a business– CEO, Nimbus Media, Wale Adegoke

“I firmly believe that marketing should be ingrained in every aspect of a business. It is an essential component of every business. Many businesses attempt to shun or minimize its value. You can’t just put marketing in a box in business, any more than you can minimize finance in any business. Marketing should be the day-to-day currency of any business.”

Global Brand Communications Lead at Beiersdorf AG, Temitayo Ige

“Don’t just move all/most of your budget to digital because it is the ‘in’ thing. In fact, you may not particularly need a digital first comms strategy. Start with the consumer and work from there.”

Marketing doesn’t have templates– CEO, Identiture– Frankline Ozekhome

The marketing function is a value creating function and not a cost center– Category Development Manager, Nestle, Rukevwe Toka

Marketing is constantly working and reworking to find something that works– Marcom consultant, Fridel Makun

Marketing is constantly working and reworking to find something that works to achieve your product or brand goals. It is alright to fail, just go at it again with a different approach inspired from learnings of your initial failure.

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# EiE launches Footprint to mark 10th anniversary

By Felicia Nwosu



In celebration of a decade of building a new generation of active citizens, Enough is Enough (EiE), a coalition of Nigerian youth advocacy groups, hosted the public to a glamorous evening with the presentation of its book titled “Footprints: Past. Present. Future.” The milestone event was held at the Shell Hall, Muson Centre, Onikan, Lagos recently.

Footprint is a 12-chapter book, a masterpiece put together by 47 young contributors, who poured

out their hearts together to represent the great future with the new voices as members of EiE. These great personalities are Chude Jideonwo, Adebola Williams, Amaka Nwankpa, Hadiza Mohammed, Aisha Yesufu, Tunde Bakare, 2Face Idibia, Seun Onigbinde and many others.

The foreword for the book was written by Nigeria's legendary diplomat and academic, Christopher Kolade, while it was compiled by EiE. The journey of EiE, which kicked off in 2010, was officially

registered in 2012.

Reminiscing on how and when the life-changing journey began, Executive Director, Yemi Adamolekun, said it has been 10 years of labour of love in achieving an incredible milestone and demanding for responsive, accountable governance after engaging in several protests that have given birth to stronger voices of champions for good governance.

Mrs. Adamolekun made the evening a moment of reflection for the audience when she went back to the lonely journey of advocacy for good governance, which came with so much struggles. She tasked Nigerians to back up their words with action by ensuring that they go beyond registration, vote right and protect their votes to make a change in 2023, while demanding for accountability.

“Nigeria is where it is because of actions we have taken or actions we have refused to take. My challenge to you this evening is to ask: ‘Is enough not enough?’ What would it take to move us from where we are to where we

want to be? EiE has become a platform where I could use my voice and talk about the Nigeria that I want to leave for my children,” she said.

Tolulope Adeleru-Balogun, a journalist and also one of the contributors of Footprint, who read some excerpts from the book, said she was glad and proud to have been a part of the journey which has now been replicated in many states.

“It has been nothing short of interesting to be a Nigerian journalist in an era where social media has become mainstream media with the structure and a leveler. Social media has made it easier to have vital conversations throughout government, accountability and the need for transparency.

Another contributor, Chude Jideonwo, who is also a broadcaster, while granting an interview to journalists at the event revealed what inspired the title of the book.

“I am looking at the footprints that EiE has left upon the Nigeria polity over the past 12 years, but beyond EiE, the footprints that young people have left in multiple advocacy efforts since then till Endsars, and the idea that there were no silos and unbroken chain or people who love their country, who are coming together at great risk to themselves for their liberty.

## Fixpolitics activates Office of the Citizen, unveils logo

By Felicia Nwosu

In line with its vision to awaken the power of the citizens by empowering and engaging them for inclusive political participation for good governance and leadership, while giving them a stronger voice in the creation of governmental agenda and public policies, Fixpolitics, a citizens-led non-partisan movement developed to structurally change and

innovate politics across the continent and the globe has activated the office of the citizen as well as the unveiling of its logo to the public. The activation event was themed: “The Power of One People” and it was held at the Providence Hotel, GRA, Ikeja, Lagos.

Oby Ezekwesili, Founder, FixPolitics, while addressing the audience on the importance of the context within which

the Office of the Citizen and community organizing were launched, said it is not about 2023, but the future of generations yet unborn to benefit from the quality and good governance. She explained that citizens need to be aware of the power they possess as a people, to enable them to act, and demand accountability and transparency from those in leadership.



The former education minister averred that power resides with the people and not the politicians, because the office of the citizen is the highest in the land, especially in a democratic system. The bring-back our girls advocate emphasized the need for all-inclusive governance and



participation. The former VP of the World Bank decried the failed system of Nigeria's political leadership, especially in the protection of its citizens while urging the populace to be actively involved to chart the right path of governance and leadership.

"Ultimately, cities and countries are made by virtue of good and effective governance, which is what has brought us here today, this event where we are activating the office of the citizen and launching the concept of community organisers. As citizens, there must be something that triggers you to where you are now ready to take on the important matter, of being a part of the recovery of the political space of this country because it is the politics of this country that determines the governance of this country. The quality of our politics has consistently delivered to us the kind of governance that is not about the issues that matter to the citizens. In any society that will be well governed, it is the poor that particularly matter because for you to make society resilient, you need to manage the risky portion of the segment of your population and ensure their constant mobility away from the place of fragility, vulnerability, and risk to a place of productivity."

Alero Otopo, Vice Chancellor School of Politics, Policy and Governance (SPPG) highlighted the School and its operations. She referred to Chinua Achebe's book, 'The Trouble with Nigeria' which she revealed was recently reviewed in SPPG.

"The office of the citizen is about to get really loud. Today, we are sowing the seed to activate the millions of Nigerian citizens who have been crushed under what I called loud helplessness. With this activation begins the journey of freedom. Activating the office of the citizen as far as I am concerned, is a game-changer and I hope that every single one of us will take the responsibility for educating our families and our children, our friends and neighbors to ensure that we move Nigeria forward and empower citizens to be actively responsible in political matters.

# Impact of election on adspend over-rated -Oyeyemi

By Oghale Mafuru



As the 2023 general election gathers momentum, Kolawole Oyeyemi, Chief Executive Officer, CEO of Axiom Intel Nigeria Limited, a leading marketing communications company has posited that the electioneering activities will have minimal influence on advertising spend this year contrary to speculations.

The renowned marketing professional with over two decades of experience stated that the general belief that the coming elections will stimulate economic activities that will spur advertising spend in 2023 is unlikely given the fact that the preceding months had not witnessed any upbeat of activities involving professionals of the Integrated Marketing Communications Industry.

His words: "I think this whole hype about the impact of the elections on brands is over-rated because we are looking at two critical months in a 12-calendar-month year. The reality is that normally, the build up to the election should have been in November, December, or January for an

election that will happen in February. So if we have not seen the kind of aggressiveness thus far, I am not expecting a breath-taking, disruptive spending in 2023.

According to him, while politicians continue to fund campaign initiatives, not much is accrued to agencies or the media.

"They may be spending on the streets but not on the media as you would expect it to be. The thing is that a lot of what you are going to find is that the law that the government is going to roll out in terms of financial regulations is also going to have some impacts on how much money these guys have to spend because a lot of the money they would have spent are not monies that will go through the banks. With what they have done right now, we are now forcing them to go through the banks and account for those monies and explain the source. That is a very difficult thing for many of the people that you expect to spend any money lavishly.

"So, from my point of view, I don't think we are going to see

anything extraordinary than what we have seen right now. Be as it may, we will still see some spending" he stressed.

The highly cerebral marketing professional, stressed that the fundamental requirements necessary for marketers and brand managers to win under any economic or social climate are precision, thoroughness, insights and a smart strategy that aligns with creative work.

"What is important really is that you have first, strategy that is clear and focused on your consumer or customers depending on which sector you're in. Then have your strategy and creative aligning because one of the biggest issues we have in the industry is that you have excellent strategy but poor execution in terms of creativity.

There must be a connection between the strategy and the creative work. The third one for me is creativity that breaks parity. You must be heads and shoulders above your peers and competitors in terms of your creative deliveries. These fundamentals are regardless of whether there is an increment in the environment or high competition. These are standards that you must focus on anyday, anytime. So for me, if you keep those three things in sight and you are driven by sound insights, with your eyes on the ball with regards to your customers, your strategy aligns with your creative work and your creativity breaks parity, I don't think you lose sleep over the worth of political ad spend" he said.

The 2023 general elections is about eight weeks away and the polity is agog with campaign activities as aspirants continue to sell their manifesto to electorates across the six geo-political zones of the country.

# MAJOR IMC INDUSTRY HIGHLIGHTS IN 2022

By **Abimbola Mohammed**

In 2022, some agencies, brands, companies, media platforms and individuals witnessed growth and profits compared to 2021, the year after the COVID-19 pandemic wreaked havoc across the world.

As the world continues to adjust to the new normal and new ways of doing things, innovative and technologically savvy businesses and individuals continue to disrupt and drive the world on the path of progress. Some product and service brands also recorded impressive growth and productivity while taking the centre stage.

Taking a look at the major events that happened in the Integrated Marketing Communication space from the beginning of 2022 till date, here are the major highlights of the year.

## Appointments

Nigeria's foremost dairy company, *FrieslandCampina WAMCO Nigeria Plc.*, appointed Audrey Joe-Ezigbo as an independent Non-Executive Director.

World's largest food and beverage company, *Nestle Nigeria*, appointed Rukevwe Toka as its Category Development Manager.

Adyen, an e-commerce company, appointed Simileoluwa Afolabi-Jombo as Product Data Analyst.

*Eat 'N' Go Limited* appointed Eid Hassan as its Chief Operating Officer, to expand the leadership team.

*Chenist Communications*, a leading innovative Public Relations company, appointed Segun Mcmedal as the new Executive Director, Business Development, Operations and Innovation to consolidate its leadership position in the PR



sub-sector.

## IMC Regulatory agencies

### ARCON

Advertising Regulatory Council of Nigeria (ARCON), formerly known as Advertising Practitioners Council of Nigeria (APCON), apart from relaunching its name and logo, officially unveiled a new law, signed by President Muhammadu Buhari, as part of its statutory mandate to regulate the advertising industry in the country.

Among other highlights,



ARCON announced the removal of unapproved political communication materials effective from 5th December 2022 as part of its mandate to avoid unethical practices capable of undermining the peace and security of the country.

ARCON charged digital content creators to desist from exposing



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advertising messages without the approval of the regulatory agency and comply with the statutory code of advertisement to avoid sanctions.

ARCON announced that effective from January 1st 2023, the apex regulatory body will commence implementation of a policy to ensure a minimum of 75% cumulative local content of all advertising and marketing communication in the country.

ARCON instituted a suit against Meta Platforms Incorporated (owners of Facebook, Instagram and WhatsApp platforms) and its agent AT3 Resources Limited at the Federal High Court, Abuja Judicial Division.

**OAAN**

The Outdoor Advertising Association of Nigeria (OAAN) held the maiden edition of its Annual Awards with 12 categories. The glamorous ceremony was held on 23 November 2022 at the Marriott Hotel, Ikeja, and Lagos.

OAAN also presented a book that chronicles the historic and legendary journey of the association, including its growth, challenges, and success stories. The compendium titled: “OOH Advertising Practice in Nigeria,” was unveiled as part of activities to mark the maiden edition of OAAN 2022 Conference, exhibition and awards, which was held at Marriott Hotel, Ikeja, Lagos.

**ADVAN**

The Advertisers Association of Nigeria (ADVAN) held its 2022 African Awards for Marketing Excellence amidst glitz, glamour and entertainment as a celebration of hard work, outstanding performance and ingenuity. The prestigious event recognised and rewarded outstanding achievements in the Nigerian marketing communication industry, and, by extension, on the African continent.

**NIPR**

The Lagos State Chapter of the Nigerian Institute of Public Relations



(NIPR), a leading and most populated branch of the Institute in the country, held its seventh edition of the Lagos Public Relations Industry Gala and Award (LaPRIGA).

**Product Launch**

**Radio Adspread**

Technology development company, Space Universe, unveiled the new age of radio advertisement with the launch of RadioAdspread, an AI driven global advertisement platform that digitalizes the operation of radio advert while providing real-time report of the campaign.

**Airtel Nigeria**

Airtel Nigeria, leading telecommunications service provider, in partnership with United Nations Children’s Fund (UNICEF), launched the Re-imagine Education initiative in Lagos. The programme is aimed at connecting 620 schools and over 400, 000 children to digital learning platforms.

**SBI Media**

In a bid to maintain its position as one of the leading media planning and buying agencies in Nigeria and Africa, SBI Media made history with the launch of 142.4 metres Out-of-Home (OOH) wall drapes for Binance. The structure is strategically located at the Seymour Aviation Car Park, Murtala Muhammed International

Airport, Lagos.

**Account review**

**Insight Publicis**

To facilitate its entry into Nigeria, Amazon Prime Video, international on-demand subscription video and over-the-top streaming platform, appointed West Africa’s leading creative agency, Insight Publicis. This comes amidst Amazon Prime

Video’s effort to spread its global presence and reach more African audiences.

**Awards**

**MARKETING EDGE AWARDS**

The prestigious MARKETING EDGE Awards of Excellence became both symbolic and iconic in the history of Integrated Marketing Communications and beyond. MARKETING EDGE awards 2022 was held at the glamorous Harbour Point Event Centre, Lagos in September. The event 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 event was very educative, entertaining, rewarding, and inspiring.

**Nigerian Marketing Awards**

It was a gathering of seasoned marketing professionals, accomplished experts in the marketing field and industry leaders as the inaugural edition of the Nigerian Marketing Awards debuted. The awards, designed to encourage hard work and innovation in the industry, was held on 11 November, 2022, at the prestigious Eko Hotels & Suites, Victoria Island Lagos.

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# How Agencies can optimize opportunities in 2023 despite economic headwinds

By **Oghale Mafuru**

**A**s the new year gathers momentum, organisations are taking a retrospective evaluation of performance in the outgone year, benchmarked against certain critical growth indices to measure exactly what moved the needle either upward or downward.

Despite the fact that the advertising industry experienced the worst phenomenon in centuries with the advent of the coronavirus pandemic in 2020, the economic headwinds that accompanied it did not deter agencies from recording an upsurge in advertising spend in 2022 compared to the preceding year. This is attributed to the resilience and doggedness of professionals within the Integrated Marketing Communications Industry (IMC) as well as their adaptive disposition to the new trends and realities created by technology.

While the coronavirus pandemic has made setting long-term goals somewhat unrealistic, it is imperative for agencies to prioritize certain growth enablers in 2023.

Evaluating the nation's economic situation and impact on the economy is expedient as the advertising industry exists within this ecosystem. According to economic analysis by the Fiscal Policy Partners & Africa Tax Leader, PwC, Taiwo Oyedele, Nigeria is facing significant economic headwinds amplified by structural changes although Nigeria remains the largest economy in Nigeria GDP is growing albeit slower than desired with growing population estimated at 95 million and multi-dimensional poverty at 133 million.

He projected that while the global economy will see a slower growth in 2023 such that it will feel like a recession, factors that will shape the Nigerian economy next year are debt and taxes, politics/policies, Geopolitics, insecurities and subsidies. With a projected rise by 18% in advertising spend estimated at \$600 million expected to be driven by the beehive of electioneering activities which precedes the 2023 General elections, advertising agencies need to operate in a much safer zone to mitigate the myriad of challenges ahead. One critical area of focus is technological adoption and adaptation. Agencies that are future-fit must continue to increase digital capabilities and invest in infrastructure that will drive rapid adoption

and utilization. With the accelerated evolution of technology and the advent of artificial intelligence, blockchain, augmented reality and metaverse, agencies either embrace these trends or be swept away like dinosaurs.

Indeed survival for 2023 is dependent on how fast agencies can predict, innovate and harness the huge opportunities of technological evolution



to deliver on clients expectations. As clients look forward to maximizing advertising budget next year, speed in harnessing technology to increase Return on investment, ROI will be a competitive edge for agencies.

According to a call tracking and marketing measurement platform, CallRail's report, 85% of agency marketers believe that proving ROI to clients will be the key to growth next year, while 80% say keeping their martech updated is essential to their marketing agency's survival.

According to the report, the top priorities expected to aid the realization of 2023 goals for agencies include Investing In New Tools/ Technologies, Business Development, Partnerships, Client Retention, Outsourcing and Hiring. Investment in new tools and technologies was recorded to be the highest priority for agencies in 2023.

Adopting new marketing technology to track campaign ROI as well as other metrics that will clearly show the numbers is fundamental as clients are more drawn to agencies that offer comprehensive martech solutions and competitive marketing analytics tools.

This is expected with digital advertising

spend projected to rise in double digits and clients preference shifting there as consumers' digital consumption deepens. Hence, adapting to recent changes within the digital landscape, as well as what is to come next year cannot be overstated.

To stay ahead of latest trends, in-house digital skillset and necessary tools are imperative for maximum efficiency which will guarantee clients satisfaction and retention.

However, trends expected to be long lasting include; Metaverse Marketing, Personalization, Customer Communities, Voice Search, Visual Search, Gamification, Short-Form Video Content and OTT (Over-The-Top/ Streaming) Advertising and agencies need to put these into perspective.

Another growth factor agencies should consider for 2023 is an in depth review of their offerings, juxtapose with the emerging trends and introduce new solutions that aligns

with organisations goals.

Agencies cannot afford to be mundane but must continue to rethink business operating models and innovate to stay ahead of the curve.

Agencies should be ready to offer more to clients using available data and insights to predict occurrence and take actions on behalf of clients. Spontaneity is key!

No doubt, as in previous years, 2023 will witness a drastic shift and agencies will find new solutions in response to the expected changes.

Agencies should work hard to improve clients' experience by taking deliberate steps to improve communication, touch points, innovating new solutions, increasing reporting efforts and flexible payment options.

Demonstrating your agency's value and effectiveness by keeping track of the success of marketing campaigns and impact on the clients bottom-line is essential to earn their confidence.

As agencies look towards 2023 with optimism, proving ROI to clients will be the key to growth in 2023 and technology will play a huge role in enabling its realization.

# MOTHERS OF THE YEAR WIN TRIP TO DUBAI



From L-R, Mrs. Gloria Jacobs, Marketing Manager, Three Crowns milk; Mr. Temitope Bande, Cluster Supply Chain Director, FrieslandCampina WAMCO; Mr. Adedeji Adeshoga, Cluster Sales Director, Sub Sahara Africa, FrieslandCampina WAMCO; Mrs. Oluchukwu Rose Igwe; Mrs. Joy Obiese; Mrs. Ibade Odigie; all winners of the Three Crowns Mum of the Year 2022; Mrs. Ore Famurewa, Executive Director, Corporate Affairs, FrieslandCampina WAMCO, and Chris Wulff-Caesar, Cluster Marketing Director, Sub-Sahara Africa, FrieslandCampina WAMCO at the grand finale of Three Crowns Mum of the year campaign 2022 held in Lagos recently.



From L-R, Gloria Jacobs, Marketing Manager, Three Crowns milk; Mrs. Abiodun Abolade, 2022 Three Crowns milk Retailer Mum of the Year; Mrs. Oluchukwu Rose Igwe; Mrs. Joy Obiese; Mrs. Ibade Odigie; all winners of the Three Crowns Mum of the Year 2022, and Chris Wulff-Caesar, Cluster Marketing Director, Sub-Sahara Africa, FrieslandCampina WAMCO at the grand finale of Three Crowns Mum of the year campaign 2022 held in Lagos recently

Being a fit, smart and fun mother has earned Mrs. Joy Obiese, Mrs. Ibade Odigie and Mrs. Oluchukwu Rose Igwe an all-expenses-paid trip to Dubai, United Arab Emirates, and one year's supply of milk.

The women emerged winners recently in a keen contest that attracted over 300,000 entries, which were screened

and narrowed down to the top six contestants, to select the Mum of the Year 2022.

The campaign, which started with a call for members of the public to nominate any mother or mother figure deserving of a much-needed vacation, an all-expenses-paid trip to Dubai, an amazing travel destination, has been on since 2016 with just one mum as the winner enjoying the trip.

However, as the milk brand clocked 30 years in 2018, more winners were recognized for the star prize, taking the number to three mothers, who were eligible to travel to Dubai with two family members.

At a colourful grand finale in Lagos anchored by Bukunmi Adeaga-Ilori, aka Kiekie, Chris Wulff-Caesar, marketing director, FrieslandCampina, sub-Saharan Africa cluster, said: "Motherhood can be a thankless job and even when mothers are appreciated, one can never repay them for all they do. This is the reason we created the Mum of the Year campaign, to show appreciation for mothers or mother figures and give them their well-deserved rest and pampering."

On the same note, the marketing manager, Gloria Jacobs, said the organisation gives mums the opportunity to actually enjoy themselves, care for themselves and relax. When mums are healthy and happy, she said, the family is healthy and happy.

Reeling out modalities for the contest, she stated that: "There was three to 12 weeks' promotion, where they get to buy a specified milk. They could nominate themselves or get nominated by anyone, maybe their friends, family, kids, and get someone to write a compelling note why they deserve an all-expenses-paid trip as a mother or mother figure, before they could get into the entries."

According to the brand manager, contestants must be a fit mum, a smart mum and a fun mum. The smart mum would answer some brand questions: "She should know what the brand is about and answer confidently questions about the brand. A fit mum should be healthy and fit. So, we do some fitness routines before a live audience. Finally, the fun mum would engage in a dance session with members of their family, also before a live audience, and the judges, on the spot, based their judgement, on criteria, would decide."

Jacob noted that the top six contestants were judged based on the set criteria, including fitness, smartness, dance moves and the number of votes by the audience. At the end of the day, Mrs. Joy Obiese won first place, followed by Mrs. Ibade Odigie and Mrs. Oluchukwu Rose Igwe, respectively.

Interestingly, for the first time, the Mum of the Year competition recognized and rewarded an outstanding Abeokuta-based retailer-mum, Mrs. Abiodun Abolade Sodiq, with an all-expenses-paid trip to Dubai and one year's supply of milk.

At the ceremony, Obiese said she was happy, excited and on top of the world: "I have been a customer and follower for years. I have always known about Mum of the Year.

"My advice for mothers out there is to always give the family healthy nutrition, and they could find in the milk, which is a healthy milk for a healthy family, healthy heart, minds, body and everything."

To the organizers of the awards, she said: "Keep up the good work you are doing for always keeping smiles on mothers and families."

# Avoid purpose-washing when aligning advertising with a purpose- **Swildens**

By Zion Rufus

While more intentional and purpose-driven marketing and advertising have been projected to take center stage this year, advertisers have been advised to avoid “purpose-washing” when trying to align their advertising with a purpose.

Particularly in an era where consumers are quick to boycott brands based on social stances and values, and call them out for simply stating values without backing them with actions, Mailine Swildens, Google EMEA director of creative works in her submission for the top digital marketing trends and predictions for 2023, has pointed out that as more companies push to adopt standards that demonstrate



their commitment to ethics and a sense of responsibility, a commitment to causes must be authentic, long-term, and

supported by actions beyond words.

“People have been prioritising sustainability and

they want brands to help them make sustainable choices more manageable. They also expect organisations to have an impact on society more than ever before and align promises with actions. In response, we’re seeing brands shift from purely looking at minimising their own environmental impact to focusing on a greater purpose. They are taking a more active role to highlight important causes and inspire action,” Swildens stated.

The rise of purpose-driven marketing has helped marketers to shift significantly from putting out only entertaining, helpful, and interesting ads, to putting out personable contents and products that consumers can resonate with, to promote a deeper personal connection between the brand and its consumers.

However, treading carefully between purposeful marketing and “purpose-washing” will require thinking beyond products, services, and transactions to making more authentic commitments and impacts on your customers.

# Wavemaker wins Danone Specialized Nutrition business

By Abimbola Mohammed



Danone, a global food & beverage company has assigned Wavemaker Malaysia to handle its Specialized Nutrition business. This win is another chapter in the Wavemaker-Danone story which started with the agency scooping Danone’s global media account last year after a

competitive review.

Yee Pek Kuan, Danone’s Marketing Director for Malaysia & Singapore, said: “Overall, Wavemaker Malaysia stood out in every aspect of our task, from their strategic approach to understanding our business to their robust media pricing. We’re excited to partner with Wavemaker.”

Gordon Domlija, CEO, Wavemaker Asia-Pacific said: “What a fantastic way to start the year! We pride ourselves on being a genuine partner to our clients, supporting their current and future business

ambition. Through this pitch process we were inspired by the strong collaboration and openness to our passion and ideas, we are now excited to bring this to life through tangible business results for Danone across South East Asia.”

Also commenting on the win, Sheley Lim, Wavemaker Malaysia’s General Manager, said: “This was special for us, our approach was to provocatively think of the needs of the client and business and build tailored solutions to those needs. We will continue

to push the boundaries and evolve the business together.”

Wavemaker Malaysia closed the year with several new business wins and high-performance ratings from its existing clients. The scoring is through the WPP Vantage scoring system which is run globally every year.

According to Wavemaker Malaysia, they “witnessed phenomenal jump in client satisfaction scores in 2022 and closed at an all-time high of #2 for ‘High Performance’ and ‘Likely to Recommend agency’ scores by existing clients within the APAC region.”

Lim added that, “These ratings belong to every Wavemaker teammate, it is their dedication and hard work that has fueled our meteoric rise, 2022 is just a springboard, 2023 here we come.”



# DAAR COMMUNICATIONS PLC



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# Dubai Lynx announces 2023 Jury line-up, includes Vietnam for first time



The Dubai Lynx International Festival of Creativity has announced the names of the jury members who will award this year's Lynx Awards and set the benchmark for excellence in creativity across the MENA region. Amongst the industry experts, three See It Be It Alumni join the line-up, which is the highest representation the Dubai Lynx Jury has seen before. See It Be It is the Cannes Lions founded talent programme, created in 2014, which aims to support creative female talent from across the global industry and accelerate them into senior creative roles. Vietnam is also represented on the juries for the first time.

About the jurors, Philip Thomas, Chairman, LIONS and Dubai Lynx, said, "We're thrilled to announce this global group of talented creative experts, including three See It Be It Alumni and representation from Vietnam for the first time. To see such high representation from the See It Be It community truly shows the value of the programme in elevating female creatives into leadership roles. They will all play a crucial role in recognising and awarding creative excellence in the MENA region. We're grateful to all of our 2023 Jury for devoting their time and knowledge, and we can't wait to see our jurors in action in Dubai later this year with the return of a physical event."

The Dubai Lynx 2023 Juries have been named as:

#### **Brand Experience & Activation, Creative Commerce, Direct and Outdoor Jury:**

Vicki Maguire, Chief Creative Officer, Havas London, UK  
 Ashish Chakravarty, Executive Director & India Head of Creative, McCann, India  
 Atiya Zaidi, Managing Director / Executive Creative Director, BBDO, Pakistan  
 Cass Zawadowski, Chief Creative Officer, Wunderman Thompson, Canada  
 Giancarlo Rodas, Group Creative Director, Droga5, USA  
 Juan Pedro Moreno, Executive Creative Director, Ogilvy, Spain  
 Justin Joshua, Global Creative Lead, The LEGO Group, Global  
 Stephanie Mazingi, Creative Director, Publicis, South Africa

#### **Creative Effectiveness and Creative Strategy Jury:**

Anna Vogt, Chief Strategy Officer, VMLY&R London, UK  
 Camilla Facin, Head of Planning, Lola Mullen Lowe, Spain  
 Ida Rezvani, Chief Client Officer, dentsu Americas, USA  
 Lola Bakare, Chief Marketing Officer Advisor, Author, & Inclusive Marketing Strategist, be/co, USA  
 Lucas Chavez-Alcorta, Branding Regional Manager, Falabella.

com, Colombia

Melvin Mangada, Chairman & Chief Creative Officer, TBWA  
 Santiago Mangada Puno, Philippines  
 Pia Dahlman, CEO, Folk Finland, Finland

#### **Design and Industry Craft Jury:**

Sbu Sitole, Co-Founder & Chief Creative Officer, The Odd Number, South Africa  
 Borja Borrero, Executive Director, Interbrand, Iberia, Middle East, and LATAM  
 Jessica Leonard, Design Director, Iris Worldwide, UK  
 Jessica Tan, Digital Creative Director, Superunion, Singapore  
 Karthik Nambiar, Creative, Talented, India  
 Kathrin Hoffmann, Head of Experience and Systems Design, Havas CX, USA  
 Rafal Bauer, Le Pont eCommerce Innovation & Design Director, Publicis Le Pont, Poland

#### **Digital Craft, Mobile and Social & Influencer Jury:**

Zoha Zoya, Group Creative Director, Head of Experience Design, R/GA, EMEA  
 Fanny Svensson, Senior Creative, Nord DDB, Sweden  
 Nkgabiseng Motau, Co-Founder / Chief Creative Officer, Think Creative Africa, South Africa  
 Pipe Ruiz Pineda, Executive Creative Director, Wunderman Thompson Bogota, Colombia  
 Rish Gopal, Global Head of Content, Publicis Groupe, Global  
 Rodrigo Moran, Global Head of Creative of WhatsApp, Instagram, Facebook & Messenger, Meta, Global  
 Vanessa Sebban, Head of Creative Works, Google/YouTube, France

#### **Entertainment Jury:**

Amani Duncan, Former CEO, BBH, USA  
 Colin Booth, Creative Director, adam&eveDDB, UK  
 Erik Reiff, Partner / Chief Creative Officer, Black Cat White Cat Music, Japan  
 Fabrice Plazolles, Chief Creative Officer, Havas Play, France  
 Jacquie Mullany, Executive Creative Director, FCB Africa, South Africa  
 Karolina Galacz, Executive Creative Director, VMLY&R Budapest, Hungary  
 Mariana Albuquerque, Group Creative Director, Media. Monks, Brazil

#### **Film Craft Jury:**

Rajay Singh, Film Director & Founder, Directors Think Tank, South East Asia  
 Jessica Derby, Head of Production, BBDO Dublin, Ireland  
 Juri Stanossek, Former VFX Supervisor, Accenture Song, Germany  
 Leticia Rodrigues, Creative Director, FCB Brazil, Brazil

Lindsay Tyler, Director of Integrated Production, WoW Studios, USA  
 Nicholas Simkins, Executive Producer, FINCH, Australia  
 Peter Williams, Integrated Producer, Leo Burnett, UK  
 Film, Print & Publishing and Radio & Audio Jury:  
 Gustavo Lauria, Chief Creative Officer, We Believers, USA  
 Alexis Champa, Executive Creative Director, Media Monks, Germany  
 Bernard Achampong, Founder & Director, Unedited, UK  
 Costanza Rossi, Head of Art, Grey, UK  
 Ioana Zamfir, Executive Creative Director, MRM, Romania  
 Jung A Kim, Chief Creative Officer, Innocean, South Korea  
 Kyle Cockeran, Creative Director / Copywriter, Freelance, South Africa  
 Marco Giannelli (Pernil), Chief Creative Officer, AlmapBBDO, Brazil

#### Healthcare Jury:

Bernardo Romero, Maker, Klick Health, Canada  
 Alison Steven, Creative Director, Ogilvy, UK  
 Angela Williams, Creative Director, Deloitte Digital, USA  
 Emir Shafri, Chief Creative Officer, Publicis Groupe, Malaysia  
 Karine Mazuir, CEO and Founder, Karma Communication Group, France  
 Qi Zhu, Senior Vice President, Social Media Strategy Director, FCB Health, Global  
 Scott Smith, Executive Creative Director, DDB Remedy, Australia

#### Media Jury:

Kate Ivory, Agency Partner, Head of Strategy, OMD EMEA, EMEA  
 Jamie Seltzer, Global Managing Director, MarTech & Data Strategy, Havas Media Group, Global  
 Kevin Ndinguri, Managing Director, UM, South Africa  
 Martijn Lasonder, Strategy Director, Vayner Media, Europe  
 Maximilian Florian Schöngen, Global Creative Lead, Mediaplus Group, Germany  
 Sophie Langton, Head of Planning & Connection, Spark Foundry, Australia  
 PR Jury:  
 Tom Beckman, Global Chief Creative Officer, Weber Shandwick, Global  
 Arne Mosselman, Director of Creative Strategy Europe, Hill + Knowlton Strategies, Europe  
 Emma Williams, Senior Director, Edelman, Ireland  
 Indy Selvarajah, Chief Creative Officer, Ketchum, Global  
 Melissa Caranto, General Manager, MSL Vietnam, Asia  
 Rachael Sansom, CEO, Red Havas UK, UK  
 Yuki Koda, Chief Consultant, PR Consulting Dentsu, Japan

Entries into Dubai Lynx are being accepted until Thursday 2 February 2023. Further information on the awards can be found at [www.dubailynx.com/awards](http://www.dubailynx.com/awards).

# IAA President harps on First Party data optimisation

By **Oghale Mafuru**



As global marketing professionals look to the year 2023 with optimism amidst gloomy economic predictions and the imminent phase out of Cookies, the President of the International Advertising Association, IAA, Sasan Saeidi has charged marketing professionals to be more creative and innovative with the use of First Party data to create iconic solutions that will deliver on clients' expectations and increase bottom-line.

The President of the global body gave this charge in his forecast for 2023 where he revealed some key trends and insights that will likely shape the marketing ecosystem this year as well as how professionals can be strategically positioned for effective and result-oriented solutions that respond to the current realities and challenges.

He averred that First Party data will be the major source for reliable and accurate data which marketing professionals will optimise this year.

"From Data lakes to Delight: We are only going to become more reliant on first party data to create more relevant, comfortable, and appealing experiences for the consumer. So, let's get analysing, let's get smarter with the way we are breaking down the signals, and how we are using the signals of

the data lake to delight. Delight equals Conversion" he said.

Speaking further, the IAA President who doubles as the Chief Executive Officer of Wunderman Thompson stated that: "Marketers are more focused on short term Vs long term more than ever. Understandable that we need to think sales and share price all the time; but if we don't sacrifice a little margin in the short term to invest in the long-term brand building; we will diminish brand health in the long run. Our marketing playbook should not be focused on Wall Street; it should be focused on high street and building B2B & B2C brands that are human".

The IAA helmsman stressed the need for a critical review of the work culture and human capacity management in line with the emerging trends and challenges.

His words: "Shaping the future of work: We need to help our industry talent to remain in love with brands; marketing and advertising and stay invested. Quiet quitting, the growing talent drain and an uncertain future of work, fueled by the debate of remote Vs in-office are real challenges for business. But we are ultimately in the people business. We need to get creative with our future work blueprints and its starts with empathy".

He urged brand managers to be authentic and consistent in their brand message with strict conformity with the value proposition.

"Less is more in 2023. There is too much distraction out there and it's not helping marketing. Brands are doing too many things; inconsistently and doing them badly" he stressed.

# Britain contends with largest health workers' strike



British healthcare system was brought to its knees by the strike embarked upon by tens of thousands of nurses and ambulance service staff. The health workers went on strike Monday as a result of unresolved pay dispute. To further press home their demand, nurses will also walk out on Tuesday, ambulance staff on Friday, and physiotherapists Thursday, making the week probably the most disruptive in NHS history, its Medical Director Stephen Powis said.

The Health workers decided to embark on the industrial action because government says that their demand for a pay rise that reflects the worst inflation in Britain in four decades. "This would be unaffordable and only cause more price rises, making interest rates and mortgage payments rise further", government said.

"The government needs to listen and discuss pay rather than just saying the NHS doesn't have money," said Nurse Ethna Vaughan, who was part of a demonstration outside St. Thomas' Hospital in central London.

Around 500,000 workers, many from the public sector, have been staging strikes since last summer, adding to pressure on Prime Minister Rishi Sunak to resolve the

disputes and limit disruption to public services such as railways and schools.

The Royal College of Nursing (RCN) trade union wrote to Sunak over the weekend asking him to bring the nursing strike "to a swift close" by making "meaningful" pay offers.

A spokesperson for Sunak said on Monday there were no plans for the prime minister to get involved in the talks, adding: "We want to keep discussing how we can find a path forward with the unions."

"We've got one of the busiest winters we have ever had with record levels of funding going into the NHS to try and manage services," Maria Caulfield, the minister for mental health and women's health strategy, told Sky News on Monday.

NHS nurses and other medical workers strike over pay, in London

Nurses protest during a strike by NHS medical workers, amid a dispute with the government over pay, outside St Thomas' Hospital, in London, Britain, February 6, 2023. REUTERS/Peter Nicholls

"So every percent of a pay increase takes money away."

The NHS, a source of pride for most Britons, is under extreme pressure with millions of patients on waiting lists for operations and thousands

each month failing to receive prompt emergency care.

The RCN says a decade of poor pay has contributed to tens of thousands of nurses leaving the profession – 25,000 over just the last year – with the severe staffing shortages impacting patient care.

"We've got to look at the future, and that's what this is all about ... it looks like a very bleak future," said nurse Rebecca Cosgrave, also at the demonstration St. Thomas' Hospital.

"A lot of people have left

the profession already because they're so disillusioned," she said, while also describing how poor pay was making it harder to recruit more nurses.

The RCN initially asked for a pay rise of 5% above inflation and has since said it could meet the government "half way", but both sides have failed to reach agreement despite weeks of talks.

Meanwhile, thousands of ambulance workers represented by the GMB and Unite trade unions are set to strike on Monday in their own pay dispute. Both unions have announced several more days of industrial action.

Not all ambulance workers will strike at once and emergency calls will be attended to.

## EU issues total ban on Russian oils as G7 caps global oil price



exports decrease by almost a fifth in December, the most significant drop since Russia's large-scale invasion of Ukraine, according to the Centre for Research on Energy and Clean Air.

The E.U. remained the largest importer of oil from Russia, though this is set to change now that the new, more widely encompassing ban is in play. European countries will instead have to look to other sources of refined oil, most likely in the Middle East, India and the U.S.

Russia heavily relies on revenue from its oil-and-gas industry; the country is the third-largest oil producer in the world. In 2021 alone, revenue from oil and natural gas made up nearly a half of Russia's entire federal budget, per the International Energy Agency.

In the meantime, the Group

The European Union has escalated its Russian embargo to a total ban on the importation of Russian fuel and other oil products. This decision was reached on Sunday February 5 as the EU intensifies economic embargo on Russia in the face of its invasion of Ukraine.

The decision to ban the country's oil products came after the E.U. and the U.K. banned seaborne imports of Russian crude oil, in December 2022.

That policy alone saw Russia's month-over-month earnings from fossil fuel

of Seven—made up of the U.S., Canada, France, Germany, Italy, Japan, and the U.K.—also decided to enact a global price cap of \$100 per barrel on premium oil products, like diesel, and \$45 per barrel on oil and fuel, to avoid an increase in gas prices that would impact consumers. The G7 agreement bars access to maritime services like shipping, marine insurers, and other services on any ships carrying Russian oil products unless they are purchased at the set price or below, NPR reports.

The U.S. federal government's other sanctions—including a full block of Russia's largest financial institution and private bank, a ban on any new investments in Russia by Americans—have effectively limited Russia's war supply, causing major shortages for semiconductors and a near stop to Russia's missile production, according to a factsheet from the U.S. Department of State.

"The caps we have just set will now serve a critical role in our global coalition's work to degrade Russia's ability to prosecute its illegal war. Combined with our historic sanctions, we are forcing Putin to choose between funding his brutal war or propping up his struggling economy," U.S. Treasury Secretary Janet Yellen said in a statement Friday.

It's possible that the E.U.'s embargo will impact fuel prices in the E.U. Indeed, prices for fuel in the U.S. reached a record high of more than \$5 a gallon in June due to inflationary pressures, pandemic-related supply chain disruptions, and the war in Ukraine. Increased demand for gasoline as employers transitioned back to in-person work also impacted prices.

Gasoline prices have since declined, with the most recent U.S. Bureau of Labor Statistics report showing a decrease of 1.5% over the last year. This is attributed to a decline in global energy demand, according to the New York Times. And experts told the Associated Press that while there may be a tick in prices as the economy adjusts to the shift, prices should not spike heavily.



## Dubai Lynx partners Publicis Groupe to host Young Lynx Academy

Dubai Lynx International Festival of Creativity has announced a new partnership with Publicis Groupe to launch an exciting academy for young professionals in the MENA region. The Young Lynx Academy will take place between 12 – 14 March 2023 ahead of the Dubai Lynx Festival content which will run on 14 March.

The Academy is designed to support young talent within the creative communications sector by offering them a free, bespoke mentorship opportunity. Hosted over three days, the immersive programme will include inspiring content from keynote talks and workshops from industry leaders across the region to inspire and guide participants – as well as a 24-hour hack competition allowing young talent to push their strategic and creative boundaries, working on a charity brief.

Thea Skelton, Festival Director, Dubai Lynx said, "We are thrilled to launch the 2023 edition of the Young Lynx Academy. This programme offers a fantastic opportunity for young creatives to gain first-hand experience of working

in a competitive, fast-paced environment, setting the bar higher for talent in MENA."

The Academy is open to ambitious young talent 30 or younger working for at least a minimum of one year in the creative, media, digital or social industry in the GCC or MENA region. Successful applicants will also receive tickets to attend the Festival and the Lynx Party on 14 March.

Commenting on the partnership with Dubai Lynx, Bassel Kakish, Groupe CEO of Publicis Groupe Middle East said, "We believe that investing in the next generation is investing in our future, so it was a natural decision to support the Young Lynx Academy and contribute to the development of talent across the region. Through this programme, young individuals will have the opportunity to gain valuable skills and insights, shaping them into the leaders of tomorrow."

Further details about the Academy can be found here. The deadline for applications is 27 February 2023 and there are 20 places available.

# BAT implements management changes, new regional structure

By Zion Rufus



British American Tobacco (BAT), world's most prestigious international tobacco group has announced the implementation of senior management changes and a new regional structure as part of efforts to sharpen its operating model. This move follows a strategic review of the company's global functions and business units.

In his comments on the

management changes which will take effect from 1 April 2023, Jack Bowles, Chief Executive, BAT disclosed that the changes were implemented to drive increased focus, accelerate business transformation, and fuel growth.

According to Bowles, the changes will enable even greater collaboration and accelerated decision-making

across BAT, increase the efficiency of the company's geographical footprint, optimise market prioritisation, and will be based on fewer, larger business units.

He said: "As our transformation journey towards our strategic milestones gathers pace, we need to further sharpen our operating model, streamline our business to drive agility, and continue to enhance organisational capabilities. As part of our commitment to building A Better Tomorrow, the changes we have announced today will accelerate our transformation as we strengthen the

foundations of our future as a category-led enterprise."

In addition, to ensure clarity of ownership, accountability and focus, the new structure will facilitate the creation of two management board roles and other changes. The roles include Chief Transformation Officer and Director, Combustibles.

Johan Vandermeulen, currently Regional Director, Europe, will be appointed to the new role of Chief Transformation Officer. Luciano Comin will be appointed to the new role of Director, Combustibles

# Publicis Groupe releases record-high financials, optimistic for 2023

By Zion Rufus

For the second year in a row, French multinational advertising and public relations company Publicis Groupe has reported net revenue up +20% for the full year 2022. The advertising group recorded growth across its operating territories, with the U.S. market up 10%, Europe up 12% and Asia Pacific up 6.5%.

Despite the continued macroeconomic challenges, Publicis Groupe is also optimistic for 2023 as it expects organic growth at +3% to +5% with operating margin



rate between 17.5% and 18%.

In a statement released by the company, Arthur Sadoun, Chairman and CEO of Publicis Groupe said: "In 2023, we expect to sustain the momentum we have built since the pandemic,

delivering 3 to 5% organic growth, in line with our 3-year CAGR, while maintaining an industry-leading operating margin between 17.5% and 18%. Today, the profound transformation we have been through means our business is firing on all cylinders, allowing us to outperform the market once again on every KPI. Thanks to our data and technology capabilities, which now represent a third of our revenue, we have been able to continue to capture the shift in our clients' spend towards first party data management,

commerce and business transformation."

According to Sadoun, this growth can be seen in Epsilon and Publicis Sapient's annual numbers, with organic growth of +12% and +19% respectively.

"That dynamic has also boosted our creative and media business, and is reflected in all of our regions, with the U.S. at +10%, APAC at +6.5% and Europe at +12.3% for the year," Sadoun added.

# GLOBAL BRANDS THAT TAPPED INTO PELE'S PROWESS TO BUILD EQUITY

By Felicia Nwosu

Over the years and across the globe, brand endorsement by popular athletes has become a sure-fire means of growing brand equity and developing brand love. Many global brands have latched on this strategic and powerful marketing tool to win consumers' love through their most preferred athletes. One of such notable personalities was Pele, the Brazilian legend who was known for his logic-defying skills on the pitch.

During and long after his active career, Pelé occupied a renowned space in the hearts of football lovers all over the world. In the marketing and advertising space, he became a magnet. His unique, suave style has earned and repositioned him as a value creator, yielding him many robust endorsements from leading brands such as MasterCard, Pepsi-Cola and many others.

To appreciate him as a symbol of strength, skill, winning prowess, success and superiority, lots of brands were

proud, as it was more of prestige to be identified with a hero such as Pele. In no particular order, here are some of the global brands which were endorsed by the sports legend; Edson Arantes do Nascimento, popularly known as Pele, who passed away on December 29 at the age of 82 years, due to complications arising from colon cancer.

## American Express

This commercial was shot in 1977 and its aim was to simply tap into Pele global appeal with the universal versatility of the American Express card, where Pele with pride said, "I carry the American Express Card. I've used it in over 40 countries. It's known and respected all over the world, even in places where they speak strange languages, like English."

## Atari

It must have been a very competitive scenario as these brands struggled to

ensure the sports icon represented their brands. Back in the 70s and 80s, Atari ruled the video game space. This came a year later after American Express in 1978, when Pele posed for the brand's commercial and said, "I quit soccer to play Atari."

## Emirates

This commercial was Known with the tagline, "Connecting every fan of the game," during the 2014 ad for Emirates. It featured both sports icons, modern football great Cristiano Ronaldo and the Brazilian legend, Pele. It was specifically inspired to highlight the generation gap among football fans around the world.

## Pfizer

The campaign was simply to tap into Pele's large male fan base to destigmatise erectile dysfunction and it was shot in 2022 with Pele endorsing the Pfizer Viagra product. Although he was criticized by some of his followers for identifying with a Viagra product even though he was also a part of the brand's anti-impotence awareness campaign.

## Pepsi

The great football also got associated with global beverage drink, Pepsi in 1974, The Pepsi commercial created a montage of Pele playing football while also featuring his signature, gravity-defying "bicycle kick." The song "Join the Pepsi Generation" plays in the background.

## Louis Vuitton

This 2010 Louis Vuitton ad was a combination of three of the greatest football legends, whose charisma won the hearts of many consumers through the campaign. It starred Zinedine Zidane and Diego Maradona. The ad shows Pele and Zidane locked in a game of foosball with Maradona playing referee.

## Mastercard

This brand specially took out time to celebrate and mourn Pele on Its LinkedIn page. The campaign gave the globally known footballers an opportunity to promote the power of sports as a unifying factor as change agents.

The legend who starred in the payment-processing corporation's 1994 ad appeared again in a 2018 ad about the unifying power of football. The 2018 FIFA ad is an emotionally charged video of 22 football fans from across the world who talked about their love for the game. "It's something that's very important to remember. The role of football, no doubt, is to put people together."



# Pele, the global brand magnet lives on

By Ralph Tathagata



**I**n marketing, a brand is about relevance, respect, history, achievement, consistency, value, reliability, performance, awareness and much more. However, a brand that everybody considers relevant

today might be forgotten in a decade or two – except a few brands whose images are permanently etched in human memory across generations, like an enormous painting hung in the sky.

To quote the famous artist Andy

Warhol, who was commissioned to produce a portrait of Pele in 1977: “Pele was one of the few who contradicted my theory; instead of 15 minutes of fame, he will have 15 centuries.”

In 1958, a 17-year-old boy took so





much responsibility and led his country to its first world football title. From that day on, the country became Brazil as the world knows it today. For more than 60 years, the boy who became a legend, remained the most relevant and marketable persona, by a mile in the world of football, and, by extension, did more for his country's brand than everybody else.

As the world mourns Pele, the son of footballer Joao Ramos do Nascimento and Celeste Arantes, who died recently at the age of 82, the brand and marketing communication industry also mourns a brand icon who blazed a trail in sponsorship deals, which made it possible for modern-day footballers to fill their pockets with loads of corporate cash.

A great example of how sporting legends can keep their name and brand relevant with younger audiences and sports fans, Pelé, whose face was the best advertising agency for any and every product on the face of earth, became so relevant to 20th century branding construction that he should have a branding book solely dedicated to his name.

Some have suggested that Pele tarnished the purity of his football legacy through commercialism as he would show up on TV ads for five different brands every day of the week, promoting everything from Coca-Cola to Viagra. Meanwhile, though Pele was among the best-paid sports personalities of his era, his income compares poorly to the eye-watering earning potential of sports stars today.

The football legend may also have had his controversial moments like every fallible mortal, when his appearances in adverts to promote Viagra on behalf of Pfizer surprised many people, while he insisted that he never used the drug himself, but wanted to smash the taboo around erectile dysfunction. Pele maintained his brand consistency till the end of the 20th century. In 1999, Pele was voted World Player of the Century by the International Federation of Football History & Statistics (IFFHS) and was one of the two joint winners of the FIFA Player of the Century award. That same year, he was elected Athlete of the Century by the International Olympic Committee.

However, even memories of legends do fizzle into oblivion, as brands, when they go through their full life cycle, die. It then follows that, even timeless icons require constant rebranding and repositioning to keep their memories afresh in the minds of consumers. When Pele's iconic memory began to fade away in the 21st century, dentsu x took the challenge and made the Pelé brand more current and personable. The agency started by

building a contemporary brand book for the Pelé brand. Based on three guiding values and three personality traits from his incomparable life, the agency formed a new creative identity that conveyed a profound humanity and depth of character beyond his athletic accomplishments.

Leveraging its creative messaging DNA, dentsu x proceeded to tell Pele's stories by employing a clear, compelling and consistent analytics-driven social strategy. The agency's social strategy focused on interacting with young star players, including Mohamed Salah, Ronaldinho Gaúcho, Kylian Mbappé, and joining trending conversations that paid off big time. The style book went beyond digital, propelling Pelé into dozens of new spheres of contemporary business and sustaining his global influence. Thereafter, Pelé served as a spokesperson for Hublot watches and Visa credit cards.

The flesh and blood Pele may have transitioned from mortality to the great beyond, but the brand Pelé will continue to conjure up heroism and the best of humanity.

**“Pele was one of the few who contradicted my theory; instead of 15 minutes of fame, he will have 15 centuries.”**

THE FAMOUS ARTIST ANDY WARHOL



# Short-form video content, inclusive media planning take center stage

By Zion Rufus

**I**nclusive media planning, GenZ trends and highly engaging short-form video contents, amongst others are expected to shape marketing insights for the year 2023 as shared by some top Google leaders.

## Inclusive media planning

On her part, Nishma Robb, Senior Director of Marketing, Brand, and Reputation, Google U.K, believes that for marketers to truly engage and connect with diverse audiences, they need to address this bias and embrace the breadth of content their audiences consume.

According to Robb, the advertising industry has had a lot of focus on more inclusive representation in creative over the past few years, and this work now needs to extend to media planning too.

She shared in a submission: “In 2023, brands should carry out an audit of their media plan. Assess whether the mix of channels and publishers reaches the breadth of intended audience and review for potential biases in keyword and topic exclusions. Additionally, consider what affirmative action can be taken to authentically support underrepresented voices and communities.”

## Privacy and peace of mind

Matt Brittin, Google President of EMEA notes that Businesses will need to differentiate themselves in 2023 as they compete in an uncertain market.

He shared: “They’ll need to prove their values to keep and gain customers. And with people managing more of their day-to-day lives online than ever before, online privacy has never been more important.”

According to Brittin, consumers view bad privacy experiences as almost as damaging as a theft of their data.

“It’s enough to make 43% of them switch to another brand. Online experiences need to be delivered with the privacy people deserve, by brands they can trust. In 2023, ensure you’re providing customers with everything they need to

be — and feel — in control of their data. When people lack control over their data, they become skeptical of digital marketing. Provide accessible and understandable tools that customers can use to manage their privacy, whenever they want,” he added.

## Short-form Videos

As attention-span shortens and viewing habits diversify, Dyana Najdi, Google Managing Director of Video and Display for EMEA expects that many creators will innovate with shorter form, ‘snackable’ content to meet the needs of these viewers.

She said: “Learn from the creators leading the way. These individuals are blazing the trail, creating fresh ways to approach each video format to authentically connect with their audiences. It’s important to leverage storytelling best practices to create highly engaging short-form video content.”

“In fact, YouTube Shorts now has 1.5 billion monthly active users and sees more than 30 billion daily views,<sup>2</sup> making it a big area of opportunity for advertisers.”

## Gen Z audiences

For Julia Hoffmann, Director of Creative Lab for EMEA Google, “in 2023, do not try to bring Gen Z audiences into your world, but meet them in theirs, understand their unmet needs, prioritize relevance and authenticity over homogenous singularity, and embrace the diverse, visual worlds they inhabit.”

She pointed: “Gen Z expresses where — and how — they want to engage by showing up where it matters to them most. Gen Z is the first generation to have fully grown up with the internet — and the way they navigate and interact online keeps evolving. The most relevant platforms for this generation today are those that are dynamic and highly visual, meeting their ever-changing needs in new and innovative ways.”

# Biggest advertising account reviews in 2022

By **Abimbola Mohammed**

**2021** was a great year, but 2022 seemed to be a better year for some agencies as more accounts were won by these agencies. Here are some of the major account movements in 2022.

## Omnicom OMD

Few weeks ago OMD, one of the world's leading media planning and buying agencies was appointed by UK fashion house Burberry, to handle its global media planning and buying duties, following a competitive review.

OMD beat the incumbent Dentsu in the final shoot-out after edging out Stagwell and WPP's Wavemaker in the earlier review process. The review process restarted in the summer and OMD will take over the account in 2023. Next year, OMD will provide strategic media support to the fashion brand that has recently won plaudits for advertising.

## Publicis Media

Spirits marketer Pernod Ricard U.S.A., two months ago, selected Publicis Media to be its new media agency after a formal review. The incumbent was Wavemaker, part of WPP's GroupM, which won the account about two years ago.

The holding company has created a dedicated unit to service the account called Publicis Santé (the latter word meaning "health" in French).

The spirits marketer spends an estimated \$40 million on measured media in



the U.S. according to agency research firm COMvergence. Approximately \$24 million of that is earmarked for digital.

## PMG

PMG and Interpublic Group grab Nike business

As part of its standard operating procedures to ensure it continues to have the best-in-class paid media agency partners around the globe, Nike in 2022 announced the winners of its global media account. The account was estimated to be worth \$1 billion covering the Nike and Jordan brands in all major markets, and was split between independent agency PMG and Interpublic Group of Cos.' Initiative.

PMG handled North American media duties as well as global digital capabilities, while Initiative handled integrated media globally.

## Wavemaker

Also, Wavemaker Malaysia won the media business of Wipro Consumer Care (LDW) Malaysia.

The appointment came after a competitive pitch, including strategy, planning, buying, and content innovation.

## Fold7

It retained the Carlsberg UK business. Fold7 was reappointed as the global agency of record for Carlsberg after it lost it to Grey

in 2019.

Grey Europe had won the global brief for Carlsberg's alcohol-free beer in December 2019 in a pitch that Fold 7 lost.

## Insight Publicis

To facilitate its entry into Nigeria, Amazon Prime Video, international on-demand subscription video and over-the-top streaming platform, appointed West Africa's leading creative agency, Insight Publicis. This comes amidst Amazon Prime Video's effort to spread its global presence and reach more African audiences.

## Dentsu International

In July 2022, Heineken U.S.A. selected Dentsu International for its media duties after it parted ways with Canvas Worldwide, which handled the media duties for the foremost Netherlands-based beer makers since 2018.

## GroupM Wavemaker

In the same vein, Wavemaker was selected by Amazon's Audible Inc., an audio services company, as its new agency of record for paid media worldwide, in July 2022. The agency's business started immediately after the appointment.

## Publicis Groupe

In February 2022 Publicis Groupe Malaysia was awarded the BMW Group Malaysia remit which covers BMW passenger cars, Motorrad, and MINI business units.

# Leveraging Technology to stay ahead of the curve

By Tunde Animasaun

The business and economic landscape of the world has ever been dynamic and vibrant. But at no period in history has the dynamism as frequent and intense as what we have now and there was no pre-warning signs either. Within the space of two to three years, technology has moved from the internet to the virtual, metaverse, augmented reality and artificial intelligence.

Knowing the centrality of technology to all businesses in the Integrated Marketing Communications (IMC) spectrum, MARKETING RDGE, as is the tradition, organized a Fireside Conversation on 'Staying Ahead of the Curve: Combining Technology and Creativity to Leapfrog with Superior Value Offerings', among others, to galvanise, re-capacitate and prepare the staff for year 2023. Facilitators were drawn from the young, vibrant and tech savvy eggheads across the IMC spectrum

Speaking on the above theme, Omobolanle Akingbala, Head of Brands & Strategic Partnerships, Zedi Africa said the pace at which digital is changing the industry game on traditional marketing is massive and dynamic.

She harped on how digital has leveraged agile marketing to disrupt marketing planning. She said the impact of agility has seeped into marketing such that it is expedient to check customer behaviour, feedback, and adoption culture to know if what we held as valid is still relevant or obsolete. It's not that this didn't happen before, it's just that the timelines in-between are far shorter.

"According to the 2022 State of Agile Marketing Report, 55 percent of Agile marketing teams release things faster, and 48 per cent can change gears quickly when

feedback demands it.

"Since the rise of technology, the focus of marketing has shifted from competitive advertising to the collection and distribution of data for the purpose of understanding the consumers, and finding even more ways to reach them. Technology has impacted the growth of a lot of businesses, as it has availed brands the opportunities to create relationships with their customers and strengthen the effectiveness of the company. "Thanks to COVID-19 pandemic and the lockdown; digital transformations accelerated everything, including innovation, and switching the boards on customer expectations as well as how they want to be served", she said.

Israel Ogunseye, Head of Marketing at Kobobid, on his part, averred that the first step to keeping up with the latest trend is by putting the customer first. Recalling what business used to be like pre and post COVID-19 pandemic, he explained that the world is evolving at a very fast pace thereby compelling businesses to also move at the speed of light.

"Once upon a time in our profession, you would find that if you wanted to book a ride, you would use Uber, but right now, Uber as a business looked at the landscape, understood their consumers, and pivoted their business models to food deliveries through Uber Eats. Uber as a business would have said we are comfortable with just doing rides, but it looked at the business landscape and decided what other revenue opportunities we could take advantage of by opening up food deliveries and person-to-person deliveries," he said.

He therefore advised participants to have open minds and welcome change.

"From this conversation, I want us to open our minds to endless possibilities that can happen to us as a business, individuals



and as professionals beyond the now, and look into the future. In the future, where do you want your business to be and what position do you want us to be", he queried.

Emphasizing the strategic place of culture, even, in this fast-paced technological evolution, Oladipupo Mohammed, Manager, Brands Marketing & Communications at Inlaks said that not paying attention to culture is one of the culprits for strategy failure.

According to the business strategist, "A business strategy is an outline of the decisions and actions an organisation plans to take in reaching its goals and objectives. It defines what should be done and why; to guide various processes for resource allocation. A business strategy helps different departments to work together; ensuring decisions support the overall direction of the company."

Emphasising the importance of culture, he said culture is the mother of strategy. He quoted Peter Drucker, the management consultant and educator's popular saying that 'culture eats strategy for breakfast' to buttress this. "No matter how great your business strategy is, your plan will fail without a company culture that encourages people to implement it", he stressed.

Another facilitator, Itua Aihezi, Head



of Brand Marketing Communication & Digital Experiential Business at Connect Marketing Services, who spoke on Business Strategy, and Building Cutting-Edge & Competitive Strategies: Keeping Up with the Latest Trends in a Fast-Paced World maintained that technology remains the best way to enhance operational models. This, he said, will enable unique product offerings that will lead to profitability and sustainability.

He identified two ways to stand out with a business model that cannot be easily copied. These are through technology and trend spotting.

“Understanding your market and how you play in it, and understanding what your competitors are doing; this is very key. Your primary; that is, your direct competitor, as well as substitute. Knowing what to look out for and where the money is coming from is necessary to stay sustainable.”

Driving his message home to his primary audience, he charged, “How can we make this industry better as journalists, as a media people, because you are a strong voice in this space. Even in your report, how you want to be perceived is important. Agenda setting is one objective that you should not joke with. Who determines the

discourse you amplify and who needs to be amplified”.

He advised that for the leading marketing journalism platform to successfully negotiate the waves of change, it must harness its competitive edge using new technology in a new way.

The fifth speaker at the Fireside, Tony Eguridu, General Manager at Michael Angelo Media Ltd, and one of the leading lights in the Out-of-Home advertising, also identified technology and creativity as the basic ingredients for business success in the integrated marketing communications industry.

He agreed with Akingbala and others that faster response time (agility), technology, innovation, impeccable customer management system are germane to business success in the contemporary business world.

“To remain in business and stay relevant, you must be able to differentiate your product from others. Staying ahead of the curve is all about being faster than other brands, people, companies, ideas, and technology. It is by being competitive and doing things differently. We must be creative by developing new products that will keep us ahead of our competitors, and embrace technology that can keep

the overhead very low. Also, we must offer value to our would-be buyers/clients, ensure we have zero tolerance for distractions, avoid procrastinations as well as being deliberate and intentional,” he said

Leading the pack of eggheads that congregated at MARKETING EDGE for the Fireside was a veteran and former managing director at Insight Publicis, Feyi Olubodun, who now plies his trade as the Founder and Managing Partner of Open Squares Africa.

Feyi who wowed the audience with his incisive, insightful and experience-based extempore presentation on ‘Prioritizing Social Responsibility: Integrating Sustainability within Business Strategy’, hinged his presentation on transiting from the present to the future of the industry.

According to Olubodun, the focus of the Nigerian IMC ecosystem should be towards having groups and big Agencies that will be able to compete effectively on the global level. He stressed that this can only happen when leaders of the industry are favourably disposed to synergy/strategic partnerships between old and new generation agencies and professionals.

The seasoned strategist, who has traversed the Integrated Marketing Communication (IMC) spectrum, stressed the need for the younger generation of professionals to be included in the strategic affairs of the industry to engender continuity and knowledge transfer, if industry growth must be stimulated.

“For business sustainability, partnership agreements between older agencies and new ones should begin to manifest with each allowed to bring its unique selling point to the table for growth and sustainability. When this doesn’t happen the older agencies die off and the new ones struggle to grow and may eventually sell to international conglomerates at big prices and move on,” he said.

The stakeholders all have take-home messages to all stakeholders in the IMC ecosystem in Nigeria.

On regulation, the seasoned marketing communication expert posited that agencies and advertisers should have mutual understanding.

For the regulatory body, the advice is for the Advertising Regulatory Council of Nigeria, ARCON to harmonise the industry by continuous stakeholder engagement until all are on the same page.

They also advised brands and businesses to optimise listening, cancel silo working, and optimise omnichannel communication. This will activate feedback that facilitates more creative innovation.

# WE ARE NOW THE MEAL SOLUTIONS COMPANY

## Eat'N'Go boss

**Patrick McMichael** is the Group Managing Director and Chief Executive Officer at Eat'N'Go Limited. Since coming into the Nigerian market, Eat'N'Go has expanded to over 200 outlets for its three brands – Domino's Pizza, Cold Stone Creamery and Pinkberry Frozen Yogurt, in Nigeria and across other African countries like Kenya.

It has also maintained its profitability even in the heady days of the COVID-19 pandemic because of its ability to employ innovation, research-based brand extensions, consumer engagement and superb marketing strategies.

Just recently, the company under the leadership of McMichael stunned Nigerian consumers with the launch of the new Domino's Jollof Rice Combo, an offering that is of exceptional quality, served in an attractive package and with unprecedentedly pocket-friendly prices – all of which are characteristic of Eat'N'Go in all its operations.

McMichael recently granted an exclusive interview to **MARKETING EDGE** on its latest offering and the 10th anniversary of the company in this market. The magazine's team comprised **AMOS OLADELE**, Group COO; **OGECHI ODIGBO**, Deputy General Manager, Marketing; **FELICIA NWOSU** and **ZION RUFUS**, both Reporters and Content Writers.

**Congratulations on your 10th anniversary. How has the journey been, so far?**

Learning all about how to be successful in business in Nigeria, you have to fall over a few times to get that understanding and we have been through that process. Also, we have applied the lessons we have learnt during this time to grow and spread our wings across Nigeria. To a large extent, we have understood all the challenges and applied them throughout our supply chain and as we continue to grow, we will continuously instil the learnings in our people who are currently at a staff strength of almost 4000. In the 10 years of our operations, we have grown and expanded out of Nigeria into Kenya where we are thriving and learning

as we go.

If you are aware of our success story, we grew from one store here in Nigeria to almost 200 stores in two countries. So, it has been quite a journey. Aside from the physical store outlets which a lot of our customers know about, we also have 11 manufacturing facilities and a fleet of trucks that deliver our products to our stores. Across the 10 years of our existence, it has been a continuous evolution across all facets of our business.

**One peculiar attribute of Eat'N'Go' is its innovative offerings. Over the years, they rolled a plethora of mouth-watering recipes with the recently launched Jollof Rice Combo. What has engineered this**

**innovation?**

I think innovation is important on the menu for any food business. So, one of the things I did when I first arrived in Nigeria was to understand the food that appeals to the everyday Nigerian. From that finding, we have explored what that food would be if it was incorporated into pizza or a side item. We have also explored what that incorporation will taste like if it's been put into ice cream through Cold Stone or a frozen yoghurt through Pinkberry. So, what we've set out to do is for about 30% of our menu to be localized and about 70% to be the international menu. Localizing our menu allows customers to try the tastes they have grown up with within a different format and it's been exciting.

**With the innovation in your offering, how will that contribute**



### to the overall positioning of the organisation as a market leader?

As you may be aware, we already sell a lot of chicken and we are arguably the second biggest chicken retailer in Nigeria currently. Some time ago, I said to the team that we needed to understand our customers whether they were the same or different. We did a lot of market research to determine who the chicken customer is and how we can grow the chicken segment within our business further particularly because our chicken suya pizza was and still is our number one pizza flavour. The market research came back and showed that the chicken customers and the pizza consumer are the same consumers. With this feedback, our new challenge became to have these customers come back through the week to experience new products and enjoy new flavours. That is what we are doing right now.

As we continue to research and explore, we have gained more understanding of what goes well with chicken and we have also found more ways of having our customer return to enjoy more either as a meal or as a side. To further develop a more customer-centred menu, we regularly engage with them and one

thing that keeps reoccurring during these engagements was their feedback on the addition of small chops and jollof rice. These were their top two demands and that was how the company decided to roll out the Jollof Rice Combo.

### Since the launch of the new Jollof rice menu, what have been the challenges?

There have been no recorded challenges since the launch. We had an exceptional reception when we launched the small chops last year which has remained a big part of our menu and the same has applied to the Jollof rice menu. The biggest challenge with jollof rice is to ensure that it is properly cooked and that it tastes great. To do that, we had all our team members and other focus groups taste our jollof rice to make sure that we were hitting the mark with the taste, texture, and mouthfeel of the product. We believe we have done that pretty well and the feedback that we are getting from a lot of customers across our various channels is that they are pleased with the way we have come out with this product.

### Some of your customers feel there is no connection between Domino's as a pizza brand and Domino's as a rice brand. How do you intend to bridge this gap?

Our core product will always be pizza and we are not trying to be anything other than a pizza company. However, we have always had chicken on our side menu and sell a lot of that. Despite having chicken on our menu, we have other items on our side menu like meat pies, sausage rolls and a whole lot more. I don't think there is any reason why we can't have rice as a side item on our menu and because we cook it fresh every single day on-the-hour in-store, we had to bring in some extra equipment for efficiency and effectiveness. We will keep expanding our menu in response to the needs and demands of our customers.

### There is some thought among experts in the industry about Domino's menu expansion. Do you think that Domino's as a brand and Eat'N'Go as a company are diluting their position through this expansion?

I believe our innovative menu expansion will strengthen our position. For us, it is about responding accurately to our customer's demands. What we can do as a business to have our customers buy from us more often is important to our growth and expansion. We are the only Domino's pizza market globally that offers a guaranteed 20 minutes delivery time. We ensure that our customers receive their pizza, chicken, and favourite jollof rice delivery within 20 minutes. For us, it's a brand extension without a doubt. There will be other things that will be coming to the menu in years to come. We definitely will continue to research, explore and innovate to proper further brand extensions but more so, to guarantee an accurate and timely response to the needs and yearnings of our customers' palates and tastebuds.

### In 10 years, how do you think this will fare? Particularly with the new menu expansion, how do you intend for it to impact your journey into the next decade?

I think the jollof rice and chicken menu is showing customers how innovative we are. We looked to the marketplace, asked questions, took feedback and implemented. We are customer-centric so, when our customers speak, we listen. Our customers did say they wanted more

chicken and small chops as additions to their favourite pizzas and that we have done. We have delivered on our promise which is to provide satisfying tasty meals that appeal to the demands of our customers. We are open to feedback which we get regularly from our customers and our stakeholders. The feedback we get tells how it is going to look from the marketing perspective and how far you can stretch, and a lot of other perspectives. From our standpoint and as you can see from the wall behind me, it says to think like a customer which is what we do. When you think like a customer, you start developing products that the customers want.

The great thing about the chicken and jollof rice launch is its popularity from its inception and as we expected, it has garnered so much debate across all the social platforms and among marketers. I love the debate because it is about innovation but what I love the most is that customers are placing orders for the product and while reviewing the number with my team, we are making sure that we are doing right with the numbers to make sure we have enough stock to continue with and meet the demands. It is exciting, new and is a favourite staple food in Nigeria and there is no reason why we shouldn't be able to do that.

### **The majority of us are glad that Domino's is joining the Jollof rice wars going on in Africa. How pocket-friendly is it?**

What everyone is asking right now is how we got to that price. It's so surprising to all how we can get the price of rice and chicken to as low as N1200. In today's economy that is a fantastic offer. I ordered one a day ago and I could not finish the entirety of it. From my perspective, it is a good meal, and I think our customers are the ones who matter in this. They have told us how happy they are with the product and this reflects in the rate of purchase and the growth we are seeing in the customer base for the jollof rice combo. Indeed, I am pleased with the response and the outcomes so far.

Some of the feedback I have gotten so far is that the rice is not dry, it has the right amount of juice to it and it also has the right spices in it. I have also gotten a few people who said that it could be spicier but the good thing is, you can get more pepper sauce from the store. Right now, there are four different sauces we have at the store that appeal to different taste buds based on spice preference. With the rice and chicken menu, there is an option of shawarma, barbecue, sweet chilli



or pepper sauce. These options are only a topping on the pudding, you can get other exciting side sauces and you have the option to customize what you want. Another feedback is the size of the chicken. The expectation was a small chicken but what we offer is bigger than expected. The

chicken we have in the combo is properly roasted and through our innovative and new product development team, we made sure we got the right chicken in the right size suitable for the rice quantity. Through research and development, we came up with the right rice quantity such



that when it is paired with the chicken it makes a proper meal. I believe that this has driven the increase in sales daily and we are excited that the effort put in is finally paying off. It is a great extension of our business and a good opportunity for our customers to have great pizza, great chicken, great rice and drinks. Simply speaking, we are the meal solution.

**I must also congratulate you on the packaging; we got some feedback that the packaging is impressive. How did you come about the packaging?**

The packaging was probably the last thing I expected comments about. I am pleased that our customers think that the packaging is neat. Being an Australian who also grew up there, I draw a lot from some influential businesses in the Australian market and the idea of this product packaging is one of them. When I brought it to my marketing team as the package idea for the new jollof rice menu, our marketing team did a great job of it by infusing great artwork into it and the result was exceptional. The customers seem to like the package, which is great but, beyond the packaging, we have got really good chicken and great jollof rice. The entire product and package is a talking point which is a good thing I believe. The jollof rice menu is a national dish which we launched, and it is available in all our stores nationwide.

**Can we talk about how the company has fared in the wake of this economic recession, fuel problem, and geopolitical crisis among other problems?**

Interestingly, it has been a challenging year without question. We are just one company amongst many companies in Nigeria and generally, for organisations operating across economies and sectors, it has been a challenging year. The challenge has forced us to look at our core business and to make sure we are doing everything in the best and most efficient way we can do it. To slowly welcome sustainability and explore clean energy options, we have got solar power in several of our stores at the moment. This is not to say that we are not also experimenting with different diesel filters as our biggest challenge is power. Globally, CEOs are looking at how we can become as efficient as possible to move away from this high energy cost. We have our stores and have run on different energy sources over time.

In Nigeria, our biggest challenge is that

we run on diesel when we do not have power from the grid. We have to find ways to reduce energy costs and that is how it is at the moment.

**Recently, the World Bank said we are on the brink of recession. Despite all these challenges, what would say has been your staying power?**

These are cycles that we go through and as each cycle comes, it is up to business leaders to find ways to navigate through them. We examine our menu, price structure and customer purchase power to make certain decisions. You have got to set your business into a cycle, where you can still attract customers and their spending. At Eat'N'Go, we have a dynamic team who are consistently conducting research with customers and with the options we have, we are consistently innovating to ensure our customer base can afford to enjoy our products.

**We know Domino's to be very innovative when it comes to its Christmas outing. So, what should customers look forward to?**

I think really, what customers want this time of the year is to enjoy family time and get-togethers. We believe that we have designed some good offerings for customers this season and we are just about to also roll out the Christmas offerings in Cold Stone and Pinkberry. Nobody has heard scoop from Cold Stone. We are about to nationally launch hotdogs. We have been tasting hot dogs which we are about to roll out in December across all our stores just as we have rolled out jollof rice and chicken. We are rolling out other things into the stores so that the customers can have a full meal solution at Eat'N'Go.

**What are your projections for 2023?**

I think that 2023 is going to be a challenging year. My view from the company perspective is that we need to be the very best of ourselves to our customers. We need to be mindful of the fact that spending capacity is down for most of the customers globally at the present. Our company and its brands; Domino's pizza, Cold Stone, and Pink Berry, would need to have the very best value pricing for our customers. So, we will majorly be focused on that in 2023 to make sure that our customers can always access us for single or group meal occasions. I believe that will be our focus.

**What do you expect to see in 2023?**

I expect to see a lot of fun in 2023. I am not a negative person, I love to live and enjoy living. I am going to climb Mount Kilimanjaro, and I am going to continue with my team to build our company across Nigeria and Kenya.

**How do you think that such coming events like the 2023 general elections, census and many others may affect businesses?**

There is going to be some disruption and we can all see that. Any big election in any county can be quite disruptive, and a change in currency can be disruptive. The thing is, I can't control any of that, so I don't give it my focus. I watch everything as it is happening. One thing we do say at Eat'N'Go is that if sales are going to go up and down, we are in control of that. We have to be in control of where we are going as a company, we own the sales results and we are the only ones who can influence them. Well, my view is that though those events will come and go, we just need to focus on making sure that we think like the customer and get the best deal to them in ways that can be easily accessible.

**What are the changes you would want to see in the Nigerian QSR ecosystem?**

I don't expect any big change. I expect growth in the QSR sector just like any other CEO playing within the industry will be looking forward to. Despite the conversations about Nigeria, it is a dynamic marketplace with a large population, and enough room for all the QSR players to grow continuously if they have a smart management team.

**What anniversary message do you have for your customers?**

I would want to say thank you to our customers for their support throughout this year. We are genuinely grateful. We hope we have been able to serve you quality pizza, Pinkberry yoghurt, Cold Stone Creamery, small chops, and now, quality jollof rice and chicken. As we move into the new year, we will continue to be customer-focused and provide the best value within the QSR space. We will also continue to expand across Nigeria and remain a customer-listening and satisfying organisation.

# EAT 'N' GO EVENTS AND OUTLETS IN PICS



# Greater Lagos Rising Campaign: Re-affirmation of brand promise

It's another election circle. It's a new season for political advertising. No doubt this is the season for a massive electioneering campaign when we know players from jesters. In this season, politicians and, indeed, contestants for political offices across the land are busy shopping for top-of-the-market ideas that can best sell their candidacy to the electorates who have the power to guarantee the realization of their political ambitions through voting. It is at this time that politicians embark on a well-organised initiative aimed at influencing decision making in the polity. It is a time when political gladiators are confronted with identifying and choosing the right campaign themes that will resonate with the electorates.

In truth, getting it right in choosing the right theme is sine qua non to winning the election itself. Why? This is because the right campaign themes offer the electorate the context to better understand a public figure's priorities, concerns and reasons for seeking public office.

It is perhaps against this background that the Executive Governor of Lagos State, Mr. Babajide Sanwo-Olu and his Deputy, Dr. Obafemi Hamzat, recently unveiled a very massive brand campaign for their re-election in the governorship election contest slated for next year. One outstanding thing about this campaign unveiling was the fact that the governor and his media team did a painstakingly great job in selecting a campaign theme that will no doubt resonate with the majority of Lagosians and citizens of the state.

The campaign, with the theme, "A Greater Lagos Rising", is indeed an innovative concept in political advertising. Unveiling the campaign on behalf of the governor, Lagos State Honourable Commissioner for Information & Strategy, Mr. Gbenga Omotoso disclosed: "Mr. Babajide Sanwo-Olu has assured citizens of the state that his re-election in 2023 will increase the greatness of the state.

Sanwo-Olu said: "We have come to the incontrovertible conclusion that the fitting theme of the 2023 re-election campaign for

Mr. Babajide Olusola Sanwo-Olu and Dr. Kadri Obafemi Hamzat shall be "A Greater Lagos Rising! It is a thematic continuum of what we promised in 2019."

According to the Governor, "We promised our people Greater Lagos. What do we see around us? We see abundant evidence of a new city rising from the womb of time. We do not make a false claim of having reached the zenith of our journey."

The governor further stated: "Our contextual usage of the word is as an

company can deliver on that promise, the stronger the brand value in the mind of customers and employees.

For Governor Babajide Sanwo-Olu, the political theme for his re-election is a re-affirmation of a promise he made in 2019 when he campaigned for election into the state's topmost job. This was well encapsulated in his speech when he said: "Now we have seen signs of greatness in Lagos all around us." Although he said his government may not have attained the peak, the greater Lagos the administration



adjective that suggests an upward swing, an increase, and an upward movement. These are the signs Lagosians can see all around the state.

"All of our campaign assets capture the place of audacity of the spirit of Lagos in the rising of the city. The campaign assets are not some forms of self-adulation but fitting credit to the contributions of Lagosians, especially the youth to the height Lagos has attained today."

Indeed, the newly unveiled campaign theme by the Lagos State Governor is a re-affirmation of brand promise. In marketing, a brand promise is a value or experience a company's customers can expect to receive every single time they interact with the company. The more a

promised at inception is now rising. It is therefore expected that Lagosians and indeed the electorates will be disposed to re-electing him having created value for them with the promise kept.

Truth be told, Mr. Babajide Sanwo-Olu has so many successes and landmark achievements to show for the mandate he got from the electorates in Lagos State, and as such deserves a renewal of his mandate.

He has certainly created value for the citizens by making life more comfortable with the giant leap in infrastructural renewal and the Lagos mega city positioning. Consequently, he is the chief helmsman that can be trusted with their mandate.



# 2023 General Elections: The low media Budget Question



Truth be told, most politicians hardly use or hire professional agencies.

The bulk of today's politicians make do with hot shop agencies. In some cases, where professional agencies are hired, the cost estimates politicians have cost challenges because of the grinding economic situation.

A follow-up on past elections have shown that billboard campaigns accounted for a huge chunk of the total campaign advertising budgets especially during 2015 election where the sum of N5billion was reported to have been expended on billboard campaigns in Lagos alone.

The year 2019 also experienced a boom in the out-of-home segment and this was evident the rate which the political candidates made use of a large number of billboards across the nation.

For the year 2023, a look at the various parts of Lagos State has shown that practitioners in the out-of-home sector are not taking a sizeable share of the media advertising budget. The present election atmosphere seems to lack a lot of the sparkles as the usual hustle and bustle associated with electoral campaigns seem to be low in momentum. This has been attributed to various factors such as the prevailing harsh economic situation in the country.

Across Lagos State for instance, the most prominent posters are those that belong to Governor Sanwo-Olu's team and that of Jagaban Borgu, Asiwaju Bola Ahmed Tinubu. Although one could behold a few billboards across major crossroads and highways, feelers from the industry watchers and stakeholders suggest that the OOH environment is dull. The loss that this gloomy business atmosphere portends for billboard owners is yet to be counted.

Similarly, there has not been much being done on the other media platforms like radio and television as well as print. For television, only the major political gladiators and players have appreciable presence on this platform too. One can see the dynamism and innovativeness of Asiwaju Bola Ahmed Tinubu's campaigns. He is being trailed far behind by the TV campaign of the PDP Presidential candidate, Alhaji Atiku Abubakar. The situation is not too different on radio and newspaper as well.

Over the years and almost across the globe, electioneering campaign seasons offer a veritable opportunity for increased revenue generation in the marketing and advertising eco-system. This is so because political players and gladiators appreciate the importance and relevance of marketing and promotion to the achievements of their goals and objectives using the various strategic marketing and media advertising platforms.

Specifically, the different media advertising platforms are quite strategic in helping politicians and political contenders to propagate their messages, sell themselves through their manifestoes to the electorates cutting across different demographics. The age-long practice has remained so and continues to be an attraction in all democratic societies.

For the electorates too, the political season is always a period of great expectations as it provides them another opportunity to connect with their elected officials and prospective aspirants to the different political offices. While some politicians make good use of the media advertising platforms at this season, some actually do not. For those who make good use of this platform, the election season is when politicians and their promoters show-case eye-catching, attention-grabbing creative messages either on billboards, television, radio or newspapers.

It is usually a period when creative

advertising and media professionals go on over-drive in creating unique selling points for the various political contestants while positioning them for victory at the polls.

However, currently across Nigeria, lively, creative and memorable campaigns are not too many around as the usual sing-along political campaigns that used to dominate the media and advertising environment seem to have drastically reduced. So far, the most resonating campaigns across different media platforms are the Theme Campaigns of the APC Presidential candidate, Asiwaju Bola Ahmed Tinubu's *"Renewed Hope"* and the Lagos State Governor, Mr. Babajide Sanwo-Olu's *"A Greater Lagos Rising"*. However, there are other creative efforts by other politicians and opposition political parties which are currently ruling the airwaves. None of these campaign efforts have been as impactful and resonant as the two listed.

The 2023 election circle appears to be a totally different ball game for those seeking public offices and advertising/marketing professionals who enhance their image while selling their manifestoes to the electorates. We see politicians complain of poorly packaged creative efforts by their creative agencies while the agencies themselves grumble over very low media budgets. With this scenario, observers can hardly tell who the victim is. The question is: are political candidates reducing advertising budget as a result of low-quality marketing ideas or are advertising practitioners offering low quality campaigns to meet up with low budgets?

# CBN Naira Swap: The apocalypse of a brand

The ongoing cash swap policy and naira redesign by the federal government through the Central Bank of Nigeria (CBN) will forever be remembered in the annals of the nation's financial history as a major hubris for the highly revered CBN. The twin policy, though well intentioned, failed woefully due to poor implementation in terms of the timing of its announcement, abruptness of the notice and the secrecy preceding it as President Muhammadu Buhari chose not to consult widely and properly on it. According to the Minister of Finance, Zainab Shamsuna Ahmed the time frame for full implementation, distribution logistics, and anticipation of possible challenges was too short, simply because of the fact that real intent was actually politics rather than the policy itself.

This was where the hypocrisy started and the CBN Governor Mr. Godwin Emefiele along with the President, who was rather pliant in accepting the proposal, brought this upon the nation.

The fixation on politics as the driver of the whole process in the first place was ill-informed even when the CBN Governor tried to give seemingly "professional" reasons back then to justify the policy to Nigerians, many of whom were

wary of the possibility of the challenges currently being experienced, given the implementation timeframe. The President himself mentioned vote buying in one of the interviews he granted to support the policy and one will wonder whether CBN has suddenly taken over the role of INEC in giving Nigerians credible, free and fair elections.

The family implementation of this policy has since resulted in untold sufferings on Nigerians. The CBN is the nation's apex monetary authority established by the CBN Act of 1958 and commenced operations on 1 July, 1959. The major regulatory objectives of the bank as stated in the CBN Act are: to maintain the external reserves of the country, promote monetary stability and a sound financial environment, and act as a banker of last resort and financial adviser to the federal government. The central bank's role as lender of last resort and adviser to the federal government has sometimes pushed it into murky regulatory waters.

After the end of imperial rule the desire of the government to become proactive in the development of the economy became visible especially after the end of the Nigerian civil war. The bank followed the government's desire and took a determined effort to supplement any shortfalls, credit

allocations to the real sector. The apex bank became involved in lending directly to consumers, contravening its original intention to work through commercial banks in activities involving consumer lending. However, the policy was an offspring of the indigenization policy at the time.

Nevertheless, the government through the central bank has been actively involved in building the nation's money and equity centers, forming securities regulatory boards, and introducing treasury instruments into the capital market. The apex bank has thirty-six branches each in the 36 states of the federation with the Headquarters in the Federal Capital Territory, FCT, Abuja. It is in accordance with the enabling act that CBN initiated the naira swap policy.

However, the implementation of this policy has brought untold hardship on Nigerians and has almost crippled businesses in the country. Specifically, the CBN which mopped up over #2 trillion from the economy has been able to print and release into circulation a meagre #500 billion thereby creating unprecedented naira scarcity in the country. As if this was not enough, CBN gave a deadline of January 31st for the return into its coffers of the old naira notes while the new naira notes were not in circulation. When it became obvious that the new naira notes were not available and Nigerians were suffering severely from naira scarcity, it extended the deadline to February 10, 2023.

Despite this extension, the new notes of #200, #500 and #1000 were still unavailable. Yet, CBN insisted on the deadline. It was this insistence amidst the growing suffering in the land that made some state governments led by Kaduna, Kogi and Zamfara States to approach the Supreme Court of Nigeria to compel the CBN and the Federal government to halt the implementation of its naira swap. The state governments also insist the policy should be suspended.



While asserting the rights of the citizens to reasonable notice, the three governors averred that the 10-day extension by the FG was largely insufficient to address the challenges occasioned by the policy, adding that, “there is no justifiable basis for the ongoing difficulties”.

The three northern states in a motion ex-parte filed on their behalf by their lawyer, Abdul-Hakeem Mustapha, SAN, urged the apex court to grant “an order of interim injunction restraining the Federal Government of Nigeria, either by itself or acting through the Central Bank Nigeria and/ or the commercial banks; its agents; agencies; corporations; ministries; parastatals; organizations or through any person or persons (natural and artificial) howsoever, from suspending or determining or ending on the 10th of February 2023 the timeframe within which the now older versions of the 200, 500 and 1000 denominations of the naira may no longer be legal tender pending the hearing and determination of the plaintiffs/Applicants’ Motion on Notice for interlocutory injunction.”

The plaintiffs also filed a motion on notice to abridge the time within which the respondent may file and serve his counter-affidavit to the suit and an order for an accelerated hearing of the matter.

Specifically, the states were praying for a declaration that the Demonetization Policy of the Federation being currently carried out by the CBN under the directive of the President was not in compliance with the extant provisions of the Constitution of the Federal Republic of Nigeria 1999 (as amended), CBN Act, 2007 and actual laws on the subject.

They were also asking the court to declare that the three-month notice regarding the expiration of the old notes was in gross violation of the provisions of section 20(3) of the CBN Act, 2007, which specifies that reasonable notice must be given before such a policy.

Given the provisions of section 20(3) of the CBN Act, the governors contended that CBN had no powers to issue a timeline for the acceptance and redeeming of banknotes issued by the apex bank except as limited by section 22(1) of the Act 2007, which stipulates that “the Central Bank shall at all times redeem its bank notes”.

The applicants prayed the court to direct the immediate suspension of the demonetisation policy of the CBN in compliance with the relevant provisions of the law.

The three northern state governments,

**The entire nation has been thrown into chaos with violent protests, erupting daily in almost all parts of the country. There have been long queues at commercial banks branches for bank customers wanting to withdraw their money without luck while most ATM points continue to witness a rise in endless queues by Nigerians who are eager to withdraw their money, also without luck. Naira scarcity has continued to worsen thereby incapacitating Nigerians from being able to meet up with their daily needs satisfaction.**

Supreme Court ex parte order halting the policy implementation pending the hearing of the substantive suits.

As Nigerians were about to heave a sigh of relief, President Muhammadu Buhari in a statewide broadcast on 16 February, directed the apex bank to only re-issue and re-circulate the old #200 bank notes. He stated that the old #200 will circulate as a legal tender for 60 days up till April 10. This announcement was considered by many as contemptuous of the Supreme Court ruling. As at the time of filing this report, the CBN naira swap and redesign has become a matter of legal jig-saw.

The entire nation has been thrown into chaos with violent protests, erupting daily in almost all parts of the country. There have been long queues at commercial banks branches for bank customers wanting to withdraw their money without luck while most ATM points continue to witness a rise in endless queues by Nigerians who are eager to withdraw their money, also without luck. Naira scarcity has continued to worsen thereby incapacitating Nigerians from being able to meet up with their daily needs satisfaction. The naira scarcity is also believed to be a major threat to the already slated general elections due to be held on 25 February, 2023. The situation

across the nation is anger, frustration, disappointments and despondency.

The only hope of Nigerians to get a reprieve from this cumbersome situation is the Supreme Court pronouncement on the matter on 22 February, 2023. As at the time of filing this report, the apex bank was yet to make a pronouncement, yet POS operators in the country have continued to extort members of the public by charging them exorbitant rates in return for any cash they give out. Today, the entire citizenry have unkind words, abuses and curses for the CBN and its management for causing them unwarranted and untold suffering and hardship. The media is also awash with severe criticism and degeneration of the CBN and its incompetent, inept and insensitive henchmen as symbolized by Mr. Godwin Emefiele whom many believed had compromised his sacred position by dabbling into politics.

Only recently, the CBN governor was forced to withdraw from contesting the presidential primary of the All Progressive Congress as the next president of Nigeria. This indecision is believed to have severely created an unimaginable dent on the image of the CBN as a public institution and its Governor in person. While the apex bank was still wallowing in the public opprobrium that heralded the indecision of its serving governor from contesting for political position, the CBN in a dramatic twist and out of political bias and duty abdication ventured into unwarranted policy implementation on naira swap, which many Nigerians have reckoned was a vengeful act to frustrate the general elections.

By and large, the CBN is undergoing and experiencing the worst in its image rating. The apex bank today, more than ever before, is hated and despised by Nigerians who have lost confidence in the present leadership and management of the institution. The CBN debate is a self-inflicted injury and it appears the organization is at cross-roads as to how to recover from the log jam.

The apex bank has suffered terrible loss of confidence with the lack of capacity by the Nigerian printing and minting company to print the new naira notes. This has further aggravated the rising naira scarcity and the unending suffering of Nigerians. Indeed, the long and short of the CBN’s current unpatriotic situation is self-demystification. It is the apocalypse of a brand on the path of self-destruct. It will certainly take some time before CBN emerges clean and clear from the rubbles of this needless crisis, confusion and national angst and displeasure it has plunged the nation.

# DIGIBREED SET TO CREATE DISRUPTIVE SOLUTIONS IN MARKTECH INDUSTRY

By Oghale Mafuru

**A**gainst the backdrop of the rapid acceleration of technology in the media and advertising ecosystem, Digibreed, a digital innovative solutions company from the stable of the BrandEye Group, a leading marketing and media company in Nigeria is set to herald a paradigm shift in the marketing industry by providing cutting-edge and technology-led solutions that delivers on clients' expectations in digitally driven marketplace.

Speaking to **MARKETING EDGE**, the Group Managing Director of BrandEye Group which comprises of BrandEye and Brainbox, Mr. Femi Adelusi, stated that the introduction of the new brand called 'Digibreed' is a strategic innovation to harness the vast opportunities inherent in technology to deliver optimal value to clients.

"We run a marketing communications group. Of course, we are known mostly by our Media business which is BrandEye Media. We are a local brand and I believe that we build credibility and we have been able to compete even with foreign affiliated agencies and international, local businesses as well. We are happy we have been able to grow a successful business for the last seven years. We see growth in our business and we have also diversified into experiential marketing which is recognized by ARCON and EXMAN. The baby in the block is the digital agency" he said.

"Digital is the future. We have had clients who also requested for services in this area. We used to work with a digital agency and

that's where we saw the need and unique opportunities in the digital space; and so we have invested in people and technological tools that can position us to offer incremental services to clients in this area. So, Digibreed is the newest member of our group. The business is led by a digital transformation director. The good thing

is that we have recognition from the top platforms such as Meta and Google" the Group MD added.

According to Adelusi, who is also the President of the Media Independent Practitioners Association of Nigeria, MIPAN, technology is a fundamental aspect of successful businesses and that digital investment is increasing rapidly.

He said: "The briefs today are saying digital first unlike before when digital was like a support. So today, digital is leading the conversation. Digital offers a lot in terms of measurability and speed. In terms of level of engagement and innovation around that platform, digital will continue to lead. The challenge for the industry would be how

do we accelerate our process? How do we develop our people in order to respond much faster to the demands of today", he asked rhetorically.

Digibreed, an ideas solutions company uses a multidimensional approach to and creates innovative brand solutions using robust strategies, digital media, and quality creative visual elements which help brands keep up with industry trends, achieve marketing goals, and maintain strategic relevance and positioning.



# Morning Fresh: 30 years of blazing the trail in Nigeria's dishwashing liquid segment

**M**orning Fresh is Nigeria's foremost dish washing liquid known for its superior cleaning attributes with obvious proof. Officially Nigeria's kitchen care expert \*in dish washing liquid, the power of one drop in one wash makes dish washing easy and leaves behind the sparkle.

Over three decades, Morning Fresh, pioneers of the transparent dishwashing liquid segment in the Nigerian market has maintained its leadership position as Nigeria's Kitchen Care Expert in dishwashing liquid. Manufactured from the stable of FMCG giant, PZ Cussons Nigeria Plc, the brand is trusted for its ease of use, price friendliness, and superior grease-cutting power.

Since its launch in the early 1990's, the brand continues to offer value to its loyal consumers by providing households with versatile and inexpensive ways to remove tough oil and grease stains, dedicating resources towards building, nurturing and sustaining this trusted brand that has grown into a household name and market leader in Nigeria.

2018 saw the re-launch and rebrand of Morning Fresh in an all-new attractive and transparent bottle, with a double-faced, one-sided label. The new packaging also comes in its three new variants – Original, Zesty Lemon, and Antibacterial, all packed with the power in one drop. The hygiene-conscious super concentrated liquid is loved for its refreshing scent, foaming nature, and unmatched potential to tackle all kinds of food stains, thanks to its consistent viscous formulation.

To commemorate 30 years of blazing the trail in the dishwashing liquid category in Nigeria, the brand ran a National Consumer Promotion targeted at rewarding loyal customers for starting and staying on the journey. The '30 Million Naira Gang Promo' kicked off in September and ran till 16th December, with 30 millionaires emerging at the end of the promo. Other loyal consumers were also rewarded with amazing prizes such as kitchen makeovers, refrigerators, generators, microwaves, and washing machines.

As part of the 30 years celebration, the brand also visited over 15 markets across Nigeria, helping shoppers carry their wares.

While the women shopped, Morning Fresh did the heavy lifting, moving their goods/wares for them.

Morning Fresh is a brand that cares for its "Everyday Sheroes", the well-centred woman, who makes strong contributions to the society through nurturing happy families. In every home you find Morning Fresh, there is a proud woman. The brand exists to serve the hygiene conscious woman, who prides in keeping her kitchen clean, enjoys preparing good meals and ultimately taking good care of her family. Caring for those who care, the brand is definitely the best companion to caregivers in Softening tough jobs

Morning Fresh's commitment to continuously serve households in Nigeria and deliver optimum satisfaction has helped the brand retain its position as Nigeria's Kitchen Care Experts \*in dishwashing liquid.







# Unstoppable Humans of Change - Driving Change for a better Nigeria



**C**hange is dynamic and the only constant thing in life. There are agents of change, people who are not afraid to go out into the world and make an impact, leaving indelible marks that will never be forgotten. These change agents understand the power of relationships, and they go the extra mile to impact lives by sharing their resources with the recipients of their philanthropy. They are unsung heroes without capes.

According to a survey of some residents of a few suburbs and Lagos slums, education is not a top priority for them due to the high poverty rate in the country, lack of social infrastructure, and social exclusion. These dwellers are more concerned with basic needs: food and shelter. The desperation to feed sometimes leads

them into the traps of opportunists who take advantage of their situation to make quick and illicit money. Many get deceived under the guise of being offered better living conditions for themselves and their families, and they become victims of human trafficking, sex slavery, organ harvesting rackets, and cheap labour among others.

There are unsung heroes who have taken it upon themselves to bring about positive changes in the lives of people who are indigent and lack basic amenities. It is in recognition of this type of selfless service and the resilient Nigerian spirit that FrieslandCampina WAMCO, makers of the Peak Milk Brand, launched the Unstoppable Humans of Change initiative, aimed at celebrating unsung heroes who have positively impacted their communities.

Since its arrival in Nigeria, the Peak brand has encouraged Nigerians to reach for their peak. Taking it several notches higher, they decided to reward those who are striving hard to reach their peak in their various fields of endeavor. Ten individuals who have dedicated their lives to assisting others in the fields of education, technology, and social work were chosen among the thousands of entries received and awarded with cash prizes. They were voted for based on the exceptional work they have done. The competition ended on an emotional note, with the top 10 finalists battling for the grand prize of N2,000,000, a year's supply of Peak Milk, and mentorship sessions with industry experts.

First prize winner Aderonke Kujore is the founder of Tech Savvy Nigeria, a non-profit organisation that seeks to improve the literacy level in Nigeria using technology. Aderonke would like to be remembered as the Akoka girl who changed the face of education in Nigeria by setting up children's libraries within walking distance from their schools or homes and making them technologically capable of accessing these libraries. Being exposed to more possibilities through books, these children are being positioned to lead effectively in the private and public sectors. She appealed to the government to provide internet connectivity in schools, thereby giving children even more learning opportunities.

According to Aderonke, "the prize money of N2,000,000 is humbling, yet gratifying, as it came at a time when I was seriously considering scaling down because the financial pressure was too much to carry. I sincerely appreciate this gesture from Peak Milk, and hope I can find other corporations that can help alleviate some of the financial burden on me and get more children to benefit."

Aderonke was not the only celebrated winner. Second place winner Azuh Ify Chylian, founder of the Female Returned Migrant Network (FREMNET), was inspired by her own personal experience with human trafficking and is lucky to be alive to tell her story after spending several years in prison. She decided to help other victims who do not understand what they are getting themselves into by accepting proposals that are too good to be true to migrate and work abroad. She also helps those who have been



successfully rescued to be reintegrated into society and become useful to themselves and their families. According to Azuh, one of the greatest challenges faced by human trafficking victims is stigmatization.

On winning the second prize, Azuh said, “I am super excited and motivated to do more, knowing that I am recognized for my work and loved for it. It is also for growth and an opportunity to collaborate and create even more value”

For FrieslandCampina WAMCO, the decision to undertake this initiative to celebrate unsung heroes is borne out of a need to celebrate humans who are full of empathy and demonstrate this by effecting changes in the lives of indigent Nigerians. According to Omolara Banjoko, Marketing Manager, Peak Brand, “There are certain people on earth that exist simply to nourish the lives of those around them.”

“These are full-time heroes without capes, and we see them as Humans of Change at Peak; we recognize and appreciate them through this campaign by giving back to them,” Banjoko added.

Some change agents are inspired by personal experiences, like in the case of Abimbola Ajala, founder of Lend A Hand for Africa and third-place winner of the Unstoppable Humans of Change campaign. Abiodun, who grew up in a suburb of Lagos, experienced hunger, illiteracy, and cultism. “As a young child, growing up without hope is the worst thing that can ever happen to anyone.

I saw young children drop out of school because of lack of funds, which affected their lives’ progress. I knew when I got out of all what I saw and experienced that I wanted to be part of the reason children



**There are unsung heroes who have taken it upon themselves to bring about positive changes in the lives of people who are indigent and lack basic amenities. It is in recognition of this type of selfless service and the resilient Nigerian spirit that FrieslandCampina WAMCO, makers of the Peak Milk Brand, launched the Unstoppable Humans of Change initiative, aimed at celebrating unsung heroes who have positively impacted their communities.**

won’t face such. I wanted to give them a better narrative and shine the light on their path, making sure that through my actions, we can reduce the number of school dropouts, teach children the importance of education, and birth greatness,” Ajala said.

According to Banjoko, with the Unstoppable Humans of Change campaign, the Peak Brand will be giving these change agents the recognition and accolades they deserve and a platform to shine as they amplify the good works that they do.

“The Peak Brand as an organization will continue to identify with this set of heroes as they drive change in Nigeria through their selfless work, and we encourage everyone to strive to be the change that our society needs for the growth and development of the nation.”

# MIPAN BIZ OUTLOOK 2023 identifies industry challenges, opportunities

By Abimbola Mohammed



L-R: Dozie Okafor, Managing Director, PHD Media; Vice President - MIPAN, Femi Oshinlaja, Chief Commercial Officer (Ag), Airtel Nigeria, Femi Adelus, Founder & Group MD - Brand Eye Media; MIPAN President, ARCON DG, Dr. Olalekan Fadolapo, Nnenna Onyewuchi, Co-founder, Halo & YRB, Olumide Balogun, Head, Sub Saharan Africa - Consumer Apps Marketing, Google, Taiwo Oyedele, Partner, Fiscal Policy & Africa Tax Leader, PwC and Dr. Tayo Oyedeji, CEO, Publicis Groupe/Redefini (Nigeria)

The Media Independent Practitioners Association of Nigeria (MIPAN) has held its 9th edition of Business Outlook (BOS) with the theme: “2023 Nigeria Economic Trajectories: Can Digital Marketing Brave the Storm?” The BOS also featured a Town Hall meeting.

The two-in-one event, which was held at Marriott Hotel, Ikeja, Lagos, had members of MIPAN and industry leaders such as Dr. Lekan Fadolapo, DG, Advertising Regulatory Council of Nigeria (ARCON); Heads of sectoral groups, practitioners from integrated marketing communications, Taiwo Oyedele (Guest Speaker), Fiscal Policy

Partner & Africa Tax leader, PwC; Dr. Tayo Oyedeji, CEO, Insight Publicis; Juliet Ehimuan, Director, West Africa, Google; Nnenna Onyewuchi, Co-Founder, Halo & YRB; Femi Oshinlaja, Chief Commercial Officer, Airtel Nigeria as panelists, and Dozie Okafor, Managing Director, PHD Nigeria as moderator.

Femi Adelus, the President of MIPAN, while giving the opening remark, pointed out that the Nigerian economy remains the focal point, especially in an election year. He added that every year, MIPAN prepares its members, businesses and agencies for what is coming in the year ahead.

“A lot of people have already described our country as a VUCA (volatile, uncertain, complex, and ambiguous) environment and when you add elections to that, it becomes more serious. This occasion is an opportunity for us to learn. There is a lot being shared on social media generally in terms of the state of our economy. For those who follow closely, we’ll see that we are in an era where fact checking is very important, particularly in the election campaigns ahead. So, it is very important to have this discussion with our speakers and panelists who will share with us about the economy of Nigeria.”

Speaking on the importance and the learning to take away from this year’s BOS, Adelus said: “It is for us to be very optimistic about Nigeria’s economy; but it is also important to understand the numbers and the trajectory so we can hopefully, scientifically and deliberately

move forward. We need to be intentional, and I do believe the insight gained will help us to position our business strategically because of our unique role as agencies that serve clients in various sectors.”

“It is important for us to know that a lot of agencies are digital in their thinking, so we have a digital unit and department but beyond having a digital department we need to think deeper as to how content and technology can help to drive not just our business and business process but also helping to keep the best of our talents so that we can continue to add the best value to the account whose businesses we manage,” he added.

In the same vein, Mr. Oyedele, who spoke on the theme of the event and the role of the government in shaping the economy of Nigeria, said Nigeria needs to budget better and spend more efficiently for the greater good.

According to him, to overcome the VUCA economy in Nigeria, the government at all levels need to prioritise spending to tackle poverty by providing basic amenities (Maslow’s Hierarchy of Needs). He added that the key factors that will shape the Nigerian economy in 2023 are debit and tax, politics and policies, geopolitics and subsidies.

“For instance, access roads to farms should be prioritized over flyovers in the cities, healthcare centres and schools over airports. Nigeria’s rising debt profile is a symptom of underlying problems (low revenue and high spending),” he said.

He added that Nigeria is borrowing for debt service, capital expenditure and partly to fund recurrent expenses. He raised questions around zero-based budgeting, budget revision, accounting for variances, budget Performance, etc.

Speaking on the role of technology in shaping the industry, Mr. Oyedele said everything will be disrupted faster than people think or imagine.

Highlighting the future and what will shape the IMC industry, he mentioned that metaverse, virtual reality, augmented reality, 4IR, IoT, blockchain, virtual currencies, artificial intelligence, 3D printing, drones, robotics, big data, analytics, genetic engineering and quantum computing are the new tools to embrace.

Advising practitioners on the way forward, Mr. Oyedele, said the best way to predict the future is to create it.

“Leverage data for insight, engage and advocate for policy changes and business enabling regulations. You need to be prepared and well positioned for opportunities and upskill every member of the association,” he said.

The panel session of the event featured experts like Dr. Tayo Oyedeji, CEO, Insight Publicis, Nnenna Onyewuchi, Co-Founder Halo & YBR, Femi Oshinlaja, Chief Commercial Officer, Airtel Nigeria, Juliet Ehimuan, Director, West Africa, Google, represented by Olumide Balogun as panelists and Dozie Okafor, MD, PHD Media as moderator.

All speakers spoke about the economic challenges they faced in different aspects of their businesses and identified the different solutions to some of the challenges. The speakers reached a consensus that continuous training for staff, adoption of technology which includes: metaverse, virtual reality, augmented reality, 4IR, IoT, blockchain, virtual currencies, artificial intelligence, 3D printing, drones, robotics, big data, analytics, etc, is the way forward.



# Leveraging tech for innovative brand storytelling

By Ralph Tathagata

**T**here is a new intelligence among humans – Artificial Intelligence (AI). This includes chatbots, recommendation engines, algorithms, language processing, metaverse, etc. Interestingly, they can help brands create engaging stories and campaigns.

According to recent research by IDC, the total global spending on Artificial Intelligence (AI) systems will touch US\$98 billion by 2023. Nearly 61% of marketers also say that AI is the most important aspect of their data strategy. This impact can be felt directly in the marketing communication of brands, helping them understand their key consumers while tailoring their offerings and messaging accordingly.

Different new AI-enabled tools like ChatGPT and their features are automating previously tedious work processes so that almost anyone - whether they're an experienced or novice creator - can get involved in motion design, animation, and special effects. It is forecast that in the near future, AI will enable more professionals to jump into the game and rapidly create and circulate powerful, compelling, and memorable brand stories that matter.

What's more, AI will enable computers to look, listen, and learn from what a designer is trying to do and make recommendations along the way. As brands gather their creative stories, they'll have options presented in their moments of need. In a sense, a brand storyteller will become a curator and the computer will serve as a creative assistant, proposing ideas. In that way, Machine-learning

algorithms will help them zero in on the most likely options, saving time so their brains can stay in creative or strategic (rather than tactical) mode.

In the last quarter of 2022, MARKETING EDGE, Nigeria's leading and authoritative industry publication organised an annual marketing stakeholders summit, a hybrid event that has become a corporate part of its culture and commitment to promote the brand idea and contribute to the knowledge and information industry. The theme of the event was: "Technological Explosion in the Digital Age: Imperatives for the Marketing Communications Industry" and it 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 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, EmekaOkeke, Founder/ Managing Partner & Group Executive Officer, MediaFuseDentsu 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 retrain 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 then 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 IgbaBoi 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.”

PreeteshSewraj, 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.

Suffice it to say that, to leverage these advancements in technology, marketers and brand custodians must go beyond better storytelling, improved experiences for the consumer or innovation for innovation’s sake, to a collective mandate of future-proofing their businesses.

# We are progressively keeping pace with tech advancement in Nigeria

## - Papyrus Boss

*Richard Iweanoge is the Chief Executive Officer, Papyrus Digital Solution Limited. A seasoned professional with 25 years cognate experience in commercial business spanning business strategy, business development, consumer sales, distribution channel development, consumer marketing and brand management, his experience cuts across several FMCGs and telecom companies.*

*He was at MTN Nigeria for 19 years; and while there, he played diverse management roles such as Senior Manager, Sales Channels; General Manager, Consumer Sales; General Manager, Business Development, Sales & Distribution; General Manager, Consumer Marketing, amongst others. He spoke exclusively with MARKETING EDGE recently. Excerpts:*

### **H**ow would you assess the evolution and explosion of technology in the digital solutions ecosystem in Nigeria in recent times?

My assessment is that digital solutions are here, accelerating and impacting all aspects of business, work, and personal lives. We tend to trail the developed world in terms of new technology adoptions in these parts but slowly and surely it eventually gets here.

I also note that the time frame for mass adoption of these technologies seems to be shortening here which means our lag time is now different from what it used to be. This is positive for us.

### **Narrowing it down to your company, how far and how fast is Papyrus Digital Solutions keeping pace with technological advancement in its areas of operations?**

Papyrus Digital solutions Ltd plays mostly in the Field Force Management Automation solutions space with our flagship product FieldMaxPro. So we require the convergence of several technologies to enable our solution to deliver on its promise.

In recent times, we have noted the emergence of things like AI, machine learning, and now large language generative pre-trained transformer models like ChatGPT that potentially can have a huge impact on some of our services. Our engineers are constantly finding ways to ensure we are on top of these developments and that we incorporate them into our platform where necessary.

Let me give an example. Usually, if a sales representative goes to a retail store to conduct a retail audit, he typically will count the number of his products on the shelves and also count that of his competitors in order to confirm that his products are available, on display, and compares favorably to his competitors' products in that outlet. That can take maybe 5mins to do. With machine learning, FieldMaxPro can simply take a picture of the shelf, and the system will automatically identify the products, count them and give instant feedback. This takes only a second. So you can



see with this little example how we can use machine learning to enhance and improve our service.

### **In more explicit terms, how is tech advancement impacting on your company's product and service development and offerings?**



Significantly. And also constantly moving. It is a moving target and we are also making sure we are keeping pace.

A little history of FieldmaxPro might help buttress this point. In the early days of Papyrus, we took a bet on the tablet form factor as the likely form factor for doing field work with solutions like FieldMaxPro. However, over time, companies decided it didn't make economic sense to buy their field reps tablets when they all already have phones. So the phone form factor won out and we adapted to this change early. FieldMaxPro is primarily built now for the phone form factor.

We also took a bet that internet access might continue to be a challenge in Africa so we built the solution around being able to work offline. Today, over 98% of our users work online. Internet access has become so prevalent that it is no longer a major factor for consideration. We still have the functionality but it is hardly used now.

So, you can see how as technology progresses, we always ensure we are keeping abreast and adapting to it also.

### **How is this aligning with tech advancement in its clients' spheres of operation?**

I think all organizations now consider it imperative that they must incorporate the use of technology to gain a competitive edge in the market place. And we see most of our clients moving rapidly in this direction.

In our space of Field Force Management automation, you will hardly see an organization with a reasonable number of field representatives not using some form of field automation to manage their field reps.

If they don't, they will find it hard to compete, to respond to market changes as quickly as their competitors who use technology can.

Part of what we do in Papyrus Digital Solutions is to help our clients see the potential and impact of this technology on their operations. Not one client has said to us to date that they do not see the need for it. That is a testament to the benefits the technology brings to the table.

### **Are there challenges being thrown up? If yes, how are the challenges being surmounted? If no, why not?**

There are always challenges. I wish it was easy. The biggest challenge in our space is inertia. The reluctance to stop doing what you have been doing for years in order to adopt a new way of doing things. Or, if you reverse it, the reluctance to start doing something new.

It's a human problem so we tackle it like all human problems, Let clients learn and gradually allow experience and comfort around the technology to lead them to a new space.

The second challenge usually is the fear of seemingly being monitored by management because now with our technology, management can have a full view of the field team's daily activities whereas in the past they were completely blinded to it. We find field teams struggle with this. But it is something we also work with clients to overcome.

### **How does the Nigerian digital solutions sector compare with its counterparts across the globe in terms of keeping pace with tech advancements?**

Interestingly, technology really does away with geographical boundaries. The typical s curve rule applies to all technologies and we find that new tech revolves around an initial small group of passionate adopters before exploding into the main steam. However, the time frame for this keeps getting shorter and that includes the time frame for adoption here also.

So, I will say we are keeping pace. Albeit slightly slower but much faster relative to previous decades.

### **What do you consider to be the good, the bad, and the ugly sides of tech advancements, generally?**

Every technology in my view is inherently neutral. It is the use people decide to put it to that can make it beneficial or hazardous. This applies to all technologies from Nuclear technology, to the internet and every other advancement humans have made. Including discovering fire. They all can be put to good use or used negatively.

In itself, all technologies are neutral. What you see reflects the state of humans. Not the technology.

### **What future do all of the above portend for: A Papyrus Digital Solutions Limited; (B) the Digital Solutions industry in Nigeria?**

At Papyrus Digital Solutions, we are excited about what the future holds. We see how we can advance and enhance what we offer our clients leveraging the new advancements coming in the tech space. We are challenged to ensure we keep up and remain relevant.

We are also a proudly Nigerian company and aim to prove that technology solutions, conceptualized and developed here by Nigerians can stand and match any such solutions from anywhere in the world. This is what keeps us going and hopefully, our clients feel this desire in our engagements with them.



# HOW MICHAEL ANGELO MEDIA IS CHANGING THE FACE OF OOH IN LAGOS

**B**rands, agencies, businesses and industry practitioners that accelerate through the wave of technology disruption will likely be those who are better positioned for the future. In the out-of-home subsector of the Integrated Marketing Communication industry, as landscapes, skylines and waterways of megacities around the world continue to be graced with the beauty and vibrancy of iconic billboards, cutting-edge technology offers a variety of improvements to how OOH agencies deliver their offerings to remain profitable and relevant in a digital and fast-paced world.

Michael Angelo Media Ltd is an out-of-home Advertising agency licensed to practice in Lagos by the Lagos State Signage and Advertising Agency (LASAA), and belongs to the RO- Marong group. The agency, in collaboration with its sister company, Brossette, an engineering masterpiece, has developed competencies over the years in conceptualizing, building state-of-the-art and iconic billboards in and out of Lagos.

Incorporated on the 16th of September 2009, Michael Angelo Media commenced operations with signage designs, fabrications, installations and solutions across key markets, before going into full scale outdoor practice in 2019.

At the core of Michael Angelo Media's corporate philosophy is the belief that "innovation creates possibilities" and "impossible" is only an imagination. The company's utmost desire is to give its clients the best in visuals, environmental friendly and state-of-the-art iconic advertising structures and platforms. What's more, Michael Angelo's advertising platforms range in different types just to suit clients' needs. Its work history spans some of Nigeria's/ Africa's largest and most recognised brands and businesses.

## 5 COWRIES FERRY TERMINAL – FALOMO

The Five Cowries Terminal is an ultra-modern and multipurpose twenty-first-century terminal located by the Falomo water front, in Ikoyi, Lagos. The facility was built by the largest telecommunications



network in Nigeria, MTN Nigeria, and donated to the Lagos State Government. The five Cowries terminal was commissioned on August 30, 2018, in a glamorous ceremony organized by MTN.

The terminal opens through the week and witnesses a considerable footfall from the early hours of the day till late evening between 3,000 – 3,500 passengers per day. The human traffic is significantly increasing on a daily basis as more ferries have been acquired by Lagos State Government together with other private initiatives as seen recently.

Furthermore, the human traffic is boosted by patronage of a key business within the terminal: W BAR LOUNGE, a trendy, chic bar and lounge set right by the Falomo water front and at the heart of Lagos Island, a perfect city getaway, which redefines nightlife and where people unwind every Tuesday to Sunday between 6pm – 2am.

The terminal is spacious and can be converted to use for special events like Seminars (as used by banks, art



5 Cowries Ferry Terminal - Falomo

exhibitions shows, activations etc. and also used by the Ministry of Arts and Culture. Ma-media Ltd is making this opportunity available on a first-come-first-served basis to Lagosians at pocket friendly rates. They are open to direct barter or hybrid (at agreed ratio) and have ensured that their hoardings are strategically positioned to impact prospective clients and businesses, and ask that brands and businesses take advantage of these opportunities to reach their TA.

**NIGERIAN RAILWAY TRAIN STATIONS**

With the recent revival of the Passenger Train Services in Nigeria, and upgrade to standard gauge system, the once viable means of transportation in Nigeria has come back to life, better than previous times. And with commuters accepting this option as a preferred means of transportation due to the fragile security situation in Nigeria, there are a lot of traffic tending towards the following functional routes with more to come: Abuja: Idu – Kubwa – Rigasa (Kaduna route); average passengers per day: 10,000 and still counting. Lagos – Abeokuta – Ibadan route: Recorded 33,140 passenger-traffic in July, 2022 and still counting and more to come for this route.

Other Michael Angelo Media's work include iconic Ikoyi Cube – Osborne / Kingsway Road with an iconic Façade Branding of Martell – 5 Cowries Terminal, Falomo, LASWA Boat Jetty HQ, iconic 3D/2D LED @ Mikano Show Room – Adeola Odeku Street – Victoria Island, Lagos.

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With Mario Wanny as Managing Director & Chief Executive officer, Tony Eguridu as General Manager, Gowthaman Ranganathan as Technical support Manager and Daniel Kanaan as Finance Support Manager of Michael Angelo Media Ltd, the agency is strategically positioned to change the cityscape of Lagos as a megacity and other cities in Nigeria.



*Iconic 3D/2D LED @ Mikano Show Room, Adeola Odeku Street – Victoria Island*



*Nigeria Railwat Train*



*Iconic Ikeja Cube – Joel Ogunnaike/Oba Akinjobi Road*



*Iconic Façade Branding, 5 Cowries Terminal, Falomo (LASWA Boat Jetty HQ)*



*Iconic Ikoyi Cube – Osborne*

# Blend traditional and digital media to optimize marketing budget- Jude Odia

By Oghale Mafuru



**T**he marketing and advertising ecosystem is experiencing a dynamic shift as new technologies are disrupting every facet of the marketing mix. It is against this backdrop that the Managing Director of Starcom Media Perspectives, Mr. Jude Odia has reiterated that a perfect blend of traditional and digital media is imperative to optimize marketing budget as inflation continues to rise amid declining purchasing power.

Speaking in an interview with **MARKETING EDGE**, the agency boss who affirmed that agencies should be powerhouses of ideas with deep insights into how both platforms can be efficiently utilized for marketing communications stated that it is expedient for professionals to provide 360-degree solutions to deliver on clients expectations to assist clients mitigate the economic challenges.

He said: "For me, it is a blend of the digital and traditional. We started off as a traditional agency some years back. Today, it is a cross-road for us. What I mean

about a cross-road is that it is a perfect blend of traditional and digital because none of them is going to die and none of them alone can survive and meet your objectives. The only thing you need to do is to master how to blend them well to meet the goals because the consumer is watching traditional media and digital. However, he is not watching it the way you want him to. He is watching it the way he wants to watch it. So, the question is the more you understand him, the more you know how to get the mix. So here is where you get the right mix all the time. The capabilities are there for established offerings and emerging offerings. We are doing this so we will not have relevance for now but we will grow relevance for even developed and untapped opportunities".

According to him, to ensure that clients get the return on investment especially with the current economic challenges, it is vital for the agencies to maximize advertising budget by focusing on areas of growth potentials which can be discovered through deep consumer insights and data.

Commenting on how clients are

rethinking their marketing spend, the agency boss asserted that advertising spend is shifting rapidly to digital platforms which are perceived to offer measurable and reliable results and data to prove value of advertising spend.

"A lot of clients before were doing 70% traditional media and 30% digital, this year, they are doing 60-40. 60, digital, 40 traditional. That doesn't mean they won't meet their top of mind objectives or if there is correlation to sales or marketing. It is just that they have been able to streamline who we are talking to. How well can we connect to them? If it is digital, let's optimize it. Put the money in that one channel, optimize it first. If there is more money, you go to the second".

While stating that brands should be more innovative and proactive to survive the harsh economic realities, Jude Odia, advised them to create special offers and packages suitable for the mass market as latest statistics has shown that over 113 million Nigerians are multidimensionally poor.

"They should now bother about conversion against awareness and engagement because those ones are very expensive. conversion may be expensive but there is direct value for money. The return on investment is much more. Brands are beginning to have premium mass marketing. The bulk of the consumer today is the mass market. 133 million of our population today is multidimensionally poor.

"The mass still constitutes the biggest segmentation which means that for you to really survive as a brand, you have to have a share of that mass. But mass doesn't want to remain mass. They are aspirational, so how do you make them feel special and make them begin to see themselves as consumers of luxury brands even when they are using their mass market budget to get it. That is another innovation people need to tap into. That bracket will keep growing. The question then is what then is the future of luxury brands in a market like this, he asked rhetorically.

# Infrastructural deficits threaten FG's cashless policy

By **Oghale Mafuru**



Following the cashless policy of the Federal Government which aims to enhance financial inclusion in Nigeria and the inability of Nigerians to access new naira notes over the counter, the sudden increase in mobile transfers has put a strain on the technology infrastructure of commercial banks in the country leading to massive failed, unreversed bank transactions.

This has further aggravated the confusion and despair of Nigerians whose only possible means of making payment for goods and services is through card transactions, online or internet banking, or the use of USSD codes.

Commenting on this, Promise Oduh, Associate Director, MediaReach OMD Nigeria, stated that the massive failed transactions experienced by most Nigerians is as a result of the overwhelming number of transactions carried out simultaneously which exceeds the capacity of the technological infrastructures of the banks.

"It is about service to ordinary Nigeria. The ordinary Nigerian is not getting service today because the government felt that the banks should drive mobile money when they don't have the infrastructure to make that happen. How many of the banks have very robust units that have the capacity for digitalization? The banks are not responding to the increase in the number of customers. The banks didn't bother

expanding their infrastructure. A lot of them didn't invest in digital infrastructure until now that it has dawned on everyone that we are migrating to digital transactions".

"Also, the backbone that the banks have cannot support the level of customers that they have. They have more customers than their backbones are able to carry. So, it's like you have an infrastructure that is meant for 50,000 people, and that infrastructure is now carrying 200,000 people. Of course, there will be down times because of the volume of transactions happening at the same time. And the banks are slow in expanding their infrastructure to carry the number of customers that they have" he added.

He also identified low broadband infrastructure as one of the contributory factors for the setbacks being witnessed in the e-payment industry.

"One major challenge in Nigeria is that broadband penetration in Nigeria is low. If you have low broadband penetration, of course it will slow down your internet speed. The level of transactions through digital technology will be very slow and the scrambling that happens as a result of these complexities that I am talking about will lead to where you make payments, you are debited but the recipient will not receive the money.

According to the Nigerian Communications Commission, NCC, broadband penetration

in Nigeria as at December 2022 was at 47.36 percent with expectations that it will rise to 70 percent by 2025.

Prof. Umar Danbatta, the executive Vice-Chairman and Chief Executive Officer (EVC/CEO) of the Nigerian Communications Commission said with the technological advancements anticipated in the coming years, it is expected that there will be a proliferation of

devices in the industry.

Meanwhile, the Nigeria Inter-Bank Settlement System (NIBSS) in its latest report stated that Nigeria's e-Payment transactions surged to 5.2 billion in 2022.

The report added that the volume of mobile transfers increased by 151.4 percent to 715.1 million in 2022 from 284.5 million in 2021. Its value also rose by 139.5 percent to 19.4 trillion.

PoS also followed the same trend as its volume increased by 22 percent to 1.2 billion from 982.7 million in the 2021. In terms of value, it recorded an increase rate of 31.3 percent year-on-year from N6.4 trillion to N8.4 trillion.

## Naira redesign policy skyrockets inflation to 21.82% – NBS

By **Felicia Nwosu**



The National Bureau of Statistics (NBS) has revealed that Nigeria's inflation soared to 21.82 percent in January 2023. The report suggested that the soaring inflation might not be unconnected with the economic crunch across all sectors of the economy, which has been heightened by the Central Bank of Nigeria's (CBN) monetary policy.

According to reports, the naira redesign exercise is causing acute banknote scarcity thereby upending financial transactions and plunging millions of Nigerians in untold hardship.

NBS further stated that January's inflation rate is a 0.48 percent point increase from the 21.34 per cent that was recorded in December 2022, pointing out that this is a new 17-year high after inflation fell for the first time in December 2022.

According to the statistics

body, Nigeria's inflation rate had been rising consistently for 11 months before December.

In 2022, the NBS listed disruption in the supply of food products, increases in import cost due to the naira's depreciation and a general increase in the cost of production as the cause of the rise in inflation.

In its 'Consumer Price Index' for January 2023, the national statistics body said, "In January 2023, the headline inflation rate rose to 21.82 per cent compared to December 2022 headline inflation rate which was 21.34 per cent.

"Looking at the trend, the January 2023 inflation rate showed an increase of 0.47 per cent points when compared to December 2022 inflation rate. However, on a year-on-year basis, the headline inflation rate was 6.22 per cent points higher compared to the rate recorded in January 2022, which was 15.60 per cent.

"This shows that the headline inflation rate (year-on-year basis) increased in the month of January 2023 when compared to the same month in the preceding year (i.e., January 2022)."

# World Bank harps on broadband penetration in rural areas



The World Bank has advised the Federal Government to increase its broadband penetration to provide internet access to people in rural areas and remote places to maximize the immense opportunities in the digital sector.

Speaking during maiden Digital Economy Regional Conference with the theme: "Positioning West African Digital Economy for the Future" held in Abuja, the World Bank Country Director, Shubham Chaudhuri tasked Nigeria to increase its broadband penetration to provide internet access to people in rural areas and remote places, adding that there is a need for more reforms going forward.

"The ministry also did talk about broadband penetration. It is important to make sure that no one is left behind especially poor families mostly in rural areas. I think the key thing is, how do we make sure that every person, no matter where he is in Nigeria has that same access to the digital economy? Nigeria's young population has tremendous potential but you have to ensure that there is equal access to broadband penetration.

"In places like Lagos

and Abuja there is a lot of dynamism already but what the Minister has said is getting that access out to the rural areas so that every child and every young person has that access. I think the telecom sector has been quite key to Nigeria's resilience in the last three years," he said.

The World Bank Director

also urged states to cooperate with the Federal Government and private sector to invest by laying fiber optics in the areas.

Mr Chaudhuri said: "I urge states to cooperate with the Federal Government and make it easy for private firms to lay the fibers for investment. Second is access to digital skills especially for the girl child to have access to them so that they can be able to contribute to areas of growth going forward."

On his part, the Minister of Communications and Digital Economy, Prof. Isa Pantami, announced that by April this year, every state would have Federal Government's optic fiber cable coverage adding that the price of data in the country had in the last two years been reduced by 70 per cent in spite of the rising cost of production.

He said: "As of today, we are

providing Federal Government optic fiber cable to every state. We have them in nothing less than 34 states and by April this year, it will be available in each and every state. In Nigeria's National Broadband plan, we have a target to reduce the price of 1 gigabyte from N1200 to N390 but as of today, two years before the deadline, the current price of 1 gigabyte is N350.

"The reduction of more than 70 per cent is a huge achievement because the price of every other commodity increases. If you complain about diesel, the ICT sector consumes more diesel than any other sector.

"We are affected by cost of diesel, we are being affected by forex, but yet the price is coming down, why? Because we always work harder to ensure that we reduce the cost of production."

The minister said the Digital Conference was necessitated by the need for the various West African countries to converge and brainstorm on how to boost the continent's economy using ICT.

## Access, FBN Holdings, others rake N109b from account maintenance in 2022

By Felicia Nwosu

Access Bank Plc, FBN Holdings, Zenith Bank, GTCO, and UBA have raked in a whopping N109.31 billion from account maintenance and other customer account related charges in the outgone year. This represents a 17 per cent increase from N93.46 billion in the corresponding period of last year.

For Zenith Bank, its account maintenance fee rose



to N28.14 billion in the nine months of 2022, 16.3 percent from N24.2 billion in the nine months of 2021, while its fees on electronic products

move to N36.07 billion in the nine months of 2022, up 50.3 per cent from N24 billion in the corresponding period of 2021. On the other hand,

its net income on fees and commission rose to N100 billion, a 27.7 per cent increase from N78.3 billion in the comparable period. Similarly, Zenith Bank's gross earnings also stood at N620.5 billion in the nine months of 2022, up 19.6 per cent from N518.6 billion in the nine months of 2021.

Access Bank's account maintenance charge and handling commission stood at N18.7 billion, a 15.4 per cent increase from N16.2 billion in the nine months of 2021. Channels and other E-business income for Access Bank rose to N49.4 billion, 7.4 per cent from N46 billion in the reviewed period. Its fee and commission income grew by 17.6 per cent to N133.5 billion in the nine months of 2022 from N113.5 billion in the nine months of 2021. Net interest income grew 5 per cent to N280.5 billion from N267.6 billion in the comparable periods.

GTCO account maintenance charges amounted to N15.9 billion, a 22 per cent increase from N13.02 billion in September 2021. E-business income dropped 3 per cent to N15.18 billion from N15.67 billion in the reviewed period. Fee and commission income stood at N66.94 billion, an 18.2 per cent increase from N56.6 billion in the nine months of 2021. GTCO's net interest income stood at N189.7 billion, a 16.4 per cent increase from N163 billion in the comparable period.

FBN Holdings' account maintenance income amounted to N13.15 billion from N11.74 billion, indicating a 12 per cent increase year on year. The bank's electronic banking fees dipped 5 per cent to N40 billion in the nine months of 2022 from N42.02 billion in the nine months of 2021. The bank's fee and commission income surged to N110.8 billion, a 7 per cent increase

from N103.7 billion in the nine months of last year. FBN Holdings' net interest income surged by 53 per cent to N249.5 billion from N163 billion in the comparable period.

Other banks include UBA which stood at N9.64 billion, a 35.6 per cent increase from the N7.11 billion in the nine months of 2021 for its account maintenance. FCMB's account maintenance surged by 46 per cent to N4.96 billion from N3.4 billion in the nine months of 2021.

Experts have frowned on the near total dependence on account maintenance charges for banks' revenue to the negligence of being agents of economic development through the development of the real sector. According to them, commercial banks are supposed to create wealth by supporting wealth-creation.

(SSA), the International Monetary Fund (IMF) says economic growth in is projected to remain moderate at 3.8 per cent in 2023.

This is according to the IMF's latest World Economic Outlook (WEO) Update Report for January 2023, released on Tuesday.

the moderate growth, the report stated, is amid prolonged fallout from the COVID-19 pandemic, although with a modest upward revision since October 2022, before picking up to 4.1 per cent in 2024.

"The small upward revision for 2023 of 0.1 percentage point reflects Nigeria's rising growth in 2023 due to measures to address insecurity issues in the oil sector.

"In South Africa, by contrast, after a COVID-19 reopening rebound in 2022, projected growth more than halves in 2023, to 1.2 per cent.

"This reflects weaker external demand, power shortages, and structural constraints to decline to 3.6 per cent in 2022 as against 4.7 per cent recorded in 2021."

The report said global growth is projected to fall from an estimated 3.4 per cent in 2022 to 2.9 per cent in 2023, then rise to 3.1 per cent in 2024.

It said the forecast for 2023 was 0.2 percentage points higher than predicted in the October 2022 WEO but below the historic (2000–19) average of 3.8 per cent.

The report said the rise in Central Bank rates to fight inflation and Russia's war in Ukraine continued to weigh on economic activity.

It said the rapid spread of COVID-19 in China dampened growth in 2022, but the recent reopening has paved the way for a faster-than-expected recovery.

The report said Global inflation is expected to fall from 8.8 per cent in 2022 to 6.6 per cent in 2023 and 4.3 per cent in 2024, still above pre-pandemic (2017–19) levels of about 3.5 per cent.

## IMF raises global growth to 2.9%, SSA to 3.8% in 2023



The International Monetary Fund (IMF) in its forecast has revealed that the global growth outlook for 2023 was revised up by 0.2 percentage points to 2.9 per cent, noting that this is weaker than the 3.4 per cent recorded in 2022.

It explained that the globe would cope better than initially feared with the shocks from

the war in Ukraine and high inflation.

This was disclosed by Pierre-Olivier Gourinchas, Chief Economist, IMF. He further noted that the growth of 2.9 per cent in 2023 would be less gloomy than had been assumed in the October forecast. The IMF did not expect the global economy to slip into recession, an option economists had not ruled out late last year.

This, according to the report, was due to positive surprises and unexpectedly high levels of resilience in multiple economies, adding that China's shift away from its zero-COVID strategy was a potential driver for global growth.

The report also listed multiple risks that would cause the economic situation to

deteriorate. A worsening of the COVID-19 situation in China, an escalation of the Russian invasion of Ukraine and a debt crisis due to the tight monetary policy of central banks.

For the eurozone, the IMF forecasts growth of 0.7 per cent this year – 0.2 percentage points higher than previously assumed.

In Germany, gross domestic product (GDP) is expected to grow by just 0.1 per cent in 2023.

This is an increase of 0.4 percentage points from the previous estimate.

The German economy would in 2024 be expected to grow by 1.4 per cent – 0.1 percentage points less than previously assumed.

Global growth of 3.1 per cent is anticipated for 2024.

For Sub-Saharan Africa

# Olusesi suggests ways to Google's leadership

By Zion Rufus



Addressing the ongoing debate in the tech space on the possibility of ChatGPT, a natural language processing model designed for conversational applications, overthrowing search giant Google, Oyindolapo Olusesi, founder, Mustarred Crest has said that it will take ruthless market penetration strategies for the new AI technology to possibly take on Google

Search.

“Upsetting a tool like Google will take some ruthless market penetration strategies. It’s like what Harmony OS is trying to do to Android and Apple OSes. It’ll be hard, though not impossible. My guess is that the charm is layered in the moist brand of notoriety and customer experience,” he shared in a submission.

Meanwhile, earlier, in the heat of the corporate debate where the majority of professionals insisted that ChatGPT cannot compete with Google, others had predicted a buyout. (Read previous post <https://marketingedge.com.ng/2023-will-be-a-very-interesting-year-for-ai-and-search-martins/>)

Olusesi shared: “News that Microsoft is merging ChatGPT to its Bing’s search engine

sparked analysis about the potential impacts on Alphabet Inc.’s Google search engine. Of course, Google’s dominance is about to be tested for the first time in almost two decades. China’s Baidu, MS’s Bing have tried but failed. The mojo of Google is that it has more sites in its index. You get more relevant responses on Google. Why not, when every business optimises its content/websites for Google searches (aka. SEO). In all, Google is to search, what Windows OS is to PCs. It’s a household name, so much that “to google” is an acceptable expression for “to search. But that is soon to change, right? I’m not so convinced. At least, not yet.”

Where Google Search utilises complex algorithms to index, and rank websites based on their relevance while providing users with highly

accurate and relevant search results for a wide range of queries, ChatGPT is primarily focused on generating human-like responses to specific text prompts.

The OpenAI Chatbot has also flagged some ethical and privacy concerns such as inaccurate responses, and its potential to create fake news and other misleading content.

Olusesi revealed: “A concern, however, is that ChatGPT has been reported to return false results and formulate hypotheses that do not hitherto exist. For it, it seems more like a “genius” that knows it all. Woe betide that it has no response to anything. This raises concerns of trusts. In any case, besides the trust concern, I’m also concerned about privacy.”

He continued: “Google returns a high number of relevant results in a short period of time. However, I still have to click to distil the information. If Bing now goes the extra mile to summarise the most important information I’m looking for based on my query, then voila! Jackpot secured. Another challenge for Bing would be in making Bing the primary search tool in an Android dominated market.”

# Amazon kicks off 2023 with 18,000 layoffs

By Zion Rufus



E-commerce giant Amazon has announced that the company will be

laying off 18,000 workers. The announcement, contained in a memo sent to

Amazon staff recently revealed that the company would eliminate 18,000 roles, with most of the layoffs coming in the company’s Amazon Stores and People Experience and Technology Solutions divisions.

According to Amazon CEO, Andy Jassy “This year’s review has been more difficult given the uncertain economy and that we’ve hired rapidly over the last several years.”

It should be recalled that in November 2022, Amazon had also cited economic uncertainties after announcing 10,000 job cuts and a pause on new incremental hires in its corporate workforce.

The company had shared: “We’re facing an unusual macro-economic environment,

and want to balance our hiring and investments with being thoughtful about this economy. This is not the first time that we’ve faced uncertain and challenging economies in our past. While we have had several years where we’ve expanded our headcount broadly, there have also been several years where we’ve tightened our belt and were more streamlined in how many people we added. With fewer people to hire at this moment, this should give each team an opportunity to further prioritize what matters most to customers and the business, and to be more productive.”



# Airtel acquires 5G license, reiterates commitment to quality service

By Felicia Nwosu



Airtel Nigeria, leading telecommunications service provider, has added another feather to its quality service cap by joining the league of telecommunication companies with 5G spectrum, alongside an additional 4G spectrum from the Nigerian Communications Commission (NCC). The telecom giant paid \$316.7 million to acquire the license.

Airtel said that the sum of \$316.7m, which is payable in local currency of about N142.5 billion, was paid to NCC for 100 MHz of spectrum in the 3500MHz band for the deployment of fifth-generation network and 2x5MHz of 2600MHz to boost its fourth-generation coverage in the country.

This was revealed by Simon O'Hara, the Group Company Secretary who noted that the acquisition of 5G spectrum will underpin the company's growth strategy by enabling the launch of higher speed connectivity to enhance customer service and accelerate digitalisation for consumers, enterprises and the public sector. With this development, the smartphone network has reiterated its commitment to improve 5G access to both rural communities and public sectors.

"This additional spectrum will support our investments in network expansion for both mobile data and fixed

wireless home broadband capability, including 5G rollout, providing significant capacity to accommodate our continued strong data growth in the country and exceptional customer experience,"

This new status, no doubt, has placed the telecommunication giant network provider among the leading Telcos brands with the fifth generation licenses which include MTN and Mafab communication respectively.

Segun Ogunsanya, the Chief Executive Officer, Airtel Africa, while commending the acquisition initiative, said Nigeria is a market with enormous potential for future growth in mobile services.

"Investment in new technologies and local infrastructure to enable this growth is a strategic priority for the Group and will ensure we are able to provide reliable and affordable services to local communities across the country. 5G is critical to these ambitions, and we look forward to launching new services to drive further digitalisation across the country, facilitate economic progress and transform lives across Nigeria," he said.

Recall that the 5G spectrum Reserve Price was pegged at N75bn by NCC, which led to an auction for a 5G license being conducted by the Commission in partnership with the Federal Ministry of Communications and Digital Economy. The bidding contest was held among three strong forces, which include MTN Nigeria, Airtel and a new Mafab Communications to provide and operate local and international carrier services. With the use of Ascending Clock Auction software, after the 11th round, MTN and Mafab Communications

emerged winners, grabbing the license at a bid price of \$273.6 million each, as against the initial \$197.4 million reserve price.

Later on, Nigerian Communications Commission (NCC) granted licenses to two network providers, MTN Nigeria and Mafab Communications Limited to roll out 5G services, with effect

from August 24, 2022.

However, in October 2022, the NCC put up another two slots in the 3.5GHz spectrum band for auction, to boost deployment of 5G services in Nigeria. NCC, in December 2022, confirmed Airtel as the sole bidder of the 5G licence after a payment of \$27.36 million as an intention-to-bid deposit (IBD).

Meanwhile, an industry data from the NCC revealed that Airtel controls 57.38 million subscribers or 27.16 per cent of Nigeria's telecom market.

## Metaverse ecosystem will birth new era of content creation - Hatibaruah

By Zion Rufus



Expected to surpass the value of \$678.80 billion by 2030, content created in the Metaverse will be multi-dimensional and aim to facilitate the development of three-dimensional, immersive, accessible, and fully interactive environments according to Pratibha Das Hatibaruah, a Metaverse consultant and crypto strategist.

"The Metaverse ecosystem will be the global collaboration of millions of computer

programmers, designers, and developers," Pratibha revealed in a submission.

"You can say, it will be the dawn of the new era of content creation, connecting people and brands through online experiences and activities in various spheres such as in their social life, professional growth, business habits, and everything in the between."

To bring this new virtual universe to life, the crypto strategist pointed out that

creators who have proven abilities in these fields, will need tools to create content for the Metaverse like real estate, virtual buildings, and virtual avatars.

“Unlike Web 2.0, the interaction will go beyond likes and comments leading to more meaningful and deeper interactions where face to face meetings will happen in virtual homes or workspaces,” she stated further.

With the emergence of Extended Reality (XR) i.e a convergence of Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR), it is expected that people will eventually be able to completely immerse themselves in the Metaverse, and Marketing and communications professionals have been advised to pay attention to the metaverse because it is the “next frontier for online interaction”. Just like social media revolutionized the online marketing landscape, so too will the Metaverse.

“I think it’s going to be disruptive,” said Lanre Basamta, Group head, mobile financial services, Interswitch.

“We are going into the future and that future is close by. A future where marketing communication agencies, brands, and organizations will create adverts, not for flat screen, but a revolution of immersive visual, textual, and graphical content; a future where the entertainment industry will also make movies that you can’t watch with your bare eyes without the necessary hardwares,” Basamta had shared in a recent interview.

The digital world has become an all-inclusive space where commerce, marketing, advertising, learning, entertainment, social interaction, and community-building can be carried out effortlessly. This can be credited to the growing reliance of the world on technology which is rapidly launching us into the possibility of the Metaverse soon becoming a reality.

# Admen eulogise MTN, Airtel on Valentine’s Day emotive messages

By **Ibidunni Banjoko**



Following the creative love messages during the 2023 St. Valentine’s Day between MTN and Airtel Nigeria, experts in the Nigerian Integrated Marketing Communication (IMC) industry have applauded the two iconic telecom brands for setting aside their competitive differences in the season of love. The mutual gesture, which demonstrated a sportsman spirit rather than bitter rivalry, has continued to generate talkability among consumers and industry watchers online and offline.

While commenting on the creative, Maurice Ugwonoh, creative director at Noah’s Ark Communication, said in a LinkedIn post:

Something way cooler transpired yesterday. On St. Valentine’s Day, two iconic Nigerian brands displayed a profusion of love that one rarely sees in the Nigerian Marketing and Brands Communications space, and it not only burned up the online ‘trendster’ meter, but excited Nigerians on just about every chat platform.

“It showed that emotive communication even between competing brands is a beautiful thing and a powerful force in Marketing. Kudos to MTN Nigeria and their agency team for this proactive gesture of affection, and to Airtel Nigeria and its agency of repute @noahsarkcommunications for showing such a savvy display of love intoxicated clap back. You both deserve your flowers.”

On his part, Chidi Okereke, digital communication professional/ influencer, posted on his twitter handle @chydee: “Shout out to the marketing guys at MTN and Airtel for signing off on and executing this. Love it when competing brands acknowledge themselves – whether by commendation or by witty beef. The sky is big enough.”

## MTN group will collaborate with space operators -Mupita

By **Oghale Mafuru**

Head of the official launch of Starlink, a satellite internet provider, MTN group has expressed willingness to collaborate with space operators to improve internet connectivity and consumer experience.

Ralph Mupita, CEO of MTN group who disclosed this in an interview on Arise TV stated that the Starlink’s launch in Nigeria will complement the existing efforts of telecom providers in delivering optimal internet services to Nigeria’s teeming internet users.

While affirming that the company which recently



launched its 5G network is considering partnering with space operators Mupita maintained that industry players are unperturbed about the launch of the satellite network.

He said: “What we see is that this is a complimentary technology. Wherever we are in the world, we are always going to be online. If your terrestrial

network is not working, your device will automatically attach to the satellite. That world is coming.

“Optic fibre transmission is going to be superior to satellite for a long time but what satellite has is that it can get to the deep, rural areas and where the network is shut down because of power shortage, you will have power in space. You’re going to see terrestrial networks such as ours partnering with space operators”.

# 11 Plc unveils Mobil Super lubricants' pan Nigeria radio campaign



## 11PLC

(Formerly Mobil Oil Nigeria plc.)

**11** plc, sole distributor of Mobil fuel and lubricant brands in Nigeria has unveiled a pan- Nigeria radio campaign for its teeming consumers and target markets.

The new creative initiative by the foremost lubricants company is aimed at strengthening its brands equity while educating motorists, mechanics and other key stakeholders about its Mobil Super 2000 and 3000 unique selling points respectively.

The campaign which hits airwaves last month was launched to create fresh awareness for all category users of the premium lubricants during the yuletide and beyond.

The campaign with the theme celebration of the best quality of its products while re-enforcing and re-emphasizing their competitive and unique selling points.

Industry watch reveals that Mobil's lubricants have over the years continue to keep millions of vehicles perform at their optimal best notwithstanding difficult driving conditions.

The Company's Mobil Super brands is a global family of premium passenger vehicle engine oils that provide different levels of protection to match whatever conditions users of the products may encounter so that they can drive with full confidence.

Mobil Super 2000 is an enhanced premium semi-synthetic motor oil which is said to meet the latest industry engine oil specification.

It is designed to provide an excellent level of protection and performance under the most demanding conditions.

Similarly, Mobil Super 3000 is a full Synthetic engine oil tailored for smoother acceleration and provides outstanding engine wear protection even under the most demanding condition.

The company's vision is to be the number one business group in Nigeria in terms of sustained service, quality and reliability and the first brand of preference by the consumers whilst conduction operations with high safety standards and environmental compliance.

It also aims to provide the best in class products, services and solutions to customers with a focus on safety and environmental standards.

11 Plc recognises that product quality and customer satisfaction are of primary importance to the value of its brands on offer.

## Shell profit hits \$39.9bn in 2022 as energy price skyrockets

By **Ibidunni Banjoko**



**S**hell, the oil and gas giant, has reported \$39.9bn (£32.2bn) annual profits in 2022 after energy prices surged last year following Russia's invasion of Ukraine.

The profit doubled in the 2021 total

and the highest in its 115-year history. Energy firms have seen record earnings since oil and gas prices jumped following the invasion of Ukraine.

The bulk of Shell's earnings come from its gas operations, which have benefited handsomely from rising energy prices following Russia's invasion of Ukraine.

It has heaped pressure on firms to pay more tax as households struggle with rising bills.

Energy prices had begun to climb after the end of Covid lockdowns but rose sharply in March last year after the events in Ukraine led to worries over supplies.

The price of Brent crude oil reached nearly \$128 a barrel following the invasion,

but has since fallen back to about \$83. Gas prices also spiked but have come down from their highs.

It has led to bumper profits for energy companies, but also fuelled a rise in energy bills for households and businesses.

Russia's war in Ukraine has rocked global energy markets and Shell, like its competitors, has benefitted through its large global footprint and leading trading operations.

The annual profit figure far surpassed Shell's previous record set in 2008. The company also said it had paid out \$6.3bn to its shareholders in the final three months of 2022, and that it planned another \$4bn share buyback.

Shell chief executive Wael Sawan said that these are "incredibly difficult times – we are seeing inflation rampant around the world" but that Shell was playing its part by investing in renewable technologies.

Its chief financial officer Sinead Gorman added that Shell had paid \$13bn in taxes globally in 2022. It had also accounted for 11% of liquified natural gas shipments into the EU, easing pressure on supplies caused by sanctions on Russia.

# OPEC reiterates stand on production policy

By Felicia Nwosu



The Organization of Petroleum Exporting Countries (OPEC) has reiterated its stand regarding the oil production policy stating that there would be no change to its previous decision made in November 2022. This was revealed in a brief video-conference meeting

Recall that the intergovernmental Organization, in October 2022, agreed to cut its production target by 2 million barrels per day (bpd), which is about 2% of world demand, from November last

year until the end of 2023 to support the market.

Prior to this, the Joint Ministerial Monitoring Committee (JMMC) had urged all participating countries to achieve full conformity and adhere to the compensation mechanism.

Meanwhile, in June 2022, OPEC revealed that it had increased Nigeria's crude oil production quota from 1.766 million barrels a day in June to 1.799 million barrels per day for July 2022.

Also in August 2022,

OPEC raised Nigeria's crude oil output quota to 1.830 million barrels per day (mb/d), effective from September 2022.

However, Nigeria has failed to meet its crude oil production quota since then. This is due to the country's constant battle with illegal appropriation of refined oil in the Niger Delta region, which is the main source of crude oil in Nigeria.

This decision by OPEC's to stand its ground will provide Nigeria the opportunity to meet its quota, finally. Since 2022, the Nigerian National Petroleum Company (NNPC) Limited has been taking active steps to tackle crude oil theft, in collaboration with state and other participatory agencies. This development, therefore has given rise to a minimal increase in production as of December 2022.

Following the report made available by the Nigerian Upstream Petroleum Regulatory Commission (NUPRC), the country's crude oil output without the addition of condensates for September 2022 was 937,766 bpd. For

October 2022, the output was 1,014,485 bpd. Meanwhile, in November 2022, crude oil output was 1,185,604 bpd. In December 2022, the output was 1,235,317 bpd.

Meanwhile, Timipre Sylva, Minister of State for Petroleum Resources, has committed the country's intense effort towards meeting its OPEC-approved crude oil production quota of 1.8 million bpd by the end of May 2023.

"Our pipelines have issues and we have put a security structure in place involving the communities, security personnel, oil companies and government and we are beginning to see some early signs of improvement.

Our production for example has improved from where we were in the past. We are producing over a million barrels now and we believe that when we have built confidence enough on the pipelines and all the producers begin to inject into the pipelines that have been secured, we will be able to produce quickly to meet our OPEC quota."

## NNPC takes over Addax petroleum PSC assets

By Ibidunni Banjoko

The Nigerian National Petroleum Company (NNPC) Limited has taken over Addax Petroleum's production sharing contract (PSC) assets, owned by Sinopec, a state-owned Chinese firm.

According to a recent tweet on the NNPC, the

documents were signed in Abuja.

Mele Kyari, Group Chief Executive Officer (GCEO), NNPC Limited, GCEO and Yonghong Chen, outgoing managing director (MD), Addax, signed the closing documents on behalf of the two parties.



The signing ceremony marked the termination of the 24-year PSC relationship between both oil firms.

After exiting from the assets, the development comes over two months after Addax Petroleum Development Nigeria transferred four major oil mining leases (OMLs) to the

national oil company.

Both parties signed a memorandum of understanding (MoU) on the transfer, settlement, and exit agreement (TSEA).

With the agreement, Addax ceased to be the PSC contractor for the four oil mining leases (OMLs) 123, 124, 126 and 137.

In April 2021, the defunct department of petroleum resources (DPR) revoked the four Addax licenses over poor development of the assets but three weeks later, President Muhammadu Buhari restored the licenses.

# Tastee Fried Chicken drives hygiene awareness in Lagos

By **Ibidunni Banjoko**



**T**astee Fried Chicken, one of the leading Quick Service Restaurants (QSR), has started the New Year with its Corporate Social Responsibility (CSR) programme. Known as The Walkathon, this year's initiative tagged "**Clean Up Eko The Tastee Way**", was designed to drive awareness of community cleanliness, proper waste disposal, and recycling in the society.

According to the company, the second

edition of the programme is intended to drive the initiative of environmental cleanliness and social responsibility to avoid the spread of diseases such as malaria and dysentery by cleaning the axis where the Tastee Fried Chicken outlets are located.

The Walkathon 2.0 kicked off at Opebi, Ikeja, with the presence of all the directors, staff and with the support of the Lagos Waste Management Authority (LAWMA), a parastatal responsible for managing waste generated in Lagos State through a waste

collection, transportation and disposal structure.

Commenting on the initiative, Ayodeji Adeniji, the company's Director, said: "We believe in giving back to society. Our CSR shouldn't just be donating money but to be functional in society, and to set an example for other corporate bodies. We also want to change the perception of people toward Lagos State as a dirty state. We can't do this without the involvement of LAWMA; so we have to get them to work with us."

Also commenting,

Akinola Amosu, Finance Director said: "We always look for ways to do things better. If we talk about CSR, it has to be impactful. This year, we decided to set an example which other companies will feel proud to follow. If everyone can be doing this, we can imagine how clean Lagos will be. We got to have a change in attitude and that is what we are doing at Tastee Fried Chicken – to be clean.

"Because of the kind of business we do, cleanliness is key. Preparing food for people, we have to be clean internally and externally so when people come to eat in any of our outlets they can be sure of the best environment ever."

On his part, Wale Sote, Business Transformation Director, said: "It is an initiative we have to sustain as cleanliness is paramount in whatever we do. Looking at our environment, there is something we need to do individually and as a corporate organisation to show that Lagos and Nigeria can be a better place. If we travel outside of the country, we see how clean their environments are, and we appreciate that. That is why we go on holidays; but we can also make Nigeria the same."



# MARKETING EDGE visits orphanage, donates food items

By Oghale Mafuru

As part of its Corporate Social Responsibility (CSR) in giving back to the society, MARKETING EDGE, Nigeria's foremost brand-centric, advertising and marketing magazine, in partnership with major brands such as The La Casera Company, Flour Mills of Nigeria Plc, Seven

Up Bottling Company and FrieslandCampina WAMCO Nigeria Plc, recently donated food items to Saint Monica's Orphanage Home, Iju area of Lagos State.

While presenting the items, Mojisola Daniels-Matesun, General Manager, Strategy & Business Development of the company, said the gesture was in line with MARKETING EDGE's annual tradition of

providing support to the less privileged in the society.

"We are glad to be here to bring these items to you as it is our tradition annually. It is our CSR initiative and we do this in partnership with brands and companies that believe in our value proposition..

"On behalf of the brands that donated the items, the MARKETING EDGE Group and our Publisher/CEO, John

Ajayi, we present these items to St Monica Orphanage," she said.

While affirming that the visit was in partnership with various iconic brands that are committed to ameliorating the sufferings of the downtrodden people in the society. She assured the recipients that MARKETING EDGE, as a socially responsible company, will continue to give the required support to the home.

Expressing her gratitude to MARKETING EDGE, Sister Therase Marie, represented by Agatha Sunday, commended the leading publication for its thoughtfulness, and appreciated the partnering brands for the support.

"We thank you and the various brands for bringing these things. We pray that God Almighty will grant you all your hearts' desires and take you to greater levels," she said.

According to her, "the prayers of the children on behalf of the company will always be answered before God".

Among the items donated were rice, cereals, noodles and soft drinks.

# Nissan to buy up to 15% stake in Renault EV unit as the duo restart alliance



Japanese car maker Nissan will buy a stake of up to 15% in Renault's electric vehicle (EV) unit Ampere, the pair said on Monday, in a reboot of a long and sometimes contentious alliance that will also create more common car platforms.

As reported by Reuters, the agreement, which came after months of tense talks, includes the previously announced reduction of Renault's stake in Nissan to put the two on a more equal footing, extending for an initial period of 15 years a partnership that has been in place since 1999 and also includes Mitsubishi Motors.

"Previously the alliance was more about synergies... and global volumes," Nissan chief operating officer Ashwani Gupta told Reuters. "The next 15 years is about how we become the number one value creator for each other and our shareholders."

The lopsided relationship between the two car makers, which was deeply strained by the 2018 arrest of its architect and former chairman, Carlos Ghosn, amid financial scandal, had long been a source of friction among Nissan executives.

While Renault bailed out Nissan two decades ago, it is the smaller automaker by

sales.

"I consider that what we have agreed is a much better set-up than what we have had in the last past few years," Renault CEO Luca de Meo told a presentation of the new-look alliance in London.

"We have now a new governance scheme that is much more straightforward, we can now operate like a normal company. Seen from Renault, (it) is about regaining some strategic agility without breaking necessarily the ties and the synergies that were existing."

The size of Nissan's investment or even a firm commitment to put money into the EV unit, Renault's flagship business which is due to be listed on the market, has so far been unclear.

"We regard Ampere as an enabler for Nissan to participate in new business opportunities in Europe," Nissan chief executive Makoto Uchida told reporters and analysts.

No financial details were disclosed regarding the valuation of the business, with de Meo saying the market would decide. Some sources have indicated it could be worth up to 10 billion euros.

Mitsubishi CEO Takao Kato said Ampere will also form part of its European EV strategy and the company would "further study" its share participation.

Renault will reduce its stake in Nissan to 15% from around 43% by transferring a 28% stake into a French trust.

The French carmaker will have flexibility to sell the Nissan shares held in the trust but "it has no obligation to sell the shares within a specific pre-determined period of time," the statement on Monday said.

De Meo said Renault will act in "good faith" and sell off its Nissan shares in "an orderly manner". When it does sell, Nissan will have a right of first offer.

The companies detailed planned joint projects in Europe, India and Latin America, and will work together in the EV business, electronics and solid-state batteries.

Renault's shares were down around 0.7% by 1225 GMT.

The sweeping remake of the 24-year old alliance gets underway after talks were dragged out by concerns over the sharing of intellectual property as Renault sought tie-ups with companies outside the partnership, including China's Geely.

Renault's board approved the deal on Sunday night, according to a source. Nissan's board also approved it early on Monday, the source said.

CLSA analyst Christopher Richter said the revamped alliance could enable Nissan and Renault to work together a little more harmoniously, but he noted that Honda and General Motors have built a partnership that includes jointly developing lower-cost EVs together without any need for a capital relationship.

He added that as Renault's brand is not seen a strong one, it could be tough for it to raise a lot of money for Ampere from the market.

"That's why I think they're going to push Nissan to pay too much."

# Mazda Indonesia celebrates anniversary with exclusive colour variants



PT Eurokars Motor Indonesia, Mazda's official Indonesian trademark-holding agent introduced exclusive anniversary editions of their two signature products, the Mazda CX-5 and the Mazda 6. The introduction of the special-edition New Mazda CX-5 EMI 6th Anniversary edition in very limited quantities is to celebrate the company's 6th anniversary.

Utilizing an all-wheel drive (AWD) system, this CX-5 line arrives with the rhodium white color, which is part of a new collection of takumi-nuri, painted by a master craftsmen paint technology.

Commenting on the new colour variant, Ricky Thio, managing director of PT Eurokars Motor Indonesia, said: "On Feb. 1, 2023, as Mazda Indonesia's sole brand

distributor, PT Eurokars Motor Indonesia celebrates our 6th anniversary of collaboration with the launch of the new CX-5 AWD in the new premium color of rhodium white."

Rhodium white is a pure shade of white that is inspired by the Japanese aesthetic that finds beauty in simplicity and the absence of excessive elements. Furthermore, the soft particles of the paint emphasize shadows on the surface of the vehicle, giving the rhodium white a refined metallic texture.

The artisan red premium, also from Mazda's unique takumi-nuri paint technology, was developed to widen the world's view of the color red. Being one of the colours that symbolize Mazda, also serving as the final evolution of the takumi-nuri soul red premium, which was

released 10 years ago, and as a mark that signals the birth of Mazda's flagship sedan, the Mazda 6, 20 years ago, "The launch of these two new colors highlights Mazda's optimism toward the condition of the economy and the automotive market in Indonesia. This year marks the year when Mazda Indonesia starts their focus on products that put forward the 7G philosophy, products that are instilled with luxury, and comfort and have cultural value wrapped in the Japanese 7G philosophy,"

Ricky Thio added that since its release, the Mazda 6 has undergone two model revisions, with the purpose of achieving universal points in the essential needs of a car, and consistently realizing "driving pleasure".

# Audi Japan appoints Geometry Ogilvy as brand & creative agency of record

Audi Japan has appointed Geometry Ogilvy Japan (GOJ) as its Brand & Creative Agency of Record. GOJ will partner with Audi Japan to "modernise consumer engagement, further enhance brand image,

and endeavor to ultimately become the leader in premium e-mobility".

As the Brand & Creative Agency of Record, GOJ is tasked with leading the development of Audi Japan's local brand strategy, mapping

the entire customer experience, and guiding Audi across the intersections of brand and consumer engagement.

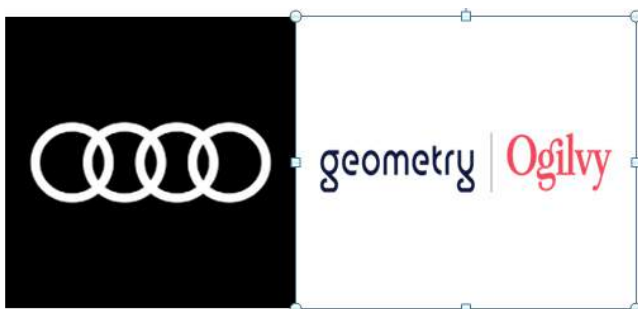
"We are excited to partner with Geometry Ogilvy Japan to further uplift our brand. From the outset, GOJ has fully grasped the ethos of our brand, and have already begun adding value to our business. This, along with their vast global network and existing ties with our brand in key markets around the world, make for a perfect partnership going forward" said Ryan Blumrick, Marketing Director, Audi Japan.

Ichiro Ota, CEO of

Geometry Ogilvy Japan added, "We are grateful and humbled by the opportunity to partner with Audi Japan, as Audi is a progressive brand that is leading the way in premium electro-mobility. We look forward to applying our knowledge and experience to support Audi by playing an instrumental role in shaping the brand's transformation."

The alignment with Geometry Ogilvy Japan builds on wider Ogilvy engagements with Audi including the North America win for Ogilvy Group in May 2022.

The relationship in Japan has already commenced with the recent Audi Q4 e-tron launch event held last November. Full operations as Audi Japan's Brand & Creative Agency of Record have commenced from January 2023.





# Dentsu appoints new EMEA Media leader

By **Ibidunni Banjoko**



Poised to strengthen client-focused leadership in 2023 and continue to help clients transform their business and respond to the changing needs of consumers, Dentsu Inc, a Japanese international advertising and public relations joint stock company, has made some key changes to its EMEA leadership team.

Dentsu appointed Paolo Stucchi as the CEO of Media, EMEA, Dentsu, and Thomas Le Thierry will transition from his current role as of CEO Media EMEA to a new critical client leadership role as Client Advisor, EMEA.

According to the company post on its LinkedIn page, the strategic appointments ensure continuity as they come together to double down on the client-centric approach within Dentsu and across the whole of EMEA with a clear vision, significant experience and primed to deliver success.

Stucchi, will reports jointly to Dentsu EMEA CEO Giulio Malegori and Dentsu CEO Media for international markets Peter Huijboom, in his new role, succeeds Thomas Le Thierry, who moves to EMEA client advisor to support the region with client and new business growth agenda.

Stucchi, a 12-year veteran

of Dentsu's media operations, most recently was CEO of Southern Europe, MENA, and Turkey.

Thomas, has spent the past +30 years with the Dentsu group (ex aegis) sharing his years of service between local agency leadership roles (CEO of Vizeum and Carat in France), international assignments, and global business.

In 2012, Thomas was appointed Global President of the Vizeum network joining the brand board. His responsibility included defining the vision and ambition for the network, driving client leadership, consolidating global network revenue and global P&L, and building the network's reputation the vision and ambition for the network, driving client leadership, consolidating global network revenue and global P&L as well as building the reputation for the Network. He is one of the founding directors of Vizeum as he launched the agency in France in 2003. In 2015 and 2017 under his leadership Vizeum was recognized as RECMA fastest growing agency network globally. Vizeum tripled its revenue and was awarded regional or global assignments for Sonos, RB, Abi, Burger King, Burberry,

Shiseido, Ikea, VFC, Huawei, Honda, Seb, ELC EMEA, and Singtel consolidating +\$3.5 Bil of net new business.

In April 2020 Thomas was appointed Dentsu Media CEO EMEA overlooking the media and performance networks for the region. Over three years the region piled up over \$1bn worth of new business with the addition of ING BMW Arla Zalando Banco Santander groupe Seb to the region's client list. In fall 2023 Recma ranked Dentsu media EMEA as the #1 network in New business for the year.

Commenting on the

appointment, Thomas Le Thierry said: "It's been an honor to lead the media business in EMEA for three years at Dentsu. While cruising through COVID and the war in Ukraine we've delivered significant growth with existing and new clients including ING, BS, BMW, Zalando, Estee Lauder, Groupe Seb, etc. We've created momentum and built wonderful team spirit. Paolo has an incredible track record. I know you'll take the business one step further. You can count on my continuous support."

# UBA Group appoints Ajibola as Head of Processing

By Felicia Nwosu



UBA Group has appointed Kazeem Ajibola as Head of Processing. Kazeem is a seasoned accounting professional with over 10 years expertise in Banking Operations and Customer Service.

In his new role, he will be responsible for supervising all customer service processing activities in the branch such as funds transfer, clearing, and also ensures the effective and timely service delivery to customers at all customer

service unit, responsible for balancing and execution of end-of-day procedures and other related roles.

Before his appointment with the multinational bank, Mr. Ajibola has served in various capacities at Guaranty Trust bank, moving from one cadre to another. He started off as a FrontDesk Officer to Transaction Officer and through hard work; he was elevated to the position of Operations Officer where he specialised in Account and ledger reconciliation and general book keeping for the branch.

He is a member of Chartered Institute of Finance and Control of Nigeria (ACIFCN) with MBA in Financial management. He is a graduate of Ladoke Akintola University Technology, where he bagged both a Bachelor's degree in Accounting and a Master degree in Business Administration.

# Adedeji now senior director, LB Canada

By Zion Rufus



**T**olulope Tomori Adedeji, a renowned Senior-level executive in the Marketing Communications space has been appointed to lead Labatt Breweries, an AB InBev company in Canada as Senior Director, Trade Marketing and Sales Operations.

The corporate Amazon, who in the course of her impact-driven career spearheaded some groundbreaking marketing strategies that drove disruptive innovation in the alcoholic beverage sector, previously served as the Marketing and Executive Director for world's largest brewer AB InBev. Some of the brands she managed include Budweiser, Trophy, Hero, Club beers and Beta Malt.

Elated and excited about her new appointment,

Adedeji shared: "I'm excited and humbled to share that I'm starting a new position as Senior Director, Trade Marketing and Sales Operations at Labatt Breweries of Canada! (Ab InBev). One of the things I love the most about Ab Inbev is our ambition. We dream Big for our consumers and business. A big thank you to my leaders in Nigeria and Africa zone for this vote of confidence. A big thank you to my brand new NAZ Leaders too for taking a bet on this Naija gal. Time for some #blackexcellence. To my outgoing team, you are light and love. To our partner agencies, peers, mentees, coaches, employees, thank you for the trust and collaboration. We made magic and transformed the landscape. Be proud, and let's humbly keep the ship sailing. To my family, we did it together. I am because you are. To anyone reading with a dream, never stop believing and putting in the work! One day. All Glory to God."

Congratulating Adedeji on this enviable milestone, Publisher and Chief Executive Officer, MARKETING EDGE Publications, John Ajayi remarked: "This is quite awesome! What a way to put Nigeria's name on a

marketing global map. We saw this coming. We just couldn't predict it would happen soon. But we knew you've got the guts, you have got the grits and gusto. Indeed, you've got the brilliance. You have impacted the Nigeria and global marketing eco- system immeasurably. Congrats Madam. We at MARKETING EDGE are proud of our past rendezvous together in impacting on the Nigerian marketing landscape. You have been wonderful. Wishing you the Lord's best wisdom and knowledge in the new task and position. Ride on; the Lord has your back."

In the course of her career, Adedeji has built several brands from scratch to market leadership positions, including recently introduced premium flavored beer Flying Fish, through her extensive industry experience.

She has also previously served in various capacities, including Brand/ Commercial Associate Director of Procter & Gamble Nigeria; brand and Commercial Leader of the P&G business in Ethiopia; and has worked on various brands such as Always, Pampers, Ariel, Gillette and Oral B in Nigeria. Tolulope spearheaded the

successful launch of Premium Trophy extra special stout in 2020, despite the COVID-19 pandemic.

With her achievements and footprints extending beyond borders, Adedeji who is also an Executive Director on the Board of International Breweries Plc was admitted into the Forbes Communications Council in 2022 in recognition of her laudable achievements.

This admission followed a thorough vetting and reviewing of her various contributions to the excellence of the Alcoholic Beverage, Home & Personal Care industries, personal and professional achievements, and her track record of successfully impacting business growth metrics.

Tolulope who was a lead guest Speaker at the last National Marketing Stakeholders Summit organised by MARKETING EDGE, holds a Bachelor of Science degree in Business Administration from Babcock University, a Masters of Business Administration from Obafemi Awolowo University and a Master's of Science in International Management from the University of Liverpool, UK. Tolulope recently completed a course in digital marketing from the prestigious Harvard Business School. She is a Member of the Chartered Institute of Marketing (MCIM).

# X3M Ideas appoints Odutola as MD, South Central Africa

By Oghale Mafuru

**X**3M Ideas, a leading advertising agency in Africa, has announced the appointment of Adenike Odutola, an astute marketing and advertising professional as the Managing Director of its office in South Central Africa.

Announcing this, the Chief Executive Officer of the agency, Steve Babaeko, stated that the highly cerebral Amazon will be responsible for leading the strategic direction of the company, while managing the

day-to-day operations and driving growth in the region.

According to him, she will also be responsible for building and maintaining strong relationships with clients' partners and other stakeholders.

"I am pleased to announce that Adenike Odutola has been appointed as Managing Director of X3M Ideas, South Central Africa effective immediately. I am confident that under her leadership, X3M Ideas South Central Africa will



continue to deliver innovative and effective solutions to our clients and partners, and achieve sustainable business growth," he said.

Adenike is an ambitious, agile practitioner with a

background in Marketing communications, Brand Management and Advertising. She has facilitated the development, growth and expansion of businesses across Africa in the capacity of a marketing communications and advertising expert, and also from a business executive development point of view. She has mastered the ability to identify, remove impediments that limit business efficiency and purpose and also support business owners, executives, technical and non-technical teams through agile methodologies to embrace processes that yield ongoing, quicker and tangible results, especially in a fast-paced business climate.

## RONAN REDMOND ON



# Advertising industry market size

Paper presented by Ronan Redmond, Commercial Director, TVC Communications at The National Advertising Conference in Abuja Powered by Advertising Regulatory Council of Nigeria (ARCON) on 30th November, 2022.

Content: Size of the market by revenue over the different revenue lines (conventional media, digital media, PR, advertising creative, ooh, experiential, trade marketing etc.). Compare the number with a few markets in Africa

## PREAMBLE

I wish to commend the Director General and the team at ARCON for taking the initiative in organising this conference and for especially giving us the opportunity to discuss bigger strategic issues for the Nigeria advertising sector at a very suitable location and far removed from the distractions of our working lives back in the office.

By way of brief introduction, my own background is fully immersed in working in Media and Advertising and always in the business of Commercial Media. After six years spent here in Nigeria, I am passionate about monetizing media here and in Africa!

Previously, I held commercial media roles across Europe including in: Ireland, UK and the Czech Republic. As well as working on behalf of Media Owners, I have also worked with Media Agencies and also directly with Advertisers. These roles always focused on maximizing advertising revenues. It is fair to say I am immersed in all sides of the advertising Industry.

I suppose I'm now Irish / Nigerian! I'm currently the Commercial Director with TVC Communications. Today I want to address you simply as someone with a passion for advertising and growing the sector and I want to share with you my colleagues some macro advertising thoughts

Specifically, I was asked to speak about: the size of the advertising market by revenue across the different media sectors.

I am happy to do that but really only as a starting point to my paper!

Instead, I want to address why the size of the advertising market is so important. Market size is a key component of any strategic business planning. Knowledge of the size of the market allows us to fully assess opportunities and accurately plan our approach when driving future growth.

When we take the time to assess the real size of the market then we will find answers that might reveal how we can achieve the level of market growth we require to sustain all of our businesses in the years ahead.

In most territories, the reason why the stakeholders want to know the size of their advertising market is because by having a comprehensive understanding of size, helps them to present a case for investment (usually by advertisers) and financial support and funding (usually by legislators)

Calculating market size can help convince those potential investors and financial supporters that the advertising industry is a sector in which they can put their trust and finances into.

I really want to address today ways I believe we can begin to go about growing the size of the total Nigeria advertising industry.

After all, it is in all of our interests no matter what part of the media & entertainment business (whether above the line and or below the line) we are engaged with that we are carrying out our work in a large and growing market.

It is also in the interests of any new Government administration that it gets shown by us the importance of the size of the advertising industry, as a contributor to Nigeria's GDP and as an engine for growth in the wider economy.

We need to demonstrate to Government that advertising is a suitable sector which they must support, and in return a strong Nigeria advertising sector is another option as a means of diversification away from a dependency on oil revenues.

## Introduction – Arresting Fact!

Let me begin by making a BOLD OBSERVATION based on my years working in Europe.

It is my firm opinion that those of us in leadership positions in the communications and advertising industry, that some of us can be described at times as being poor communicators.

While on the one hand we may be very proficient at producing and airing great adverts which help in the selling of our client's products and services, but we can be then on the other hand poor communicators when it comes to making a convincing case which could articulate and sell the importance of our own

industry to others.

We can be guilty of underselling the important contribution the Advertising Industry makes to a company's bottom line or indeed the important contribution the advertising industry can make to growing the economy.

The reason for this poor communication is straightforward. We get consumed by the everyday issues involved in the running of our own companies. We become far too busy selling on behalf of our clients that we don't have enough quality time remaining to look at the Macro picture and address how we might actually grow the size of our Advertising Industry

I believe this lack of a Macro view has much to do with the holding back of any potential increase in the size of the Nigeria advertising market.

## Convergence and Consolidation

So now to the importance of advertising to the economy.

It is generally accepted that advertising's contribution to growing "sales" and "profit" is well known and understood. All of the World's leading brands have been built through consistent marketing and advertising, which has created demand and increased revenue for these businesses

But advertising also plays a very important role in market economies by facilitating communication between businesses and their customers. It provides consumers with information to support their purchasing decisions and strengthens incentives for businesses to enter markets, grow exports and to develop products through innovation and new product launches

Advertising also plays an important funding role in enabling media services. We the media owners rely on revenue we collect from advertising to keep our businesses going.

The broad role that advertising has in the economy means its economic impacts are far-reaching and not just focused on the advertising sector itself

In today's Global World, the advertising industry is proving to be very dynamic and changing at real pace. Media has moved quickly from an era of traditional outlets such as: Television, Radio and Outdoor to a new media order which in developed markets is already dominated by a tight group of digital tech and traditional media companies

New buzz words are popping up in advertising discussions, words such as Convergence and Consolidation

Media Convergence refers to the merging of different types of mass media such as Traditional Media, Print Media, Broadcast Media, New Media and the Internet as well as portable and highly interactive technologies through digital media platforms.

This all results in the combination of the 3Cs, that is: Communication, Computing and Content as all three can now be integrated through technology.

The most relevant example of media convergence is a Smartphone that blends together various media functions which were once the preserve of traditional media on our phones

In response to this convergence, media companies are now pursuing a strategy of media consolidation, and this is the concentration of media ownership under the umbrella of a few large companies and or individuals.

This consolidation is driven by a need for scale in order to compete. In the case of traditional media companies, the need to compete with new big tech firms who have recently entered into the advertising space and very quickly these new tech firms have become dominant players. I believe, Nigeria has room for media consolidation as there are still too many media outlets underperforming and holding back the industry.

Media Convergence and Consolidation has given rise to a blurring of the lines between the different players who each in their own way chase advertising revenue as a single source or supplementary source of their company's income inflows

It is now becoming more difficult today to accurately define what is actually an advertising company and or what actually is a media company.

I have heard it said that Media today can best be defined to include

everything from MARVEL (which is the franchise owned by Disney) to META (the tech owners of Facebook) and then to also include everything that lies in between these two outliers!

This is a real blurring of the lines between media and entertainment practitioners operating in the advertising space. The blurring of these lines forces us to reconsider who and what to include when we try to gauge the size of the advertising market. Our calculations will now have to go well beyond only including traditional media players, we must also include new tech entrants or otherwise we are in danger of underselling ourselves when we try to make our case for more support to Government.

To put market size into context let's first look at the Global advertising market. This will help us to better understand where Africa and more importantly Nigeria rank in terms of size and perhaps it will motivate us to set about growing the size of the Nigeria advertising market

The Global advertising spend this year is estimated to be \$655 Billion according to The World Advertising Research Centre (WARC).

Not surprisingly, the Global advertising outlook is gloomier for next year because economies are stalling as inflation rises sharply due to supply-side pressures, exacerbated by the war in Europe and a slowdown in Chinese manufacturing.

The top markets account for over 70% of the Global advertising spends. The USA accounts for 35%, China / Japan / South Korea 20%, Europe 15% next South America and Canada and so on.

Africa only accounts for up to \$6 Billion or 1% of Global Advertising Spend (WARC) and Sub – Sahara Africa (SSA) still only accounts for \$3 Billion or 0.47% of the total Global Advertising Investment (Source: Africa Index / Group M).

These very low Africa numbers in comparison have been attributed to the fact that Africa is made up of many different countries with many different cultures and languages, unstable rules and regulatory environments, and a historic lack of data to help understand the marketplace.

That might be plausible as an explanation, but I would contend that the same explanation applies elsewhere. Take in Europe for example, that continent is made up of different countries, cultures and modes of governments and yet the size of the advertising market is so much bigger in Europe when compared to Africa.

Why is there such disparity in size between Europe and Africa?, Could it be that the advertising practitioners in Europe are better at compiling the real size of the advertising industry there?, Could it be that when calculating size, they take into account the blurred lines between traditional media and new media?

Maybe the European practitioners are just more focused on demonstrating and making the case to their legislators on how their industry is an engine for growth to the European Union and in turn they elicit support and funding that helps their advertising industry grow.

I wonder if it's just coincidental that in Sub Saharan Africa, and from such a small share of the Global advertising spend (0.47%) that Sub Sahara Africa represents only 2% of the World's gross domestic product. Are these two variables: advertising size and the size of the Gross Domestic Product actually linked?

To answer these questions there is clearly more which needs to be studied and researched about any possible link between the size of the advertising market and the contribution it can then make to the Gross Domestic Product (GDP) of the wider economy?

## So back to Europe;

So how do we go about unlocking the true potential size of the advertising market in Nigeria?

One suggestion I would make is to look for some more insight from elsewhere and in this instance, I want to go back and look at the work already done in Europe to find this link between the size of the advertising market size and contribution to GDP.

A number of years ago in Europe, and at the behest of The World Federation of Advertisers (WFA), along with the support of a wide range of industry

stakeholders, Deloitte who are the very respected international professional services network, were commissioned to quantify the economic impact of advertising, both across Europe as a block and in a selection of other developed markets

Deloitte delivered The Economic Contribution of Advertising in Europe Report. This report has one over-riding objective: to demonstrate what the contribution of advertising to the European and national economies is, as well as assessing its tangible benefits to EU citizens

This is the first-ever European Union wide report to isolate the economic and social contribution of advertising. This was no easy task, as there are a large number of factors which can influence GDP. However, Deloitte created an econometric model to isolate the benefits of advertising to the European economy, and to individual EU markets and countries such as Japan and Canada

The model was based on many years of WARC data from as many as 35 different and developed markets, and in summary the report found that advertising spend in the European Union has a seven-fold impact on the wider economy.

This was a very thorough and ground breaking piece of research and at the end of it the European advertising industry had access to a seismic body of work. The findings of this comprehensive Deloitte research left no reader in any doubt but that Advertising delivers 'powerful economic benefits' across the European Union

In particular, the Deloitte study identified three key areas where advertising provides direct or indirect benefits to European economies and citizens;

1. Firstly, Economic benefits: the report finds that for every Euro spent on advertising is estimated to add an additional seven Euros to Gross Domestic Product. This means that the 92Billion Euro spent on advertising at the time in the European Union would have contributed a staggering 643Billion Euros to Gross Domestic Product there, representing 6% of the overall Gross Domestic Product in the European Union. The study found that advertising contributes to the wider economy through its ability to support competitiveness, providing consumers with information on products and services, and helps to increase their choice of goods and services.

This, in turn, drives innovation by incentivising businesses to create differentiated products and services, allowing them to out-compete their competitors not just in the EU but around the world

2. Secondly, there are Employment benefits: the Deloitte report finds that advertising provides almost six million jobs in the EU, that is equivalent to 6% of all employment in the European Union. These jobs come in three areas: the first area is people employed directly in the production of advertising. Next, are those jobs created in media and online businesses that are funded by advertising, including journalists and content producers as well as people working in out-of-home or television? These roles have both greater job security and an average salary that is higher than the European norm. Then there are those jobs that are created in the wider economy as a consequence of advertising activity. These range from sales jobs to roles supporting the advertising business in industries such as hospitality.

3. Thirdly, there are Social Benefits: The other area where the Deloitte report finds that advertising plays a role is that it provides personal and social benefits by funding or part funding media services. Advertising ensures that European citizens benefit from news, entertainment and communications tools at a reduced cost or even in some cases for free. The money spent on advertising at the time of the report directly funded content of all kinds. Without advertising, funding for all sorts of media would be reduced.

In summary, Deloitte's The Economic Contribution of Advertising in Europe Report has proven to be a very persuasive report about the importance of the size of the advertising market in Europe.

So, what happened after this excellent report was published. How did the advertising stakeholders in Europe use the findings to their advantage?

Well straight away and now that they were in a position to quantify the

contribution the size of the advertising industry makes to Gross Domestic Product (GDP) the European advertising stakeholders were in a stronger position to lobby legislators

There followed better and more informed communication and collaboration between the advertising industry stakeholders and legislators and this in turn has delivered massive growth in the size of the European advertising market. The European advertising industry has grown by a whopping 40% in size from the time the Deloitte report was delivered in 2017 to 146Billion Euro in 2021. And as the key Deloitte report finding shows, this huge increase in advertising spend then drives the economy, and contributes to EU GDP

In turn European Union funding initiatives are now in place to support European media and entertainment. One such funding initiative is called Creative Europe. This is a European Union programme for the cultural and creative sectors. It has a budget of € 2.44 billion and is now in its second phase. This initiative supports the European film and audiovisual industries in the: development, distribution and promotion of their work. It also contributes to boosting European creative talent via training programmes, as well as to film education, heritage and audience development.

### The Multiplier Effect

For me the most interesting part of the Deloitte study is the concept of the "Multiplier Effect" which is a measure of the impact of ONE Euro of advertising spent as a contribution in real terms to the economy. In the case of Europe, the average multiplier was determined to be SEVEN and the effect of a multiplier of SEVEN clearly demonstrates, the real link, and the contribution of the advertising investment to the general economic performance across the European continent

A similar study in my own country Ireland titled "Advertising: An Engine for Economic Growth" tells a remarkable story, that for every ONE Euro spent on advertising in Ireland (population of 5Million) is estimated to generate 5.5 Euros to the Irish economy. In Ireland the Multiplier is 5.5!

The findings contained in these studies are clear . . . that advertising has a catalytic activity in . . . promoting innovation, competition and growth in the economy to the extent that policy makers should enable an environment where advertising's ability to be a driver of the economy is maximized.

Policy makers must consider direct forms of support such as financial incentives to allow the advertising industry in those markets to grow faster and contribute more given advertising's enabling effect on the economy.

### Nigeria

In Nigeria, we can learn from these studies to plot a path to grow the advertising market here and convince Government for more support

To me it is clear what we need to do: firstly, we must establish the real size of the Nigeria advertising market. In order to do this correctly we need to define what sectors are included in the computations. Advertising is so now much more than just 60 seconds spot adverts. Today clients invest as much budgets into branded content creation, sponsorships and real – life activations and we need to include these spends into our market size findings.

When we have established the real size of the advertising market then we need a reputable study by a Deloitte, PWC or one such other firm to establish the Multiplier effect of the Nigeria advertising industry on the GDP of the Nigeria economy.

We need to undertake research to find the Multiplier!

Back to the present. Unfortunately, there is limited available spend data for the true size of the Nigeria advertising sector. The information we do have available is the very commendable OMD Media Facts report which is published every year. This is really an excellent publication but even the authors will say it has limitations in its scope.

For instance, the handbook records spend for categories: TV, Radio, Outdoor and Press ONLY. The 2020 Media facts figure for the size of the Nigeria above the line advertising market is put at N107.2Billion or estimated \$250 M dollars.

It is my belief that this figure is under reported. Not included in the 2020 figure is any estimate for the online category. Also, I don't believe that below the line and Government spend categories are fully captured and represented.

Instead, it is my estimation, when these categories are included, that the real size of the Nigeria advertising market is closer to N500BILLION plus or an estimated \$1Billion dollars. I am also confident that the great work ongoing around a new audience measurement survey and the planned roll out of DSO will further protect and grow this figure.

Even still we are left wondering, in today's dynamic and fluid media and entertainment industry, whether my estimated figure of N500BILLION or ONE Billion dollars is the real actual size of the advertising market?

Again, I don't think so because as I said earlier, we are now living in the age of a very dynamic media space, where the lines between the different sectors: Advertising, Film and Music is now very blurred. Everyone in each of these sectors is chasing advertising revenue!

Take for example the video streaming companies such as Netflix and Prime Video who are now heavily marketing their offerings in Nigeria. These companies and others are looking for new markets because of the slowdown in consumer uptake and poorer "average return per users" in their US and Europe businesses. The video streamers are now increasingly turning to an advertising funded model to support their future revenue growth. Now those of us already working in the traditional advertising media will be competing with Netflix and other streamers for advertising revenue!

In my current role, I engage daily with Independent Producers who come to me with series they have produced and already funded by advertisers. The producers are simply wishing to buy airtime on my channels to air these series.

Can we now make an argument that Nollywood, Film Production and video streaming is becoming co – dependent or even dependent on the advertising sector and that it then as a sector should also be included in any consideration for the size of the advertising market?

I believe that the Advertising industry and Nollywood will become bedfellows. Therefore, I believe that going forward and when making a case for the size of the Nigeria Advertising sector, that available data for the size of Nollywood /Film production sector can and should be included. Let's consolidate if we want to make a case for government support. There has to be strength in numbers

What are the Nollywood numbers? Well, the US Department of Commerce, International Trade Administration in their guide to doing business in Nigeria estimate that Nollywood is worth \$3.6Billion Dollars (2016) and possibly as high as \$6B in 2021.

So here is where we reach the crux of my hypothesis, and where I set out two examples to you this morning that might focus our attention on the importance of the size of the market and then of finding Nigeria's multiplier value?

Let me present two scenarios ASSUMING A Nigeria Multiplier of SEVEN in line with the Deloitte's earlier European Average.

### In Scenario One

If we assume Nigeria's Advertising market size is my own estimated \$1Billion dollars. When we then apply the multiplier value of SEVEN to the One Billion Dollars, this delivers a contribution of SEVEN BILLION DOLLARS to the economy or 1.6% of GDP to the wider Nigeria economy! World bank says Nigeria GDP is \$441B in 2021

This now is a truly great story to share with policy makers,  
But it can get a lot better

In Scenario Two, if we assume advertising and Nollywood are now bedfellows and so we assume a combined market size of \$4.6B, this number is again made up my own estimates for advertising and the US trade department figures for Nollywood.

### Again, we assume the multiplier is SEVEN in line with before

Now this contributes a staggering \$32.2BILLION or 7.3% of GDP. Now we have an amazing story to share with policy makers

So, looking to the future in Nigeria, there is room for a robust media & entertainment industry, with Advertising and Nollywood cinema production together being the star attractions

The Nigeria advertising industry does not exist on its own but rather it is woven into and influences the entire economic eco system. This needs to be understood by all of the stakeholders, including: the media owners, the advertisers, and the legislators

We need to change perceptions here. We must paint a picture for the relevant stakeholders of a large Advertising and Creative sector which can in turn be the engine for economic growth in Nigeria

Perhaps following this ARCON conference, there will be wider collaboration between all of the stakeholders and across all of the advertising and marketing sectors to create a MULTIPLIER MOVEMENT.

I urge the industry and perhaps this forum to consider and commission a body of research to find the multiplier effect and help impress upon: Government, Legislators and Businesses the importance of the advertising sector as a contributor to GDP and an alternative to a dependence on oil.

When we find the multiplier, and can articulate advertising's contribution to GDP then the State must play its part with our sector. We badly require, a Sectoral Support Fund to be reinvested back into: new talent, training and technology, areas where the lack of funding is holding back the sector. The fund can come about in any number of ways including offering tax credits on advertising services and or tax credits on incremental year on year advertising and film spend.

In Conclusion, I remain very optimistic for the future of advertising in Africa. Just look at Nigeria today; indeed, Nigeria is projected by PWC to be the World's fastest growing Media and Entertainment Market.

Nigeria can become an African hub for advertising companies. The State can be more attentive and receptive to our industry. Together we can learn from other markets such as: United Arab Emirates and Egypt who each invest back into the Media & Entertainment Industries in their own countries. There they have each established: Creative, Media and Production Free Zones, where advertising and media companies operating in these zones are exempt from all types of taxation such as Value Added Tax (VAT), Income Tax, Corporate Tax and Customs.

Finally, it must all start by getting an accurate figure for the size of the advertising market in Nigeria, next we need research to find the Multiplier Effect and finally we are then in a strong position to really demonstrate the positive impact of all of this on the wider Nigerian economy

Then I believe that the advertising sector can become a key central part of the Media & Entertainment Industry here, and across Africa!

Thank you

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