

Nigeria's creative industry loses N100bn annually – ARCON DG

MARKETING

EDGE

Promoting the brand idea. Issue 83, October/November 2023 N2000 US\$ 6.5 ISSN 1597-1201 www.marketingedge.com.ng

2023 SUMMIT & AWARDS SPECIAL EDITION

BEHOLD
NIGERIA'S

OUTSTANDING

BRANDS AND
PLAYERS @

THE EDGE AWARDS



**MEDIACRAFT: Two Decades
of Innovative Practice
...and Our Commitment to
Service Excellence**

THE NEW LOOK



PURE ENTERTAINMENT

NEW LOOK

**REDEFINED
PROGRAMMES**

**MORE
ENTERTAINMENT**

TVC is consistently ranked among the top three free-to-air terrestrial television stations in Lagos, Nigeria but also available nationally on DTT and DTH platforms. Boasting 3.5 millions viewers per day, it is a general entertainment channel aimed at 15 to 34 years old and produces award winning market leading programmes.

For enquiries, Sponsorship and advert bookings:
1, Continental way, off CMD Road, Ikosi-Ketu, Lagos, Nigeria
+234 (0) 708 066 8003 +234 (0) 708 066 8004
marketing@tvccommunications.tv

LIFE IS BRIGHTER WITH VIVA

NO STAIN, NO FADE



CONTENTS

MARKETING EDGE

Address all editorial, business and production correspondences to MARKETING EDGE, 25, Oritshe Street, Off Balogun Street, Off Awolowo Way, Balogun Bus/Stop, Ikeja, Lagos. Submissions of manuscripts, photographs, artworks, or other materials to MARKETING EDGE should be delivered by hand or via e-mail to editor@marketingedge.com.ng. While every effort has been made to ensure the correctness of all information, however, MARKETING EDGE is not responsible for advertising, errors or omissions.

MARKETING EDGE is a publication on the platform of MEDIA EDGE Limited with ISSN 1597-1201. All rights reserved. Reproduction in full or part of any content from MARKETING EDGE without the prior written consent of the publisher is strictly prohibited.

HOT ADVERT LINES:

08023243054,
08023039359,
08066879292

10
LOCAL NEWS

26
NEWS FEATURES

30
FOREIGN NEWS

40
BRAND OF THE MONTH

44
SPOTLIGHT

Samsung Galaxy S23 FE, Galaxy Tab S9 FE and Galaxy Buds FE bring standout Galaxy features to even more users

64 TOP OF THE MARKET



ADVERTISING INDUSTRY REFORMS: Is ADVAN on ego trip with its legal action?

Global OOH advertising market to reach \$39.2bn by 2030

MARKETING EDGE

Promoting the brand idea Issue #2, July/August 2023 R2000 US\$ 6.3 ISSN 1597-1201 www.marketingedge.com.ng

CANNES LIONS
HOW WE WON CANNES LIONS AWARD
- STEVE BABAOKO
OUTSTANDING PROFESSIONALS
OUTSTANDING GAME CHANGER AMAZONS
BRANDS TO WATCH



THREE FOR THE TRIP



Travel insured with AIICO

We protect you from financial risks and losses arising from loss of money, baggage, personal effects, missed/cancelled flights, emergency medical expenses or medical evacuations and lots more.

Buy now on www.aiicopl.com



AIICO Plaza, Plot PC 12 Churchgate Street, Victoria Island, P.O. Box 2677, Lagos, Nigeria
01279 2930, 0700AllContact (0700 2442 6682 28) | aiicontact@aiicopl.com | www.aiicopl.com

Authorized and Regulated by the National Insurance Commission. RIC No. 004

NAICOM/CC/ADV/4474

Insurance | Health | Investments

AIICO INSURANCE
AMERICAN INTERNATIONAL

...stability assured

Awards as smart addition to brand and business portfolio

By definition, a winner of an award is adjudged to be the best in a particular category. As awards are basically judged by trusted business leaders, the endorsement raises awareness for a brand, personality or company's achievements, and, in turn, confers on the awardee an amazing advantage over the competition.

There are many reasons for entering, being nominated and winning credible awards. The reasons are not restricted to winning alone, but extended to numerous ways in which a business, brand or personality can take positives to gain knowledge and market positioning with an award.

In addition to gaining media interest and bringing credibility to a brand or business, winning an award provides a sense of achievement with team members, customers and suppliers. External recognition in the form of winning an award or even being named a finalist is sure to boost the awardees' or finalists' spirits and in turn their motivation.

Taking the trophy home can also act as a great endorsement for a brand or company and even provide a potential customer with the confidence needed to use its product or service, acting in the same way as customer reviews would. Suppliers are also likely to

perceive the brand or business as good potential customers and that can break down barriers to entry and establish relationships for further benefit.

What's more? Knowing you may need to stand out from the crowd after winning an award encourages you to be more innovative and to be more critical of your own brand or business. This feedback loop that's created can potentially encourage a brand or business to thrive to the next level after winning an award.

In this award edition of *MARKETING EDGE*, which beautifully coincides with the publication's 20 Years of audacious journey in brand journalism, our readers are regaled with stories of how winning brands, businesses and personalities with passion can change the world for the better.

These stories of success, triumphs, even falling and rising as part of transformation have aggregated into an iconic brand called *MARKETING EDGE*, a go-to omnichannel platform with ubiquitous presence and offerings in brand news, analysis and industry conversation throughout Nigeria, Africa, and the world.

As technology continues to disrupt every facet of human life and all industry segments, social media, brand journalism and storytelling have also integrated to create great content. Also, the proliferation of digital combined with the democratization of information via the Internet has shifted information

consumption habits dramatically. Where once readers were comfortable being spoon-fed, each of them now possesses the tools to be active information seekers demanding real-time answers for their every want and need.

This year's National Marketing Summit, which featured the theme, "The Sustainable Growth of Marketers: Adapting to Challenging Opportunities In a Disrupted World", combined to make the 20th anniversary ceremony and the *EDGE Awards* a huge success.

Being recognised and indeed a winner of the *MARKETING EDGE* Annual Awards of Excellence provides brands, businesses and personalities with the opportunity to maximise publicity with customers and potential target markets by creating a positive perception. In this edition, the winning brands have taken strategic advantage to set their offerings apart from the rest.

In addition to the print edition, most awardees maximised the promotional benefits through PR and using social media outlets to amplify their brand awareness. All the winners are carefully profiled and set apart from the crowd, while the award ceremony itself was fabulous publicity.

Happy reading!



NURTURE THEIR AMAZING



MARKETING EDGE



It's two decades of robust
brand journalism



...Promoting the brand idea

MARKETING EDGE PUBLICATIONS LIMITED

25, Oritshe Street, Off Obafemi Awolowo Way,
Ikeja, Lagos.

Tel: 08109661861, 08023243054
info@marketingedge.com.ng,
www.marketingedge.com.ng

PUBLISHER/CEO
John Ajayi, frimn, NGE

MARKETING EDGE

GROUP COO/GENERAL EDITOR
Amos Oladele

MANAGING EDITOR/DIVISIONAL DIRECTOR
Ralph Tathagata

PRODUCTION EDITOR
Emmanuel Nwagboniwe

DIVISIONAL DIRECTOR (MARKETING)
Anietie Udoh

GENERAL MANAGER (STRATEGY & BUSINESS DEVELOPMENT)
Mojisola Daniels-Matesun

DEPUTY GENERAL MANAGER (MARKETING)
Ogechi Odigbo

ASSISTANT EDITORS
Jolaoso Alabi, Zion Rufus, Seun Johnson

REPORTERS/CONTENT WRITERS
Idayat Oluwaseyi Lawal, Ibiidunni Banjoko, Abimbola Mohammed,
Felicia Nwosu, Kingsley Odii

TV PRESENTER/ANCHOR
Olubukola Omoniyi

CONTRIBUTING EDITOR
Olopade Emmanuel

EDITORS-AT-LARGE
Baba Awopetu, Joseph Ekeng

REPORTERS/RESEARCHERS
Phil Sholapo, Anne Olubukola Ajayi

CHIEF MARKETING OFFICER
SOUTH EAST/SOUTH-SOUTH REGION
Ebube Otti, 08037102077,
Living Street, Rainbow City, Port Harcourt, Rivers State

ABUJA BUREAU CHIEFS
Osho Rotimi, 08057023505, 08038024406, Dele Ogbodo, 08033055438

MARKETING CONSULTANTS
Taiwo Osho, Olawunmi Abiona, Jeremiah Joshua,

CHIEF MARKETING OFFICER, SOUTH WEST/SOUTH EAST ZONE
Benedict Oluwadamilare Ajayi

ADMIN EXECUTIVES
Adejumoke Omene, Joy Ojoboh, Oladoyin Awoyele, Oluwabanmi Ibitoye

CONSULTING GRAPHIC DESIGNER
Eddie Nwayen

CONSULTANT PHOTOGRAPHERS
Dapo Adeseko, Wale Wahab

DIRECTOR/COMPANY SECRETARY
Modupe Olubunmi Ajayi

EDITORIAL ADVISERS
Dr. Ayo Teriba, Kunle Adesina, Sir Chris Ogbegie, Dr. Ify Uraih,
Chuddy Uduenyi, Bola Agboola, Ade Ogidan, Paul Oteri

BUREAUX

NORTHERN ZONE (ABUJA)
Rotimi Osho, 08038024406, Olanrewaju McCauley, 08028644058

PORT HARCOURT
Biodun Ajibola, 08023432446

ABUJA

Gbenga Adeosun, (Associate Director), 08033020395
Charles Adebowale, Suite B10, NSTIF Plaza,
Kashim Ibrahim Way, Wuse 11, 08059576778

GHANA

C/O Business in Africa, F850/2,
Adjoate Road, 16 Osu, Accra. Tel/Fax: 233 21 775449

NIGERIA

25 Oritshe Street, Off Obafemi Awolowo Way, Ikeja, Lagos
08105315254, 08023243054, john@marketingedge.com.ng,
08023039359, editor@marketingedge.com.ng,
info@marketingedge.com.ng, www.marketingedge.com.ng

A SHOWMAX ORIGINAL

the Real Housewives OF LAGOS

SEASON 2

©NBCUNIVERSAL 2023



showmax

showmax.com

Nigeria's creative industry loses N100bn annually – ARCON DG

By Seun Johnson



In a sharp comparative analysis of the Nigerian creative industry with other countries in Africa, Nigeria is losing a whopping sum of 100 billion naira annually on imported advertisement through foreign production.

This was revealed by the Director General of Advertising Regulatory Council of Nigeria (ARCON), Dr. Olalekan Fadolapo, who featured on AIT breakfast programme recently, while also responding to the litigation by the Advertisers' Association of Nigeria (ADVAN).

Lamenting the situation, Dr. Fadolapo noted that Nigeria has over two hundred

million population and there is nothing that cannot be found here in terms of talents. While revealing his recent meeting with filmmaker and TV producer, Femi Odunbemi and Yinka Oguniyi, the ARCON DG said that after their analysis, they discovered that Nigeria loses over 100 billion naira annually on imported advertisement through foreign production.

"In an economy where you are doing your business, the people in that economy must take benefit. What do we have, if you check statistics, Kenya's advertising market is three times bigger than Nigeria. South Africa is six times bigger

than Nigeria. In terms of GDP, Nigeria is far ahead. It is the biggest economy in the entire Africa. What happens to our village? It takes a whole village to make an advert. So, when you want to do your advert, you go to South Africa, you spend one billion naira and come back with a flash drive after investing into another country's economy.

"You now come back with flash drive and give our TV stations to run, saying they should plug and play. This is the same flash drive you give to CNN and pre-pay them. That's why we say no, you can't continue to rip us off in our economy," he said.

Fadolapo argued that advertising content should be produced in Nigeria, saying everything needed to do quality production is in Nigeria.

"We have models, voice over artists and everything to give quality production. We are a global market and in every market, there are specifics. You can't go to Dubai and bring an American as a model in their economy because they have a cultural issue. We are saying, if you are making your profit in Nigeria, use Nigeria local talents. We did not say don't use white or yellow," he concluded.

The creative industry, which is one of the economic mainstays of some countries in Africa, has become a major source of concern in Nigeria. Nigerian talents are constantly jettisoned for their foreign counterparts when it comes to production of advertising content, and this is believed to have negatively impacted the economy.

According to a media guru, Ronan Redmond, Commercial Director, TVC Communications, Nigerian advertising market is in the region of one billion USD compared to what it is in other African countries like South Africa and Kenya. In South Africa, the advertising market as at 2019 is estimated at about 2.05 billion US dollars.

This disturbing narrative in the Nigerian creative industry is said to have been largely attributed to the sheer neglect of an array of talents and potentials that abound in the country.

SOME SAY MADNESS. WE SAY PASSION.

It's easy to look at the impossible deadlines, thankless hours, late nights, long weekends and think we're crazy for doing what we do. But when you love solving problems as much as we do, you wouldn't have it any other way.



SO&U | 30&3

Celebrating 33 years of *Creativity That Works*

www.sou.com.ng

Sola Akinsiku emerges OAAN president

By Felicia Nwosu



Sola Akinsiku has emerged President of the Out-of-Home Advertising Association of Nigeria (OAAN) alongside other executive members. The newly elected exco will be heading the association in another transitional journey in the next

two years.

Sola's emergence came unopposed at the association's just concluded 38th Annual General Meeting themed: "The Economic Outlook in a Transition Year", held in Asaba, the Delta State capital.

He will be replacing

Emmanuel Ajufo, who has led the outdoor group for four years.

The newly appointed executives emerged unopposed in their various positions. The elected officials include Mr. Omo Abunene, who was formerly an ex-officio of the association now as the Vice-President. Mr. Churchill Nwagwu as General Secretary; Mrs. Adeola Odesanya as Assistant General Secretary; Mr. Babs Fagade as Publicity Secretary, and Mr. Chinweuba Nwagu as Treasurer.

Akinsiku was the immediate past general secretary of OAAN and also the 55th president of Rotary Club of Ikeja (District 9110) for

the 2022/2023 rotary year. He is a fellow of the Advertising Regulatory Council of Nigeria (ARCON).

Omo Kingsley Abunene, the Vice President, is the Managing Director of Beam Media Ltd – an Out of Home Advertising company based in Lagos State. He is a seasoned Out-of-Home advertising practitioner and a committed team player.

He is also the Chairman of OAAN Education and Research Committee and was OAAN representative at the AISOP Committee. The new VP is a member of ARCON and has served in various capacities.

Telecom investments in Nigeria hit \$77bn – NCC

By Ibidunni Banjoko

The Executive Vice-Chairman of Nigerian Communications Commission, Prof. Umar Danbatta, has said that telecoms investment inflow grew from \$38 billion to \$77 billion by the second quarter of 2023.

Danbatta, who disclosed this at a media conference recently, revealed that the sector had contributed 16 percent to the nation's Gross Domestic Product (GDP) within the period under review.

He added that the statistics by the NCC were based on the computation by the Nigeria Bureau of Statistics (NBS).

"From about eight percent contribution to GDP in 2015, when I came on board as the EVC of NCC, quarterly GDP has increased significantly to reach its current threshold of 16 percent.

"And this has continued to positively impact all aspects of

the economy," he said.

The NCC boss, however, attributed the success to "thorough sustained regulatory excellence and operational efficiency by the commission", adding that the industry has grown in leaps and bounds over the past two decades.

"We have witnessed explosive growth, improved regulatory standards, and digital innovation that have generated global recognition," he said.

According to him, telephone users in Nigeria had hit 218.9 million, internet subscribers 159.5 million, while broadband users in the country have risen to 88.7 million within the period under review.

Danbatta listed issues of right of way, fiber cuts, the high capital requirement for deployment, multiple taxations, and regulations, among other frustrations, constituting barriers to

broadband deployment in the country.

The EVC, however, assured that the NCC would "navigate

regulatory complexities, digital divide, and literacy to tackle the challenges".





NAICOM/CC/ADV/2023/4852
This promotion has been approved by the Federal
Competition and Consumer Protection Commission

AWOOF XTRA



Gift Vouchers



Phones



Recharge Cards

Buy or renew your AXA Mansard 3rd Party Motor Insurance and stand a chance to win up to 100k gift vouchers, phones and other amazing prizes

For more information, visit
corporate.axamansard.com/MotorPromo



NAICOM/CC/ADV/2023/4851

Double your protection with

DOUBLE DOUBLE

PROMO

Insure or renew your vehicle, and we will insure your home for **FREE**

For more information, visit
corporate.axamansard.com/MotorPromo



MIPAN inducts five new agencies

By **Abimbola Mohammed**

Media Independent Practitioners Association of Nigeria (MIPAN), the umbrella body for media planning and buying agencies in the country, has inducted five new members into its fold at its 2023 Annual General Meeting (AGM).

The new members that have joined the association are: Fueille Blanche Limited, Domino Media, V69 Media Limited, Brandsyard Limited, and PenEdge Limited.

The announcement was made by Femi Adelusi, MIPAN President, at the AGM held at Sheba Event Center, Maryland, Lagos. The theme for this year's event is: "Key Enablers To Running A Healthy And Profitable Agency Business".

The president, while announcing the new member agencies, encouraged more

agencies who are yet to be registered to take the steps just like the new members did.

Speaking with **MARKETING EDGE** in an interview, Opeyemi Anipole, Managing Director, Fueille Blanche Limited, noted that joining the association was a decision she had been looking forward to.

Her words: "I have worked in other agencies and have had the idea of what MIPAN is about. It exudes the quality of an important association. I like what they represent, which is why I thought I need to join the association.

"I appreciate MIPAN as a sectoral body. I am still a bit overwhelmed joining the association, but I am glad I did."

Speaking on how long the agency has been existing and



also the inspiration behind her French name, Anipole said: "We have been operating for over three years now. This year makes it the 4th year and I thought it was time to join MIPAN. The meaning of Fueille Blanche is a blank sheet and the inspiration

behind it is that, "if you're given a blank sheet, there are a lot you can do with it. So, in our agency, we think solutions can come in different forms and we at Fueille Blanche can give solutions from different approaches" •

Glo marks 20 years of blazing a trail in telecom

By **Ralph Tathagata**

It's been 20 years of blazing a trail on Nigeria's telecommunications landscape, making money in Nigeria, keeping money in Nigeria and revolutionizing the sector in Nigeria, Africa and the world.

It would be recalled that when other networks before Globacom said it was almost impossible to have per second billing in voice calls, and that it would take about 10 years to achieve that in Nigeria, Glo broke the jinx and started per second billing from day one. Glo also crashed the price of SIM cards without looking back.

In a statement issued in Lagos, the company said: "Globacom had since 2003



remained committed to providing its customers with world-class communications and digital services through constant deployment of latest technologies in line with the corporate promise to build a robust fully integrated ICT network infrastructure that would consistently

deliver value to its esteemed customers.

"Glo has been at the forefront of revolutionary changes in the telecommunication sector in Nigeria. It crashed the cost of acquiring SIM cards in the country from about N25,000 to just about N200."

Stating further, Glo mentioned that prominent among the innovations it pioneered in Nigeria were Blackberry, Multimedia Messaging Service (MMS), Magic Plus, Glo Direct, Glo Fonepals, Africhat, Glo Mobile Internet, GloFleetmanager, M-Banking and Glo Mobile Office.

"Glo was also the first to launch 2.5G, 3G and

4G LTE networks. It also singlehandedly built an international submarine cable, Glo 1 to connect West Africa directly to the United Kingdom and the rest of the world. It also connects 12 nations in the West African sub region, including some of them that are landlocked."

Reaffirming its commitment to the provision of world-class communications and digital services in line with its value proposition and corporate promise, Glo said: "We will remain a catalyst for socio-economic empowerment not only in Nigeria but also in Africa. We will continue to invest massively in new technologies to exceed customer expectations" •



Cristal[®]
Original

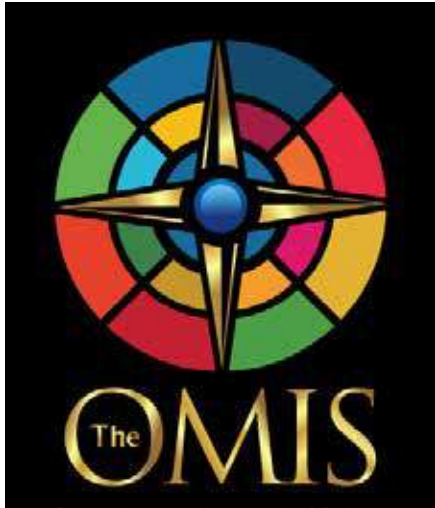
**A Pen
You Can
Rely On**



 *always gives you more...*

Stakeholders at The OMIS Award, seek repositioning of marine sector for sustainable growth

By Abimbola Mohammed & Felicia Nwosu



It was glitz and glamour as The Maritime and Offshore Award (The OMIS) held its Technical Summit and Award to acknowledge and commend hard work, commitment, excellence and the potential within the sector.

The two-in-one event, which was held recently at the Oriental Hotel, Victoria Island, Lagos, brought several stakeholders in the maritime industry together, and kicked off with a summit, themed “Safety and Security in Maritime”.

The Award Gala featured several notable industry thought leaders as speakers, including regulators in the maritime sector, who highlighted some of the prevailing challenges mitigating the growth of the sector, while also proffering solutions to chart new roadmaps.

Speaking at the event, Senator Wasiu Eshilokun Sanni, Chairman, Senate Committee on Marine Transport, who was also the special guest of honour, assured the blue economy sector full support from the federal government towards security and growth of the sector.

According to the Senator, enacting statute for the blue economy is a very important bill that the legislators are working seriously to establish to enable the sector to prevail over some of the lingering challenges hampering its growth.

His words: “Like I usually say, my job is to listen to experts in discussing various issues being faced by the marine and blue economy sector. My job is finding a solution, legislating and enacting a statute for the blue economy and the

marine ministry to take off. Doing that we need to get acquainted with issues that are confronting various legislations that need to be enacted. For us at the senate, we want to assure you of our maximum cooperation; we are ready to work for the industry. We need a symbiotic relationship with all the experts.”

He continued: “In terms of statutes, there are many – we have NIMASA, the Port and Harbor bill, the Inland Waterways and a whole gamut of legislative bills. They are at various stages of reading – about two have gone through third reading and they are being sent to the president for assent. About two were sent in May and one was sent in March, but the former president was unable to sign it, so we will find a way of representing and do the needful. Normally in democracy, legislation and law call before the operational regulation will follow.”

Acknowledging the existence of several challenges, the senator expressed his commitment to ensuring that issues affecting the industry and the recommendations made by the panelists at the summit receive the needed attention with urgency.

“We know that our ports are dilapidated, they need to be re-jigged and remodelled for efficient delivery. We also know that there are issues with inspection, but we need you to tell us, we are not assuming that we know everything we don’t know. You are the ones wearing the shoes so you know where they pinch. Be free to make suggestions and we assure you maximum cooperation. For me, I will continue to listen to all of you the experts,” he added.

Dr. Magdalene Ajani, the Permanent Secretary, Federal Ministry of Transportation, commended the organisers of The OMIS award for their consistency in recognising people who are actively contributing to the sector.

“The ministry of transportation has before the creation of a new maritime and blue economy ministry handled issues of the maritime sub-sector through our various bodies, and we were already working on expanding the blue economy. There is actually a committee that existed in the last administration where we had some many ministries more like an inter-ministerial committee of all those involved

in the marine and blue economy, headed by the former president of the country.

“Now, with the creation of a whole ministry for marine and blue economy, it gives a boost for more collaborative work and for Nigeria to tap into the sector because this is one area of our economy that is grossly under-tapped, and the ministry will have opportunity, support and budgetary provision to explore the deep blue,” she stated.

Also speaking at the event, Jean Chiazor Anishere SA, The OMIS Chairman, noted that maritime and offshore industries play vital roles in global trade, adding that, “it is through the dedication and ingenuity of individuals and organizations represented here that we continue to push boundaries and shape the future.”

She added: “Today, we gather not only to acknowledge excellence but to inspire a future where innovation, sustainability, and safety are at the frontburners of our future. The maritime and offshore industries play a vital role in global trade, and it is through the dedication and ingenuity of individuals and organizations represented here that we continue to push boundaries and shape the future.

“As we gather here in Lagos, Nigeria, a hub of maritime activity, let us also reflect on the significance of our contributions to the local and global economies. We have a responsibility to ensure that our industry remains a beacon of progress, lifting communities and fostering opportunities for generations to come.”

During the summit, the panelists shed light on the prevailing challenges within the maritime sector, and made suggestions on the way forward while illuminating the untapped potential it holds for the Nigerian economy.

Some of the Award categories bestowed on personalities and several bodies were; The OMIS Company CEO of the Year Award (Corporate/Private), The OMIS Engr. LifeTime Achievement Award, The OMIS QHSE Manager of the Year Award, The OMIS Torch Bearers Award, Others were, The OMIS Icon of the Year Awards, The OMIS Commendation Awards, The OMIS Guardian Angel Award, The OMIS Posthumous Awards, The OMIS Impact Awards and The OMIS Industry Merit Award.

BOLD

BOLD REFRESHMENT



A quality product from the makers of *LaSera* 

Nigerian Breweries unveils Goldberg Black Lager

By **Abimbola Mohammed and Zion Rufus**

In an exciting and culturally remarkable move, Nigerian Breweries PLC, a leading player in the Nigerian brewing industry, has once again pushed the boundaries of innovation with the launch of Goldberg Black Lager, an exceptional addition to the Nigerian beer landscape. The drink is crafted with meticulous attention to detail, and adheres to the highest brewing standards.

The unveiling, which took place at Rhapsody's, Ikeja, Lagos, was well attended by esteemed guests, industry insiders, and the media.

The new variant, also crafted to the gold standard using quality ingredients, boasts a moderate alcohol content of 6%, making it a choice that appeals to a wide range of consumers across age groups and taste preferences. Moreover, the development of this beer was carried out with a strong commitment to environmental sustainability, emphasizing responsible



water stewardship and quality assurance.

Sade Morgan, Corporate Affairs Director, Nigerian Breweries, expressed the excitement surrounding this groundbreaking product. She said, "This is the newest product from the Staple of Nigerian Breweries PLC, a beverage that embodies tradition, innovation, and modernity. It's not just a beer; it's a celebration of our roots,

culture, and craftsmanship as a people."

Goldberg Black Lager represents a remarkable fusion of deep, captivating flavors with the dynamic spirit of the modern age. Morgan emphasized the significance of this unique offering, highlighting that it's the first black lager in Nigeria, illustrating the brand's commitment to pushing the boundaries of brewing.

The beer's distinct dark brown colour and rich notes of caramel tell a story that bridges the past and the future, honouring tradition while embracing change. The brand message, "Same Rules, New Rhythm," encapsulates the essence of Goldberg Black Lager, inviting consumers to celebrate the harmonious co-existence of the old and the new.

Nigeria ranks Africa's 2nd-highest podcast consumer

By **Felicia Nwosu**



Recent data released by global streaming platform Spotify, has shown that the rise of podcast consumption in Nigeria has seen exponential growth over the past couple of years. The

released data ranked Nigeria as Africa's second-highest podcasts consumer.

The podcast streamer revealed that insights gathered placed South Africa in the first position, followed by Nigeria, with Kenya on the third place, followed by Ghana and Angola, which took fourth and fifth place in Africa, respectively

Giving a highlight on the data insight, Ncebakazi Manzi, Spotify's Podcast Manager for Sub-Saharan Africa, affirmed that Gen Z accounts for 50.9% of Nigeria's total population, adding that, as podcasting continues

to evolve, comprehending Gen Z's preferences and behaviours becomes crucial for all stakeholders in Nigeria's podcasting ecosystem.

According to him, Nigeria's listenership increased by 222% from 2021 to 2022, a growth he attributed to the younger generation, particularly Gen Z, aged between 18 and 24 years while those between the ages of 25 and 29 years contribute 21% of the streams.

Manzi attested that podcasts resonate particularly well with Gen Z and Millennials due to their captivating content, focus on

trending subjects and candid discussions. The Spotify's Boss also attributed Gen Z preferred listening times, which falls between the hours of 7.00am and 9.00am.

"With its accessibility and diversity of content ranging from storytelling to information sharing and entertainment, podcasting has become a popular choice for Gen Z listeners," he said.

The company pointed out that the leading local podcasts include The HonestBunch Podcast, I Said What I Said, Menisms, So Nigerian, and Tea with Tay.

The global roundup of the streaming platform showed Nigeria to be second placed, following Brazil, which is one of Spotify's fastest-growing podcast markets.

Captain Morgan



DRINK RESPONSIBLY. WWW.DRINKIQ.COM 18+

MultiChoice loses \$108m in Nigeria's sports betting investment

By Kingsley Odii

MultiChoice has suffered a loss of R1.3 billion (\$108 million) in its acquisition of a 49% stake in Nigeria's sports betting company KingMakers over the span of three years.

Despite increasing its stake from 20% to 49% last year, MultiChoice has seen a significant write-down in its investment due to the devaluation of Nigeria's currency and expansion costs. The company's stake in KingMakers, which was initially worth R5.9 billion (\$393.5million), has now decreased to R4.6 billion (\$248 million).

Financial markets analyst Jimmy Moyaha believes it is in MultiChoice's best interest to save the struggling betting business rather than face



potential asset impairment or significant loss from selling it. However, the company is already burning cash in most of its verticals, raising concerns among shareholders.

Speaking further about MultiChoice's recent financial malaise, Moyaha said: "MultiChoice would not need to reinvent the wheel to take advantage

of the market potential, especially given their overall presence on the continent. They would, however, need to remain cognizant of their competitors in the space. The key here would be that they would have to make a more compelling case than simply brand recognition to enter a somewhat saturated market."

The KingMakers' deal

seemed promising on paper, as MultiChoice aimed to leverage its sports coverage to boost the betting business. However, expansion plans to Kenya and Ethiopia had to be halted, despite the appointment of new Chief Operating Officer Ronnie Whelan. KingMakers has experienced revenue growth, but losses have also increased due to investment and cash extraction losses in Nigeria.

The situation has caused concern for MultiChoice's shareholders, who have already seen dividends withheld to fund another venture, Showmax.

If the situation does not improve, MultiChoice may face further impairments and potential write-downs, which would heavily impact the company's non-current assets. Shareholders are also likely to be displeased, as KingMakers has already had the biggest negative impact on the group's cash flows from investing activities.

FG hints on 20% tax rise on beverages

By Felicia Nwosu



To align with the global Sugar-Sweetened Beverages (SSB) tax as recommended by World Health Organization (WHO), aimed at combating the rising public health concerns associated with excessive sugar consumption, the Federal Ministry of Health has alerted beverage companies on its plan to increase tax on (SSBs) from the current rate of 10 percent to 20 percent. The ministry

said there is no going back on its plan.

Dr. Chukwuma Anyaike, the Director/Head, Public Health Department, Federal Ministry of Health, made this disclosure recently during the Pro-Health Tax Policy Campaign on SSB, held in Abuja.

"The introduction and sustenance of the tax in Nigeria will also reduce excess consumption of SSBS and thus reduce the burden of non-communicable diseases . NCDs. We are committed to attaining the global best practice of at least 20% of the final retail price on all SSBS as the current 10 naira per liter price fails to achieve that," he said.

Edozie Chukwuma, who

represented the National Action and Sugar Reduction Coalition (NASR), submitted that the move aims to sensitize the general public, policymakers and concerned government authorities on the dangers associated with the consumption of SSB.

"Basically, we're calling on the government to enact laws to put together a tax that prohibits or that would in the end, reduce the consumption of sugary drinks, and how will this tax work? It simply works by increasing the affordability of sugary drinks, thereby providing revenue that could be used to support healthcare, especially with regard to the non-communicable disease burden in the country. It is an epidemic and it needs to be

addressed," he said.

What is the implication of the increment on brand owners who are already lamenting the implications of both external and other macroeconomic factors affecting production for the past two years?

It would be recalled that in 2021, the Manufacturers Association of Nigeria (MAN) had decreed that its practitioners were already pressured beyond control by the economic downturn, which affected production cost severely. They complained that the introduction of an excise duty of N10 per litre on all non-alcoholic, carbonated and sweetened beverages in the country would heighten their pains.

dentsu x

Nigeria Emerges

Winner at
The Marketing Edge Brands & Advertising
Excellence Awards 2023

▶ **Outstanding Young Media
Agency Of The Year**

As the Outstanding Media Agency of the Year, dentsu X Nigeria proudly embraces this well-earned recognition. We're dedicated to our journey of growth and client success, continuously pushing boundaries and exploring new horizons.

Congratulations to our exceptional team as we carry this momentum forward!



Brand builders differ on client-agency relationship

By Felicia Nwosu

Overtime, the rising demands of clients on agencies have continued to upset their relationship, leading to a negative impact on both partners. On this premise, some industry thought leaders have pointed out the need for agencies to be proactive and innovative to make sure that their clients get more. They also suggested that such move will boost mutual trust in client-agency relationship.

More importantly, the industry professionals urged agencies to expand beyond strategy to other service portfolios by migrating to a boundless delivery of models to discourage non-professionals from encroaching the domain.

Speaking on the subject, Bolaji Okusaga, the Managing Director of Market Engine, noted that clients are now much more loyal than they used to be when it comes to the retention cycle. He affirmed that the ever-evolving landscape of the ecosystem has revolutionized and reshaped the way clients relate with their agencies presently.

“It is not as long as it used to be. Gone are the days when, in Nigerian Breweries, we stayed within communication for over 30 years. I am not quite sure that any agency will be that lucky going into the future, because the clients are just all shopping for value this time around. They are not looking at age-old relationships.

“So, to that extent, the dynamics of the relationship between agencies and clients are changing. It has become more transaction-based than relationship-based. Is it a good thing? I am not quite sure. What it just shows is that the attention span of the clients is becoming shorter and shorter and shorter. And this patience for mediocrity is also becoming shorter and shorter,” he said.

In her view, Tolu Medebem, President of Experiential Marketers Association of Nigeria (EXMAN) and Chief Executive Officer of Aster Integrated Marketing Limited, said the state of client-agency relationship, given the new economic situation, has also greatly impacted on the marketing budget. She admitted that clients are trying to maximize the limited budget available with focus on value.

“What I have realised about



agency-client relationships is that at the end of the day, value addition, partnership and honesty are the cornerstone for its growth. For most people right now, it is based essentially on partnership. And once you are in that partnership, it is more like marriage, because that corresponding support comes only when value exists. You would not be forcing partnership when you are not offering value to the client. For me, it is about partnership and how much value you actually give to one another,” she said.

Femi Adelusi, founder/Group CEO, BrandEye/Mediaplus and President, Media Independent Practitioners Association of Nigeria (MIPAN), while comparing the current realities with what was obtainable in the past, revealed the emergence of an obvious transition in agency-client relationship in today’s businesses. He noted the huge difference in relation to mutual trust and benefits.

“If I am to compare, when I came into the industry versus now, there is a lot more that can be desired or desirable. In my early days in the advertising industry, we had clients who saw agencies as real strategy business partners who invested in agencies. I had been trained on account of my clients. I have attended the same meetings with brand managers, even though I started my career on the agency

side, we did both workshops and brand building together.

“We sat in meetings with all the others such as sales, activations, research, with everyone in developing the plan and there was a lot of respect. There was mutual respect and that was how client agency relationships were in my early days. Right now, I cannot say that it is the same experience and we need to go back to that because I believe the best relationship is when we work together with our clients as one team; that is how we get the best result for the brands.”

Israel Obatunde, Chief Executive Officer of Idea Origin Media, a fast-rising creative agency, corroborated that advertising in Nigeria has taken a new dimension in recent times. He emphasized the need for agencies to understand the importance of clients’ KPIs through value delivery and urged them to live up to what they sell.

“The number one factor is relevance. The world is moving at a very fast pace, and the only way you can catch up is by remaining relevant. We should be confident as practitioners to propose solutions to clients; the confidence that it will build and the result it will achieve mean a lot. If you are not providing solutions in this time and age, then why



That's Our Story.

We remain committed to providing micro financial services to low income earners in a sustainable manner.

Over **6**
Million
happy and
Loyal Clients

Over **500**
Branches
Across
Nigeria

More than
30 Unique
Products

Over **3**
Million
Scholarship
Awards

More than **5**
Hundred
Thousand
Skill Acquisition
Beneficiaries



Savings



Loans



Affordable Housing



Clean Energy



Head Office: 15A, Ikorodu Road, Maryland, Lagos, Nigeria.

Annex: 18, Dawson Road, P.M.B, 1729, Benin City, Edo State, Nigeria, West African.



www.lapo-nigeria.org



info@lapo-nigeria.org



08150553264



08139840230

are you a creative agency in the first place?" he asked.

Steve Babaeko, CEO of X3M Ideas and President of the International Advertising Association (IAA Nigeria Chapter), opined that the agency-client relationship is evolving with more demands from clients. The Creative expert averred that the black box era of creation is over, urging agency practitioners to collaborate with their clients, as well as co-create with a common goal built on transparency and trust.

"I think the relationship between a client and an agency is like the one between a husband and a wife sometimes. You are all part of one union, but it is not devoid of disagreement because you have major decisions to take together that will make you guys look at yourselves in the eye and say, I do not agree with you. That should be encouraged and respected.

"When you see brands winning awards and global recognitions, check out their relationships. My own theory is that the clients that have the best relationships with their agencies are the ones that actually win. This is because winning is the aftermath of how you have been able to forge those relationships and work together as a team; winning is just the result of a good relationship between client and agency," he said.

Kelechi Nwosu, the Chief Executive Officer of TBWA Concept, advised agencies to focus on providing real values that are measurable to clients and also ensure that such values are directly tied to the clients' bottom-line and boost return on investment to stand out in this surfeited market.

"There is a need for agencies to come to the table with more value, with more measurement. There is a need for clients to come to the table with more appreciation and better payment. In the relationship between the agencies and the clients, the power is still very much skewed on the side of the clients, because there are few big advertisers in our country and everyone is chasing after them. Sometimes, you realise that when you partner with agencies, you get the best out of them and that requires good money to be paid. But you need to make sure that agencies are delivering on what you are paying them for," he said.

Harnessing power of personalisation to deepen brand loyalty

By Felicia Nwosu



With consumers' expectations from brands rapidly changing with new anticipations for experiences for personalisation, brands need to explore various strategic thinking in both wooing and retaining existing customers. There is a need to harness the power of personalisation to deepen engagement between brands and consumers to boost loyalty.

To boost loyalty aimed at creating a passionate top-of-the-mind, brands must strive to unlock limitless customer lifetime value by curating and delivering hyper-personalized customer experiences: Connecting to your market of one while creating customer value through omni-channel excellence. Brands must engage with consumers meaningfully to

keep them hooked to enable them maximize their lifetime value (CLV).

Today's brands need to understand that consumers want brands to comprehend their needs, pain points, and talk to them in their language, at their time, on their preferred channels and offer solutions that cater to their specific needs. Embracing this paradigm shift through investment in technology marks the survival and success of any brand that pivots to reflect and adapt to the changing landscape.

To constantly sustain the level of experience and engagement momentum with consumers, there is a need for organisations to ensure that innovation is at its core to enable it to provide a faster & personalised engagement that will help to drive sustainable growth.

TECNO

PHANTOM V Series

Perfect in the Pocket



'Customer Service, key to business and national prosperity'

By **Ehimare Omoike**

The role of customer service in organizational growth cannot be overemphasized. It is what drives business performance and growth. It is the essence of every business' survival - from product idea, conceptualisation (development) to introduction, growth to maturity, and saturation.

Inherent in the product life cycle is the customer whom the products' value utilization and gratification are impacting uniquely; and response to this impact from the customer translates to profit optimization objectives for the business or otherwise. In essence, quality customer service can help your business attract and retain business, customers, decrease employee turnover, and increase your earnings.

As the old maxim says, "Customer is king", but how organizations treat their customer service unit teams directly impacts how they will treat their Customers – and the overall experience delivered.

On this unique occasion of the international celebration of the 'Customer Service Week' and this year's edition which was observed from Monday, October 2 – Friday, October 6, 2023, with the theme, "*Team Service*", we reflect as an organization on how we have served our customers, recognized our incredible team's achievements, and showed our commitment to service excellence.

Customer Service Week reminds us as organizational leaders of the importance of the frontline. Corporate locations do not by themselves generate revenue for organizations; the frontline teams are the heavy lifters, delivering the goods. And as is often quoted, nothing just happens, gets made, delivered, served, or replaced without a key frontline team member owning the experience.

For instance, for us at 9mobile, customer service is at the heart of our growth and one we have consistently practiced since inception. It is one of the tripods of our business strategy and we see this also as a vital role in successful business practice and the growth not only for the company but also for the Nigerian



economy.

Customer service is a key strategic consideration at the corporate and national levels.

In the past week, the world witnessed an array of activities ranging from reward for service excellence, celebration of staff members, departments, or business units' contribution to sustenance of customers' loyalty, from institutions that, not only values their customers but also identify them as being at the heart of their operations. Most especially, it was a week that customers were accorded due recognition and organizations increased awareness of the uniqueness of their products and services to existing and potential customers.

At 9mobile, the celebration of Customer Service Week kicked off at all our business locations with staff activities from different units and departments across the customer frontline, backend support, and senior management. The Retail Team treated walk-in customers who participated in Fastest Fingers to exciting treats, while callers were randomly selected and rewarded instantly and corporate customers and channel partners were not left out. Customer service personnel also participated in a Sip-and-Paint session to conclude the week-long activities for Customer Service Week.

As a company, 9mobile has always remained committed to its dynamic and

vibrant customer service culture and has shown a devotion to rendering the gold standard of services to customers and stakeholders, regardless of where they may be across all our business touchpoints. This, I believe, is one of the best ways to appreciate customers for their support and loyalty over the years. As such, the company will continually aim to satisfy customer needs through innovations backed by strategic investments in its network modernization, and more importantly, its people.

In summation, the 2023 Customer Service Week is an important reminder that no matter where frontline reps are working, what their job titles are, or how they serve customers, everyone is on the same team to serve our customers. This attitude is what makes 9mobile unique, and the main contributor to its success in almost 15 years of operations, contributing to Nigeria's competitive telecommunications sector which, as of Q2 2023 boasted a \$77 billion investment inflow to the nation's Gross Domestic Product (GDP). This feat has notably been achieved with a reinvigorated and reliable customer service team that makes its customers the essence of its business operations.

Omoike, is the Director, Customer Care, at 9mobile.



POWER ON



WITH A PEAK PROTEIN BREAKFAST

Reach for your Peak

Content syndication: A winning formula for brands, influencers

By Oluwaseyi Lawal

Content syndication is the process of sharing content across multiple platforms and channels. It is a powerful marketing strategy that can help brands and influencers to reach a wider audience, increase brand awareness, and boost engagement.

In recent years, content syndication has become increasingly popular in influencer marketing. Influencers can use content syndication to share their content with a wider audience and brands can use content syndication to amplify the reach of their influencer marketing campaigns.

There are a number of different ways to use content syndication in influencer marketing. Here are a few examples:

Brand partnerships: Brands can partner with influencers to syndicate their content on their websites, social media channels, and email lists. For example, a fashion brand might partner with an Instagram fashion influencer to syndicate their product photos and videos on the influencer's social media pages.

Content syndication platforms: There are a number of content syndication platforms that can be used to syndicate influencer content across multiple websites and channels. These platforms typically have a network of publishers who are willing to syndicate content from influencers.

Social media sharing: Influencers can share their content on multiple social media platforms, such as Instagram, TikTok, and YouTube. This can help to reach a wider audience and increase engagement.

Email marketing: Influencers can include links to their content in their email marketing campaigns. This can be a great way to keep their followers engaged and informed about their latest content.

Here are some of the benefits of using content syndication in influencer marketing:

Increased reach and visibility: Content syndication can help brands and influencers to reach a wider audience and increase brand awareness. By syndicating



their content on multiple platforms and channels, brands and influencers can reach people who they might not otherwise be able to reach.

Improved SEO: Content syndication can help to improve the SEO of both brands and influencers. When high-quality content is syndicated across multiple websites, it can help to improve the ranking of those websites in search engine results pages (SERPs).

Boosted engagement: Content syndication can help to boost engagement with influencer content. When influencer content is syndicated on multiple platforms and channels, it can be seen by more people and is more likely to be shared and liked.

Increased credibility and trust: Content syndication can help to increase the

credibility and trust of both brands and influencers. When influencer content is syndicated on high-quality websites, it shows that the influencer is an expert in their field and that their content is trustworthy.

Cost-effectiveness: Content syndication is a relatively cost-effective way to reach a wider audience and increase brand awareness. There are a number of free and low-cost content syndication platforms available.

Overall, content syndication is a powerful marketing strategy that can be used by brands and influencers to reach a wider audience, increase brand awareness, and boost engagement. If you are looking to take your influencer marketing campaigns to the next level, consider using content syndication. ♦

5,000 Sales Personnels
100,000 Outlets
20,000,000 Customer Engagements
How do you manage this?

It's easy with FieldMaxPro



Field Force Management Automation Solution

**Get the best out of your Field Teams with
real time information on field activities
using FieldMaxPro.**

www.fieldmaxpro.com | www.papyrus.com.ng
Tel : +234 903 983 9166

Global Food Delivery market to hit \$32.5bn by 2028

By Felicia Nwosu



Worldwide Research report for 2022 has said that the global Online Food Delivery market size was valued at USD 1.87 billion and is expected to expand at a CAGR of 10.97% during the forecast period, reaching \$32.5 billion by 2028.

According to the Worldwide research, online food ordering and delivery service is considered a fast-growing business owing to factors such as cost & time saving, safer and healthier food, increased customer loyalty, and highly customizable food options.

Moreover, it added that digital food innovation is constantly growing with recent advancements such as virtual restaurants and ghost kitchens.

Citing REVOLVING KITCHEN, the report stated that the number of digital ordering and delivery is increasing by up to 300% compared to dine-in traffic, thereby making the demand to have a direct impact on the growth of the Online Food Delivery.

Stating some of the factors fuelling the growth, it revealed that it is mainly driven by the rising internet penetration coupled with the proliferation of smartphones, growing technology advancement, and emergence of cloud kitchens.

The research body validated the fact that this is because consumers now have access to a variety of

applications, including online food delivery services, with improved network connectivity and a rise in the number of smartphones.

It also pointed out the fact that Cloud Kitchen also witnessed a surge in popularity during the COVID-19 pandemic due to the closure of several dine-in restaurants, a trend it noted, is expected to remain strong post-pandemic, due to people getting accustomed to online ordering.

Citing data published by CloudKitchens.com, which observed that the U.S. had approximately 1,500 cloud kitchens as of 2020, and about 51% of restaurateurs which had shifted their business to cloud kitchens in 2020.

The report showed that Cloud kitchens enable owners to quickly expand their businesses across multiple locations with minimal upfront investment, an advantage that has helped to accelerate the rise of cloud kitchens in recent years.

The report profiled some of the key players in the industry, whose supply-demand scope, and market strategies through various marketing methods have been able to remain competitive in the marketing landscape.

Some of the the largest manufacturers of Online Food Delivery Market worldwide include Domino's Pizza, Just Eat Holding, Delivery Hero Holding, Go-Food, Takeaway,

Pizza Hut and others.

Listing some of the types of Online Food Delivery available in the market, the report named them according to product types, stating that the market is categorized into Web-based and App-based.

Its regional segmentation are North America (United States, Canada and Mexico), Europe (Germany,

UK, France, Italy, Russia and Turkey etc.), Asia-Pacific (China, Japan, Korea, India, Australia, Indonesia, Thailand, Philippines, Malaysia and Vietnam), South America (Brazil, Argentina, Columbia etc.) and Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa).

Omnicom clinches \$150m BMW media account in N' America

By Ibidunni Banjoko



BMW of North America has awarded its national and regional media planning and buying business to Omnicom. This initiative marks the first time that BMW of North America has consolidated its activities MINI, and BMW Motorrad in the U.S., Canada, and Latin American markets.

The five-year contract with Omnicom will begin on January 1, 2024.

Commenting on the appointment, Marcus Casey, Chief Marketing Officer of BMW of North America, emphasized the importance of finding a forward-thinking partner capable of navigating the challenges presented by the rapidly changing media environment.

He added: "The decision to consolidate media planning and buying activities across multiple brands and countries reflects the evolving complexity

of the media landscape and the need to adapt to the digital and social era."

Omnicom will succeed the incumbent IPG / Universal McCann, which originally secured the BMW business in 2009 and expanded its responsibilities to include the MINI business in 2016.

While the media planning and buying transition is underway, BMW is continuing its review of its full agency roster, which includes lead creative agencies, social media partners, digital media agencies, and CRM agencies. The review is expected to be completed by the end of the year.

BMW's commitment to delivering a superior customer experience in the automotive industry is evident through its strategic partnerships and ongoing efforts to adapt to the digital age. The company's agency roster in the U.S. includes other prominent names, such as Goodby, Silverstein & Partners for lead creative, Critical Mass for website and digital services, Performance Art for data and CRM, and Anchor Worldwide for social media.

**Food Grade Cassava
Flour**

**Food Grade Cassava
Starch**

**Food Grade Cassava
Sorbitol Syrup (Sweetener)**

**Food Grade Cassava Glucose
Syrup (Confectioneries)**



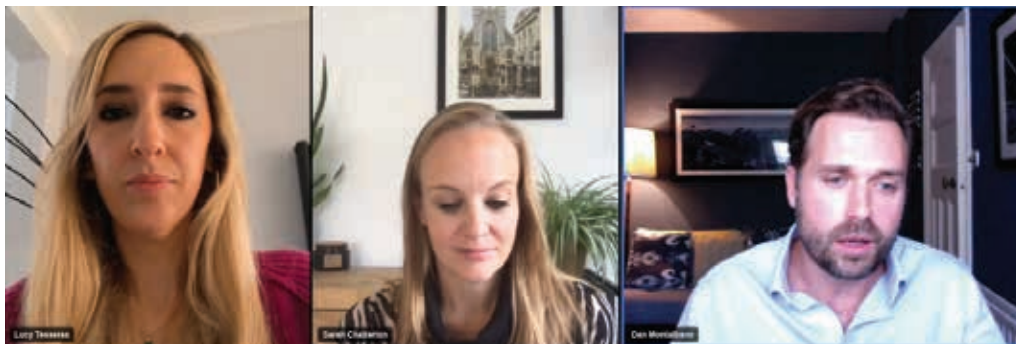
📍 1, Ado-Awaye Isehin, Alayide Village LGA, Oyo State.
 📍 Labyrinth House, 43-47 Middle Hilgate, Stockport,
 Greater Manchester.
 ☎️ +234 802 891 0402, +234 802 891 1442

certified by:



Experts brainstorm on ways forward for marketers in hard times

By Abimbola Mohammed



MarketingWeek, in collaboration with Smartsheet, held a webinar recently in the United Kingdom (UK) with the theme: “The Work Behind the Wins: How Marketers Can Drive High Performance in Uncertain Times.”

The insightful conversation was between Dan Montalbano, Global Head of Operations, Agency VCCP, Sarah Chatterton, Director of Marketing, Smartsheet, and Europe, while Lucy Tesseras, Managing Editor, MarketingWeek moderated the session on how to draw insight from the world of elite sport to understand how marketers can drive high performance.

The session spoke on how marketers are driven by outcomes whether it's winning industry awards, doing best-in-class creative work, or overachieving on ROI. It also addressed how, in uncertain economic times, marketers are under even greater pressure to deliver.

According to the speakers, while those moments of ‘visible’ high performance are the most memorable, success starts a long time before marketers take the victory lap. Just as in sports, 20% of ‘glory’ is made possible by 80% of preparation time. So what habits and behaviours do marketers actually need to nurture to succeed?

On her part, Chatterton noted that what high performance means to her in marketing is a team that is agile, autonomous, market aware, but ultimately the one that drives results and value within the resources that are available in a similar way that athletes or elite sport team prepare for many months up on to the last race or final game.

Montalbano on the other hand noted that marketing is a means to an end, and awareness to drive sales or to drive sales directly with a high performing team. He added that the end result that is seen is just the tip of the iceberg as most of the work happens beneath the surface. He mentioned that, at the end of the day, the goal is to add value to the brands and the industry.

According to Chatterton, recent research has shown that just around 20% of marketers felt that their team was high performing. She said it was surprising to her because there is an increasing pressure to perform or demonstrate ROI from work, which seems to be low.

However, Montalbano said it's surprising to him because 60% of people think about driving brand awareness through competitive impact but 40% don't think about what marketing is about.

Speaking on what hinders

high performance, Chatterton said, “Team spending 45% too much time in reactive mode versus strategy mode, 39% company structure or process being too rigid, 44% high performance not being clearly defined or understood while 37% communication breakdowns and a lack of collaboration.”

While speaking on some

of the issues that affect high performances, the expert noted that communication and collaborative effort should be a crucial element to consider.

Advising on how to drive high performance, the speakers said 80% of high performance comes through effective team work, adding that the collective energy of a high-performance team is greater than some of its parts.

“It is not your immediate team that you need to bring in on this, marketers need to make sure they are bringing the creative designers, content team, the legal, the finance, the sales, and the enablement team from the get go. When we do all of our basic work, all partners would be brought together as a team”.

African spirits market may rise to \$16.6bn by 2027

By Joseph Ekeng



The African spirits market is poised for significant growth, with forecasts from GlobalData projecting a surge in value

from its 2016 low of \$10 billion to an impressive \$16.6 billion by 2027. This transformation marks a remarkable turnaround for the industry, which had remained stagnant since 2008, barring a brief dip to \$9.7 billion in 2020 due to the pandemic.

In a bold move recently, global beverage giant Diageo unveiled plans to establish a wholly-owned spirits-focused business in West and Central Africa. This strategic shift follows Diageo's partnership with Guinness Nigeria since



**YEAH
WE'RE**

**THE
CATS
THE
BLOCK.**



2016, where their spirits have been distributed. Remarkably, 6% of Guinness Nigeria's revenue in the financial year ending June 30, 2023, was attributed to imported Diageo spirit products.

While Diageo reported a 44% decrease in operating profits for its African business, dropping to £176 million from the previous year's £315 million, the company's spirits division posted an impressive 8% growth in net sales. Notably, Johnnie Walker gained popularity, driving this surge, while beer net sales also increased by 3%. Diageo has set its sights on Africa with a clear strategy: "to grow our beers fast and our spirits faster."

David Harris, the research director for alcoholic beverages at GlobalData, expressed his insights on Diageo's bold move, stating, "[Diageo] will be counting on growing moves towards spirits amongst younger African drinking-age consumers, who are increasingly seeking domestically-produced products that resonate with them, rather than imported Western brands." He went on to emphasize, "Their strategy seems to be going all in on Africa, essentially treating their operations in the region like a separate business sequestered from Diageo, while still wholly owned as a subsidiary."

These developments signal not only a promising future for the African spirits market but also Diageo's commitment to capturing the hearts and palates of African consumers with a range of locally-relevant, high-quality spirit products. Africa's spirits landscape is undoubtedly on the verge of a remarkable transformation, driven by changing consumer preferences and the strategic vision of industry leaders like Diageo.

Q3: Publicis reports strong growth, upgrades outlook

By Kingsley Odii

Publicis Groupe, a leading advertising and communications company, has reported strong organic growth of 5.3% in the third quarter, driven by impressive performances from its media operations and data unit Epsilon.

This growth has prompted the company to upgrade its full-year growth guidance to between 5.5% and 6%, surpassing its previous forecast of 5%. The upgraded outlook takes into account the potential impact of ongoing economic and social tensions on client spending, as well as delays in digital business transformation goals by marketers.

Commenting on the company's performance, CEO Arthur Sadoun highlighted the notable growth achieved during the pandemic, with Q3 recording a 22% increase compared to the same quarter in 2019, prior to the COVID crisis.

"Looking at our growth journey since the pandemic, the acceleration of our growth amid persistent macroeconomic challenges is clearly visible. Q3 was up 22% versus the same quarter in 2019, shortly before the COVID crisis," Arthur said.

Sadoun emphasized the company's focus on two key priorities: bringing teams together in person and accelerating the use of artificial intelligence (AI) in operations. Publicis Sapient will play a crucial role in driving AI initiatives.

"For the rest of the year, we intend to lead what we believe to be the two major



priorities for our industry today: Bringing our teams back together in person, and accelerating the AI-ification of our operations." Publicis Sapient will be the main driver on the artificial intelligence front," Arthur further added.

The company also anticipates possible downward adjustments to advertisers' budgets towards the end of the year. Despite these considerations, Publicis Groupe remains optimistic about its future performance. It projects organic growth of 3% to 5% for the fourth quarter.

Following the announcement, the company's shares rose by 5% during morning trading on the Paris Exchange. Notably, the company's media operations saw significant growth in high-single digits, while Epsilon experienced a remarkable growth rate of 10.5%. Creative

operations also demonstrated growth in single digits, and digital transformation unit Publicis Sapient achieved a growth rate of 1.2%, building on its impressive 18% growth in the same period last year.

Publicis Groupe's growth was not limited to specific regions, as all regions, including the U.S., Europe, and the Asia Pacific, reported growth. The U.S. experienced growth of 3.2%, following two years of double-digit growth, while Europe excelled with a growth rate of 10.7%. The Asia Pacific region also posted a gain of 3.8%.

The company reported net revenue of over 3.2 billion euros for the third quarter and nearly 9.6 billion euros for the first nine months of the year, reflecting a growth rate of almost 5%.

NEW

NOTHING TASTES LIKE **FLYING FISH**

**ZESTY LEMON
FLAVOURED BEER**



DRINK RESPONSIBLY
www.tapintoyourbeer.com

Global content marketing revenue may hit \$107bn

By Zion Rufus



Today's digital landscape has seen content marketing emerge as a cornerstone of brand promotion and audience engagement, offering a cost-effective means of lead generation. Characterized by evolving consumer behavior and increasing competition, content marketing now sits as an invaluable asset, poised to fuel growth and innovation on a global scale.

Its pivotal role in digital marketing, blogging, social media outreach, and brand development cannot be overstated.

According to data compiled by WebAcquisition, a staggering 90% of businesses

have already embraced content marketing strategies, leveraging the power of blogging to enhance brand visibility and awareness. The statistics further underscore the significance of refining and enhancing content marketing strategies.

As of 2022, the global content marketing revenue stood at an impressive \$63 billion. However, industry experts project an even more remarkable growth trajectory, with the revenue expected to soar to \$107 billion by 2026. This exponential growth underscores the ever-increasing importance of content marketing in the digital age.

In 2023, nearly half of marketers across the globe expressed their intent to boost budgets dedicated to content marketing initiatives. Remarkably, an astounding 80% of marketers reported that their current content strategies were highly successful, further affirming the effectiveness of this approach.

Among the various content marketing tactics employed, blogging reigns supreme, with 48% of companies utilizing blogs to bolster their digital presence. This preference is well-founded, given that content marketing has demonstrated the capability to generate three times more leads than traditional

marketing at a significantly lower cost, leading to six times more conversions.

The success story of content marketing extends to the business-to-consumer (B2C) sector as well, with 26% of B2C respondents attesting to experiencing exceptionally high or substantial success levels with their content marketing endeavors over the past year.

Looking ahead to 2023, over 50% of B2C respondents plan to utilize blogs, email newsletters, and email distribution to augment their content outreach strategies. Furthermore, 36% of business marketers disclosed that they have established centralized teams dedicated to content marketing within their organizations.

The driving force behind content marketing's ascendancy lies in its capacity to achieve critical objectives for enterprise marketers. These objectives include enhancing brand visibility, educating the target audience, and fostering credibility and trust.

Notably, blogging emerges as a powerful tool for building trust and driving business growth. Companies that embrace blogging witness a remarkable 90% increase in links to their websites and an astounding 13-fold return on investment (ROI) compared to those without blogs.

As businesses continue to recognize its potential, the upward trajectory of content marketing revenue is likely to persist, reshaping the marketing landscape for years to come.

EXPERTS IN CUSTOMIZED TRUST SERVICES

Our team of Trust professionals will work with you to design financial solutions suitable for you.



- BOND TRUSTEESHIP (GOVERNMENTS & CORPORATES)
- TRUST OF COLLECTIVE INVESTMENT SCHEMES/REITs
- REAL ESTATE TRUSTS
- ENDOWMENTS/FOUNDATIONS
- DEBENTURE TRUSTS (CONSORTIUM/SYNDICATED LENDING)
- PRIVATE TRUSTS/ESTATE PLANNING
- RELATED ADVISORY SERVICES

Awards...

Trustees of the Year 2018,
2019, 2020, 2021 & 2022
BUSINESSDAY BANKS AND
OTHER FINANCIAL INSTITUTIONS
(BAFI) AWARDS

Trustees Company
CEO of the Year 2022
BUSINESSDAY BANKS AND
OTHER FINANCIAL INSTITUTIONS
(BAFI) AWARDS

Family Governance and
Wealth Structuring Company
of the Year 2021
BUSINESSDAY BANKS AND
OTHER FINANCIAL INSTITUTIONS
(BAFI) AWARDS

Innovative Trustee
company of the
Year 2021 & 2022
MARKETING EDGE
PUBLICATION LIMITED

Non-Interest Trustees
of the Year 2017 & 2021
AFRICAN INTERNATIONAL
CONFERENCE ON ISLAMIC
FINANCE

Africa Trustee Company
of the Year 2018 & 2021
INSTINCT BUSINESS FINANCE
INNOVATION AWARDS

LAGOS OFFICE

Plot 183, Moshood Olugbani
Street, Victoria Island, Lagos.

+234-1-6311264
+234-810-3385944

ABUJA OFFICE

Plot 31, Aguiyi Irosi Street
(2nd Floor) Maitama District
Abuja

+234-805-550-2251

WE ARE ONLINE!

Email: stl@stltrustees.com
Website: www.stltrustees.com



STL TRUSTEES
... Service built on Trust



maintains cornerstone status as big tech leads global market

By **Ralph Tathagata**



The year 2023 is speeding on the final lap, and much of the global market's gains have been driven by big tech. For instance, Alphabet, Microsoft, Nvidia and Tesla shares have risen 48%, 32%, 184%, and 100%, respectively with the rest of the market flocking to big tech.

However, while these big tech companies are playing leading and strategic roles in the S&P 500, Coca-Cola, though down 9% year to date on the global stock market, maintains a compelling status.

According to Statista, Coca-Cola has a global brand value of over 89 billion U.S. dollars and has invested over 4 billion U.S. dollars in advertising spending in recent years. This investment has continued to bolster its valuation appeal in all marketing ramifications.

What's more, Coca-Cola, with dozens of billion-dollar brands on its stable and a global distribution network that reaches billions of customers daily, provides drinks for many of the world's biggest Quick Service Restaurant (QSR) chains. Put simply, this established position as major business partner to restaurants, grocery stores, and convenience stores around the world means that Coca-Cola is a cornerstone to many businesses' sales and profitability.

As a result, many businesses around the world depend on Coca-Cola to sell high volumes of high-margin beverages with the unrelenting consistency their customers demand. In fact, businesses need Coca-Cola virtually in every type of economy.

Also, Coca-Cola HBC, a strategic bottling partner of The Coca-Cola Company, bottles and sells beverages of

the carbonated drinks giant exclusively in 29 markets. It also partners with other beverage businesses such as Monster Energy, Edrington, Brown-Forman and Campari to sell their products.

Coca-Cola HBC creates value for all its stakeholders by supporting the socio-economic development of the societies in which it operates, and believes that building a more positive environmental impact is integral to the future growth of the company.

At the global stock market, Coca-Cola's stock is about half as volatile as the overall market. It has a low beta because the market simply has a higher degree of confidence in Coca-Cola's durability compared to many other stocks. So, its stock has become a very attractive investment relative to the perceived underlying risk.

Despite the fact that investors might expect to pay a significant premium to buy into the Coca-Cola's cornerstone business, its stock currently has a price-to-earnings multiple of 24, which is higher than the S&P 500's P/E of 20.

It's pertinent to state that The Coca-Cola Company has raised its dividend every year for 61 years straight, with the most recent increase amounting to approximately a 5% hike.

Coca-Cola's scaled distribution and strong marketing mix, combined with its cornerstone status and low level of volatility compared to the S&P 500, make it an exceptionally compelling global brand.

IT'S TASTY,
IT'S AWESOME!

THE NEW
GOLDEN PENNY
CHICKEN
FLAVOUR



I want what I want

HAVE YOU TRIED THE NEW AND IMPROVED CHICKEN FLAVOUR NOODLES?

Terra's audacious 'Unwrap Joy, Unleash Taste' campaign thrills consumers

BEST MARKETING CAMPAIGN OF THE YEAR



In a world where convenience often overshadows creativity, Terra Seasoning Cube's 'Unwrap Joy, Unleash Taste' Campaign message has effectively struck a chord with consumers, guiding them into a whole new world where cooking is no longer seen as a mundane task but rather a delightful expression of joy, creativity and passion.

The campaign which is revolutionary in concept, and audacious in delivery, essentially uses the setting of an orchestra to deliver the wholesome joy that awaits consumers when they unwrap Terra Cube and the immediate joy that is sparked by that action.

Various sentiments flood the walls of social media platforms as users write positive comments on their experience with Terra Cube and express their excitement with regard to the recently launched Campaign. According to Kanto Phillippa, an Instagram User, "It's about time we went back to good and quality advert. Yes, your call to action worked. I have been using Terra Cube since I came across the advert, the message was clear and the seasoning is the best I have ever used".

Another Instagram user Angelicagnes1, said "This is a Masterpiece!!! Very brilliant advert. With Terra Cube, you don't need to stress to make a scrumptious meal!!! I use it for my Jollof and it banged".

Chukwu Frank confirmed that, "Terra Cube remains best in the market, I sell it and I have never heard of any complaint like hard to crumble or tasteless. Terra Cube is the best seasoning I have seen so far. I love it".

Elteesplace wrote, "Hands down, this is the most classy advert I have ever seen. Terra Chicken, Shrimp and beef are my favourite".

Speaking with a celebrity caterer, Mrs. Funmi Kujore, it is evident that Terra Cube has inspired her hitherto uninspiring cooking experience. She has now struck gold as she gains pleasure and culinary fulfilment with every Terra Cube she sprinkles into her hot, sizzling pot of soup.

"The 'Unwrap Joy, Unleash Taste' campaign has changed my cooking routine, now I look forward to cooking having at the back of my mind the new Terra campaign. I feel eager to go into the kitchen to make magic while enjoying the process" she said.

Her views align with those expressed by Probal Bhattacharya, Chief Marketing Officer, TGI Group who says that the 'Unwrap Joy, Unleash Taste' campaign was conceived to take the drudgery out of cooking and make it much more exciting – an experience that empowers creativity and experimentation leading to joy delivered through tasty meals.

"In an environment that can take a lot out of people, great-tasting food serves the role of providing the much-needed form of joy which is the essence of Terra Cube.

"Cooking meals should not be mundane, so we encourage consumers to experience the joy of cooking tasteful meals with Terra Cube," he says.

The campaign's impact reaches beyond individual kitchens as it has garnered industry recognition, recently earning the prestigious "Best Marketing Campaign of the Year 2023" award at the recent Marketing Edge Brands and Advertising Excellence Award.

The recognition demonstrates the campaign's creativity, innovation, and the genuine connection it has formed with consumers.



Every drop, a treasure beyond measure



Healthy mums, happy families

Leveraging the right marketing channel for campaigns

By **Oluwaseyi Lawal**



In today's digital age, there are more marketing channels than ever before. From social media to email marketing to paid advertising, businesses have a wide range of options to choose from when launching a marketing campaign. However, with so many channels available, it can be difficult to know which ones are right for your business and your specific campaign goals. That's where leveraging the right marketing channel comes in.

How to Choose the Right Marketing Channel When choosing the right marketing channel for your campaign, there are a few key factors to consider:

Target audience: Who are you trying to reach with your campaign? Once you know your target audience, you can start to identify the channels that they are most active on.

Campaign goals: What do you hope to achieve with your campaign? Are you trying to increase brand awareness, generate leads, or drive sales? Different channels are better suited for different goals.

Budget: How much money do you have to spend on your campaign? Some channels, such as paid advertising, can be more expensive than others. **Different Marketing Channels**

Here is a brief overview of some of the most popular marketing channels:

Email marketing: Email marketing is a great way to stay in touch with your subscribers and promote your products or services. **Paid advertising:** Paid advertising platforms such as Google Ads and Facebook Ads allow businesses to target their ads to specific demographics and interests.

Content marketing: Content

marketing involves creating and distributing valuable content to attract and engage your target audience.

Influencer marketing: Influencer marketing involves partnering with social media influencers to promote your products or services to their audience.

How to Leverage the Right Marketing Channel

Once you have chosen the right marketing channel for your campaign, there are a few things you can do to leverage it effectively: **Create high-quality content:** Whether you are creating social media posts, email newsletters, or blog articles, make sure your content is high-quality and informative. This will help to attract and engage your target audience.

Use relevant keywords: When creating content or running paid ads, make sure to use relevant keywords that your target audience is likely to search for. This will help to ensure that your content is seen by the right people.

Target your audience: When promoting your campaign on social media or running paid ads, make sure to target your audience carefully. This will help you to reach the people who are most likely to be interested in what you have to offer.

Track your results: It is important to track the results of your campaign so that you can see what is working and what is not. This will help you to improve your campaigns over time.



EMPOWER YOUR BUSINESS WITH EXCEPTIONAL PRINT SOLUTIONS

Items we can print for you

- * Corporate Stationery
- * Umbrellas
- * Notepads
- * Brochures
- * Signage
- * Invitation cards
- * T-Shirts
- * Water Bottles
- * Business cards
- * Roll up Banners
- * Carrier bags
- * Etc
- * Face Caps
- * Mugs
- * Stickers
- * Nylons
- * Flyers



We have kept faith with our vision of quality service delivery – Ehiguese

Mr. John Ehiguese is the Founder/CEO of the MediaCraft Associates, a leading PR and media communications outfit which recently turned 20.

In this incisive interview with MARKETING EDGE’s team that comprised AMOS OLADELE, SEUN JOHNSON, FELICIA NWOSU and OLUWABUKOLA OMONIYI, Ehiguese, a consummate and thorough bred professional, speaks glowingly about the firm’s remarkable trajectory these eventful years, echoing that MediaCraft is poised to remain a game changer and reference point in the ever dynamic PR ecosystem.

How does it feel nurturing a company for 20 long years in a challenging economy like Nigeria’s?

Well, it’s been a roller-coaster of an experience, with its own fair share of ups and downs, but overall, I must say it’s been worthwhile, because over the years we have managed to build a strong brand and solid business. You cannot talk seriously of the PR consultancy business in Nigeria today without mentioning Mediacraft Associates. I would say that’s a testament to the good job we have done in the past two decades.

What would you say have been your business survival strategies?

Simply an abiding commitment to excellence in service delivery. We take great pride in the quality of our work, and we’ve been consistent on that score over the years. That probably explains why most of the new businesses we get are from

referrals from other clients we have worked with in the past.

Would you mind sharing with us how you metamorphosed from being a paid professional to becoming an entrepreneur?

It’s an interesting story. When I left my last paid job, I went in search of another one, and along the way, I met a recruitment agent who took a look at my CV and suggested that at my age (I was 45 at the time) I should not be looking for a job, and instead, I should be the one employing people. I was challenged by that, and decided that I was no longer going to search for a job, and instead I would go ahead set up my own shop. The rest, as they say, is history.

How challenging, or otherwise, was the transition?

It was very challenging, especially at the beginning. I had no capital really, and certainly no connections, and here I was with a family to cater for, and also doing

my MBA at the Lagos Business School. A friend of mine gave me a small office space for free at Oshopey Plaza on Allen Avenue in Ikeja. With that I took a leap of faith, employed two people, and we practically hit the road!

What informed the unique name – Mediacraft – which your company bears?

I really don’t think the name is that unique, as you put it. It is actually self-explanatory: in PR, we are essentially in the business of crafting winning media strategies. The other part of the name ‘associates’ was borne out of the vision that my employees would be treated as ‘associates’, not necessarily as ‘employees’, and I have tried to live up to that vision over time. My employees are like my partners in the real sense of the word.

How is the company positioned in this market?

We are positioned as a market leader



MR. JOHN EHIGUESE, FOUNDER/CEO, MEDIACRAFT ASSOCIATES

“

Why are you looking for a job? I said, what do you mean? He said, why don't you just think of setting up your own business? And I thought about it and he said, because most of the people I am going to recommend you to are actually younger than you. And you don't want that kind of situation. Why don't you just consider you should be the one employing people, not being employed?

– the go-to PR agency for quality work – and we have tried very hard to live up to that billing over the years. At the moment, with over 40 full-time employees, we are arguably the largest PR consultancy in terms of size, in Nigeria today.

How is its brand positioning resonating with stakeholders?

I would like to think that it is resonating positively, in the sense that we have quite an impressive portfolio of clients, including some market leaders. And, as far as I can tell, they are happy with our work.

Mediacraft came to “innovatively disrupt the status quo” in the PR sector. To what extent has it done this?

We have introduced, as a matter of course, an integrated approach to executing all our campaigns – in terms of the mix between traditional and digital media, and we adopt a strategic approach to treating all briefs – every campaign must have a proper execution plan. Also, we are currently incorporating AI tools such as Chat GPT, to our operations.

How has the industry been responding to the “Mediacraft challenge”?

I don't really know, I guess the industry has accepted our leadership role, but I think the best people to ask that question would be our clients, and other key stakeholders, such as the media.

Would you like to shed some light on the “innovative disruption”; and its impact on your business and the industry?

First off, I would like to mention our integrated media approach, and now, the gradual introduction of AI tools in our operations. I wouldn't like to say more than that at this point, for competitive reasons, if you know what I mean.

What is your clientele like?

Pretty impressive, I must say. And growing too. We currently work for the Stanbic IBTC Group – the Masterbrand and all 12 subsidiaries, The Olam Group, which has the largest integrated operations in the Nigerian Agric space, Interswitch Group, which is currently the largest Fintech operator in Nigeria, the US Soybeans Export Council (USSEC) and The Global Energy Alliance for People & Planet (GEAPP), a global think-tank on the effects of climate change and drawing global attention to how the world is coping



with it. All of these are retainer accounts. We also work for others on a transactional/project basis, such as Sanofi, the French global pharmaceutical giant, Truecaller Boston Consulting Group (BCG) and ICAN (we handled their recent corporate re-branding exercise).

What is the company's competitive edge in this market?

Like I said, it is an abiding commitment to the highest quality of standards in the work we do, an ethical, a stellar relationship with the media as our critical stakeholders and very high premium on professional ethics.

What great strides have signposted the company's evolution in this market in the last 20 years?

A critical milestone I would say, in the past twenty years, was the signing of an affiliation with the FleishmanHillard global PR network, in 2015. This has opened us to their resources and tools, as well as global best standards. Not to mention also, business opportunities with international clients.

What are your challenges?

I would categorise the challenges into two: those that are environmental, and affect every business, and those that are specific, or peculiar, to the PR sector where

A critical milestone I would say, in the past twenty years, was the signing of an affiliation with the FleishmanHillard global PR network, in 2015. This has opened us to their resources and tools, as well as global best standards. Not to mention also, business opportunities with international clients.

we operate. The first category I believe are self-evident and affect everybody. You know them already, and so they bear no repeating – infrastructure deficit, a weak economy, FX challenges, no access to credit, etc. The other category of challenges are those that are specific to the PR consultancy industry, and I would group those in two words, which I call the two big Ts – Technology and Talents. Technology is disrupting our business at an amazing rate. Also, there is a clear dearth of quality talent in our business, so we have to invest a lot of resources on training and capacity building. Added to those is a generally lax regulatory environment,

which has spurred an unusually high level of quackery.

How have you been coping with the challenges?

We have no choice but to cope creatively with those challenges, if we must remain in business. We have had to spend an unusually high amount on training, including overseas training (that was, until the challenges with FX got very severe). We are however hoping to resume overseas training for our staff next year.

Could you share with us your experience with the international

agency which MediaCraft is associated with?

Our relationship with Fleishman Hillard global PR network has been fantastic, since we got into it in 2015, and so far I have no regrets whatsoever over that. It's been a symbiotic relationship. We get some business from them, and in return, also help them with their Nigeria briefs.

How would you describe the continuing evolution of the PR sector over the 20 years of your agency's corporate existence in this market?

The main areas of evolution have been in the areas of technology infusion and the changing media landscape, especially in terms of convergence and proliferation. We have had no other choice but to adapt accordingly, and retool ourselves.

How is the sector faring, especially in this post-COVID age?

Again, it's been majorly a story of adaptation. For instance, we have had to adopt a hybrid work system whereby we work remotely for the most part, and only come physically to the office twice in a week. We have practiced this system successfully for almost three years now, and we are set to continue.

How, in your view, is the Nigerian inflationary economy impacting on the PR ecosystem in Nigeria?

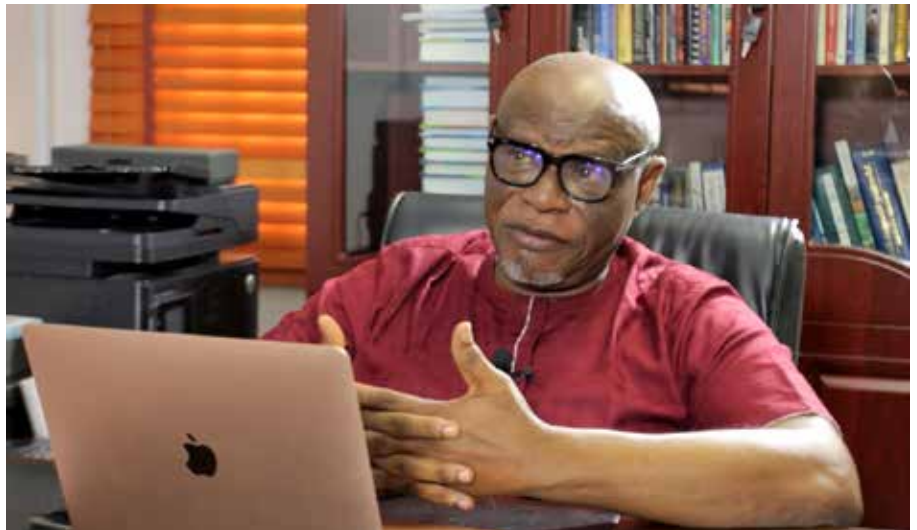
We are not immune to the vagaries of the nation's economic vicissitudes. You must know that whenever there is a downturn in the fortunes of a company (usually as a result of economic policies or developments), among the first budgets to be affected is usually the PR budget. Specifically, with regard to inflation, we have had to adjust by cutting costs, where practicable.

How has it impacted on Medicraft, in particular?

We have had our fair share of these storms, but we've had to adapt as the occasion demands. The fact that we are still standing after twenty years, I think is a testament to that.

How has the agency been coping at this period?

We have had to make adjustments, where necessary, for instance in terms of the adoption of cost-cutting measures, in



order to weather the storms.

Is Nigerian PR practice and business globally competitive?

I would say, yes it is. The uptake of technology may not be on the level of some other developed economies, and our media may not be as sophisticated, but I think that on the balance, we can hold our own against any other market. And I should know, because we do a lot of collaboration with other markets on campaigns.

What, in your view, are the key factors that will undergird PR Consultancy in Nigeria, going forward?

The first and most important, in my view, is the pervasiveness of quackery. The regulatory environment is too weak, and that gives rise to all manners of charlatans who describe themselves as 'PR consultants'.

How would you define the PR agency of the future?

The PR agency of the future will be, in a sense, a general-purpose communications warehouse, incorporating a broad range of competences. This is owing to the convergence and proliferation of media forms, as well as the influence of technology.

How is Medicraft positioned for that future?

Medicraft will have no other choice than to continue to adapt, in order to remain relevant, and a sustainably profitable business.

Which of affiliation, merger and acquisition would you recommend for the PR sector

of the Nigeria's Marketing Communications industry?

I would strongly recommend international affiliations, where such opportunity exists. The world is now a global village, as they say, and the advantages of such collaborations cannot be over-emphasised.

As for a regime of Mergers and Acquisitions among Nigerian Marcomms agencies, I think that is imminent and inevitable. It will come with time, and I see that time being very soon.

Would you like to shed some light on your other lines of business; and how they are faring?

There is only one other business I have and that is an online Business news platform: www.bizwatchnigeria.ng. I have had it for a while now, even if it is not making much money, but I have kept it because it's like a backward integration strategy, if you know what I mean.

What are your projections for this year; and the future?

This year started slowly for us, I must say, with the challenges around the currency change, and then the general elections. But things have since picked up, and from indications, we expect to end on a very high note.

What would you want our readers to know about you?

You mean, personally? Well, there is nothing special about me. I'm just a simple, hard-working man, with a personal ethos of striving for excellence in everything I do. I do the best I can to earn an honest living, to take care of my family, and hopefully leave behind a worthy legacy.

WE ARE A UNITED HAPPY FAMILY AT MEDIACRAFT - SAY DIRECTORS

The MARKETING EDGE team also had brief chats with the quartet of Laura Oloyede, Chief Operating Officer at MediaCraft Associates and her Associate Directors, Olaotan Fawehinmi, Martha Okpeke and Melvin Awolowo. Below are their respective responses to our questions about the company, its business and the captain of the team, Mr. John Ehiguese:



HOW IT HAS BEEN WORKING IN MEDIACRAFT



Olaotan Fawehinmi

It's been very exciting to be part of the organization that is turning 20 years. It has crossed several hurdles and still crossing, still continuing the excellence and quality service delivery. I'm privileged to be part of the leadership – **Olaotan**

It is a personal honour to be part of the organization. I closely monitored and followed the growth of the organization before I joined and when I joined, it was like a dream come through. When I joined the organization, it was like icing for me following the experience I have been having in my previous employments. It's like topping for me in terms of Public Relations and brand management. I'm glad not just to be part of the team, it's a privilege to be part of the leadership of the organization. It's a privilege I'm part of the story of MediaCraft. It's something I love very dearly – **Melvin**



Melvin Awolowo



Martha Okpeke

Being in MediaCraft has been exciting. It is a privilege. My first experience didn't begin in PR. My coming was unusual. Today, MediaCraft is matured and I'm happy to be part of the journey. My first work experience didn't start as PR person. I saw MediaCraft as one of the places you go through if you want to practice PR. My coming to MediaCraft was unusual because I was just called by someone that John Ehiguese wanted to have a meeting with me and then, here I was - actually face-to-face with John Ehiguese!. It was humbling. It was a privilege employing me. MediaCraft has clocked 20. That means it has come of age. It is fully ripe. MediaCraft has matured and I'm happy I'm part of that journey now. It has been an interesting time for me. It is an interesting experience and I want to share it as much as I can. I'm excited about it. It's a dream come true, working in MediaCraft – **Martha**

I have two words- Home and people. That's what I see in MediaCraft. I'm 10 months old here and being part of the system at this point is like being at home. It is a beautiful home and that is all I see. A home cannot be a beautiful home without a visioner. For me, it it's more like I came and the home welcomed me – **Laura**



Laura Oloyede

How would you describe MediaCraft as a brand?



Melvin: MediaCraft has come of age. It is a brand that is still evolving. We are 20 years now and still keeping with time. We are a brand that is relevant. We've got a name. All the credit goes to the MD. Many organizations started at that time and they are no more. The brand is an iconic one

Olaotan: I will call MediaCraft a gold fish. If you are starting in the industry, MediaCraft is a place to start. People raised here are primary target of organizations, because they know the stuff they are made of. When you go out and you mention MediaCraft, people don't have to scratch their heads to ask what you do or what company do you talk about? When you mention John Ehiguese, nobody scratches his/her head. So having been able to lay that kind of footprint in 20 years, I think it's commendable

What about the administrative evolution of the company?

Laura: I have observed incremental change across the company. It's ongoing and from zero to 20, we are building a legacy

What about talent management?



Martha: Talents and acquisition and retention of quality talents have become an issue globally. In Nigeria, we have this 'Japa' syndrome and that has affected the PR industry too. So we have faced both situations. What are we doing to manage the situation? We have seen students who are not ready to practice PR because it requires a lot of discipline. I wasn't trained as PR person but I like PR. PR is a vocation that gives me the leverage to know something about everything. If people run away from that, it baffles me. You meet students these days who are studying Mass Communication and they tell you they are not interested in PR. They want to do broadcasting and appear on TV. They say PR needs you to write. That is not all what PR is about. Writing is a skill that makes you get more than what you give

from PR. PR empowers you to grow everywhere. It becomes worrisome when people run away from it. However, we are tackling it here. We build from the scratch. We are trying to catch them young, get them into the business. We try to replicate people like ourselves. However, there is still the issue of how to retain them. We have to pay them well. But paying them well is a function of what we earn. The clients have to pay us well. So it's a journey. It's a continuous struggle but we are surmounting the challenges as we get along



Laura: From an angle of what I call perceived value, perceived value from two stakeholders - Clients and Internal Audience (Staff). For the client, if you look at the entire integrated marketing communication industry, you have advertising, media buying and the rest. The perceived value is out there and that is why you will see a client allocate 70% of their budget on this other aspect of integrated Marketing Communication and they struggle to put 30% on PR. Why? Perceived Value. Gradually, this knowledge seeps from the client to the agency, from the agency to the client and it is affecting retention of talents. I have 25

years experience in integrated marketing communications and I love the track record. I would always see the younger ones on agency side running to the client side. Why? Perceived Value. Even among the IMCs, unfortunately, PR is termed as a poor cousin. It ultimately affects talents retention. There is a lot of work to do. Yes, it's general but in this industry, we have a lot of work to do to attract and retain the talents required

What are the key talents required by the sector?

Laura: It's an interesting question, because as at the time, this was really strong in there, I would say that talent would naturally be the writing skills and communication skills. Looking at about 5 to 10 years - COVID period, post COVID period, artificial intelligence,

ChatGPT, who thought that was going to happen? There is a tendency that all we thought were the critical skills, if care is not taken, they are going to become like a dinosaur, because technology has come to stay, to proffer improved alternative to the services, the writing skills and communication skills. That is what will happen. So the skills that were required as at those times when PR was perceived as the dinosaur or poor cousin, they are no longer the relevant skills now. The skill now is research, analytical thinking, creative ability, ability for people to even understand that things have changed. Who then would talk about remote working in 2019? If care is not taken, many industry will become like Kodak because they don't have the ability to understand that change has come affecting all

sectors, every human being. So the skills are here, understand it, embrace the changes, embrace technology because it has come to help you improve on what we do. In the next 5 years, many companies will go down, not only PR but across the sectors

Will the current situation not make us go back to the system where an agency will warehouse everything?

Laura: We are not going back to the past on this matter. When I started up, we were one agency that would do everything and we pride ourselves in it. Technology and then, you have the fragmentation. Cannibalization was within the agencies themselves. These are external factors. What are we going back to? There is nothing to go back to.

//
There is a tendency that all we thought were the critical skills, if care is not taken, they are going to become like a dinosaur, because technology has come to stay, to proffer improved alternative to the services, the writing skills and communication skills. That is what will happen. So the skills that were required as at those times when PR was perceived as the dinosaur or poor cousin, they are no longer the relevant skills now. The skill now is research, analytical thinking, creative ability, ability for people to even understand that things have changed



What excites you the most, working in MediaCraft?



Olaotan: Talents would probably be one of the things that excite me here. Very talented people here. Talented in different ways, different skills and they exhibit it so gracefully in their daily activities. I think that what really determines the strength of an organization like MediaCraft is the people. When I ride on that, I would say it's like that because of the attitude of people to work. What excites me in MediaCraft is the people. From the set man himself, I have had a long list of bosses and I dare to say that Mr. John Ehiguese is exceptional. If I leave MediaCraft today and I have reason to work with him again, I will, because he is very particular about the quality of what you do. But then again, he is very interested in not just the work, you have to be happy doing what you are doing. When I newly joined, a scenario would play out and he would put a call through to me and say a client had said this, what do you want to do? He would ask me the question trying to get my thought process and how I will be able to handle such situations, so I would say to him, I'm thinking we can do

this and this. He would look at it and say fine. I think I agree with you, you have a point. He might just add one or two things. And even when you do something and it will be like, that wasn't good enough. He will come to you and try to let you see his point so that you can be a better person. He will not make you look less of a human being or look like a dumb. He does everything to let you be better. He is excited when you are a better person. When you go to his office and say you are starting a new course or gained admission or you want to start a new thing that will improve you as a person, he gets so excited. Also my colleagues here have the right attitude to work. We play a lot. It's like a family. But then, we have sense of getting the job done and it must be done well. That is very key for any organization. Why I think why a lot of organizations are dropping in terms of talents is because a lot of people in this generation don't have the right attitude to work. Maybe they are just doing it to have something in their account at the end of the month. I don't think we have so many of such here, because if you are here, you are to do the job, do it well, and make sure you get better as a person. That is probably what I love the most here and their attitude to work and life generally



Martha: My entering to this place was exciting. Incidentally, this was not the first PR Agency I have worked. So when I got here I was introduced to PR from different perspective. Since I have been practicing PR, I see PR from another light. So it shows me that there is more to this practice than I knew. It has taught me how to unlearn, relearn, change and open up for a new thing because there was more to learn. Then, I met the people. Working here brought out the best of me, the best I can be for now, because I know I will be better. That is because I'm working here. I have grown in my career, knowledge, the skills, I have honed my skills ten times because I work here and it is because of the people working here. When I got here, there was one article I wrote and sent it to a client. The client came back with the feedback and my immediate boss then told me that this has never happened here. We don't send anything to client, and the client are back to raise issues on errors in the sent articles. And it got me back on my toes and I was like really, so that means I just fell short of the standard. So, for everything I had to do, I make sure I went the extra mile. There is a standard, and I have to meet that standard. That is why

I said working here has made me a better person. I now sit down with my client, I see how my clients grow everyday with confidence in me managing their accounts, this is because of all I have gained from here. And I see also people that knew nothing when they joined here and as if they put something in them like fertilizer that opened them up. Before you know it, they are standing on their feet, they are interfacing with clients, they are proving their worth and it's not just peripheral but deep. So it tells me this is a place to be. I have worked here for a couple of years, almost 10 years of my being here. How would I have stayed this long if it has not been impactful, if it has not impacted my life? I see things differently now from PR. PR is no more an insurmountable task that you cannot achieve because I have worked here, with talented people

Melvin: I would say that the place, the people and the man himself, John Ehiguese is one huge family; it's a warm place and a great place to work. The excitement to work and the empathy the CEO had is beyond just work. He is somebody that cares for the welfare of his staff beyond what he is supposed to do as an employer. I traveled to Kano for an assignment, I had not even checked-in in the hotel and he was already calling, how are you?, how was the flight?, hope you are fine? That is whom he is. The rule is to ensure the staff are secured, protected and well taken care

of. For instance, road travel is a no-no here – at least for now. This is because of the prevailing situation of insecurity in the country. Like I said, the empathy, and more importantly, the fact that when you do the right thing you get the right commendation. These days, I wake on Monday morning and I'm excited to come to work. There are times when you have to pull me out of bed in my previous work places. It's a good place to work



Laura: Two quick ones for me: the Founder/CEO, a honourable man with sustained credibility. That was actually why I took the job. I heard that honourable, yes, and I came here I saw sustained credibility, that's John Ehiguese. I actually pride myself in the fact that I work for him. Recently, we were cracking a joke in the office that he sent me a text over the weekend. He said Hello, I told you, you are a gold fish? I replied and said, Oga, I'm walking in your shadow. You know your shadow will always cast behind you. For me to be working in his shadow, that means the CEO is in front. If he wasn't setting the right example, I wouldn't be here. For me to still be here, that means I see an honourable and sustained credibility in him. The

last thing I want to say about him, few months after I joined here, there was a remarkable big business somewhere in the North and I went to him and said "boss, have you observed where the company is", he said Laura, there is no airport there. You know what that means? He said there is a principle here, I do not expose my staff to danger. I don't send them on any official assignment where there is no airport for quick and safe exit. He said no matter how big that business is, I'm not even going to respond to it. He declined that offer. Guess what, John Ehiguese wasn't going to be the one to go. It was either me or any of my colleagues. He turned it down. I learned a lasting lesson. It was like Oga, from Abuja we probably stay overnight, he said no Laura. That's John Ehiguese

What advice do you have for the current professionals, entrepreneurs in the sector and those coming in?

Melvin: I think they should have a staying power in this field, you need to be humble to learn, you need to be ready to learn, you need to study. So it's not all about hands-on experience. Sometimes, you need to go far and beyond to study and when I mean study, I'm talking about reading up things online. There are several journals that provide you with up-to-date information and update on how things are trending in the industry and



if you can keep up with some of those things, it will give you an edge above your peers. I also think that feedback is very important. A lot of youngsters these days are not very open to feedback. You give somebody feedback and the person feels offended and deep down in the person, he or she knows that she didn't give her very best. And then again, I think mentorship is very important. You must have somebody you can go to question, somebody you can probe, that you can talk to from time to time, get guidance, somebody that can put you on the right path. Some of us here don't have that kind of privilege because things like that were not in vogue at that time. But now you need to just be like a foam soaking up as much information as you can. I did mention earlier that I have been very privileged to learn from every place I have worked. So you must be ready to learn. I grew up in a PR establishment where there were

no categorization of functions. You are a one man riot squad. You are the client service person, you are the media person, you are everything. You chased, and still able to do many things. It exposed me to a lot of learning, it provided me with a know-how to be able to manage some of the blue chip companies I ended up managing overtime. In fact, I grew faster than most of my peers. It was because I was hungry to learn. I think that is one advice I have for the younger ones. You must be ready to learn



Olaotan: For me, I will say three things - start where you are, use what you have and do what you can. I came here from a construction background. I

studied Quantity Surveying. I'm supposed to be on site now. It's been an interesting journey. In 200 level, I told my very close friend, Ibunkun, "Do you know I'm not going to practice this course? He said to me three years after we left school that I told him I wasn't going to practice the course that my money is not in Quantity Surveying. So he asked me where my money is and I said, my money is in the media. From Quantity Surveying, he said why, what do they do in the media? Of course, I had no idea of what they do in the media but now I know. So I had that inclination that I could do a lot with the skills that I had. I realized that growing up I had this skills to write, to create. When the internet came, I would borrow 120 naira from my mum and go to a Cafe and browse all through the night checking pages of graphics. I got Photoshop from my friend, installed it on the computer my elder sister gave me, so

every night I would go and download 20, 30, 50 pages. In the morning, I would get home, open each of those pages and replicate whatever was there on it and that was how I learnt how to do Photoshop. That was how I started doing logos and flyers for people and like that, I got so interested. Then, people would see it there and say wow, this is good, I can use it. And then, to writing, for my first book I designed the cover by myself. I wrote the content and I designed the covers. I couldn't publish it. So a friend told me about an independent publisher on the US whom you can order the book from when you publish it. So I uploaded it to them, they call it print-on-demand. So I got money and ordered my own book because I couldn't print and Nigeria don't print on demand. So I ordered one copy. Every interview I go, I go with that copy and show the HR. They will be say "you left QS, what makes you think you can be a copy writer, content person here and I will respond, "Well, I wrote a book. They will sit with me, they will flip and we will talk. That was how I got my first job at Konga because the lady kept flipping through the book and said I think I'm interested in this.

Finally, what are your projections for MediaCraft in the years to come?

Martha: The last 20 years have been very interesting though I wasn't part of the process at the

beginning then, but I was part of a fraction of the 20 years. I see us doing greater things than we do right now. We have the target of topping the industry and we are not resting on that. We are getting there. We know how we will get there, it is the people that we have. So we are equipping our people appropriately, adequately, so that we move together to that destination and that is not even the destination we are going to. So the next 20 years, they

are going to be like stepping stones to the destination we are going to, because the MediaCraft we are building is not the MediaCraft for you and I, not the MediaCraft for people sitting here, not the MediaCraft for Mr. John Ehiguese, it's MediaCraft for three generations not yet born for now. It's the MediaCraft they will come and meet and would love to work for. That is the MediaCraft we are building.



//

I see us do greater things than we do right now. We have the target of topping the industry and we are not resting on that. We are getting there. We know how we will get there, it is the people that we have. So we are equipping our people appropriately, adequately so that we move together to that destination and that is not even the destination we are going to.

//

Stories **heard** may be
forgotten,
but those **felt** are always
remembered.

We tell your brand stories to **resonate,**
linger and leave indelible **footprints** in
hearts and minds.

*...we know our **craft!***



- Public Relations

- Digital

- Integrated Marketing Communications

'Owambe'

How **Insight Redefini's** 'Owambe' rewrote corporate-culture rules on employee engagement and happiness

Taking Agency life to a whole new level

The word 'Owambe' already paints a near-perfect picture for anyone familiar with the social scene: live music, vibrant colours, aso ebi, an assorted menu (including jollof rice which is a must), small chops, and a steady flow of drinks. In a much grander sense, 'Owambe' can be related as embodying Nigeria's cultural tapestry and the very synonym of celebration, community and a chance to let off some air. The Insight Redefini (IR) group did justice to all three when it transformed its usually serene atmosphere into a vibrant arena of beautiful decorations, laughter, and colourful ambiance at the first edition of the Insight Owambe, which happened on August 18, 2023.

It should be clear from this point that when we say IR, we are referring to the largest marketing communications group in West Africa including: Insight Publicis, Leo Burnett Lagos, Quadrant MSL (Nigeria's premiere strategic communications firm), Digitas, All Seasons Zenith, Starcomms Media Perspectives, and Velocitee.

What's an Owambe without aso ebi, right? The theme was Tradition meets Contemporary Elegance, and the Humans of Insight Redefini understood the assignment. Members of staff from the different agencies came out in their numbers and styles: the men 'nailing it' with their agbada and the ladies with their masterpiece outfits. Aso ebi is more than just a dress code; it is a statement and a signature of unity and style. The elegance on display was extraordinary, as teams vied for supremacy in the fashion arena,

showcasing their sartorial prowess with Adire and Ankara fabrics that hark back to Nigeria's rich heritage. The meticulously wrapped Geles and impeccably coordinated ensembles are works of art in themselves.

The event started with photo and video sessions, featuring strut walks and cat walks, as the operational units showcased their unique style and glam, cheered by others with hype and spraying of the Insight currency. The live band delivered on the brief, with an electric performance that brought life and great energy to the highlife, juju, fuji and Afrobeat music with which they serenaded guests all evening.

As the sun began to set, the event truly came alive. The Owambe party lit up with laughter, dancing, and a sense of camaraderie that only comes from shared experiences.

And then the food! The Owambe energy is never complete without the food. Amidst the fun chatter, guests were treated to an array of sumptuous meals that, in themselves, mirror the richness of Nigerian culture. Amala, with its earthy undertones Ewedu and Gbegiri coupled with Orisirisi (assorted meat), and Ofada rice who also graced the event, with its distinct aroma adding depth to the culinary experience. Of course, the place of our legendary firewood smoky jollof rice is guaranteed. Appetisers, especially the irresistible small chops, which are standard guests on a proper Owambe menu, were promptly in attendance.

But, more importantly, the power of partnership came to bear that evening with the rich drink options provided by our supportive clients: Nigerian Breweries and Seven-Up Bottling Company and First City Monument Bank (FCMB), who were special guests at the event and

also had their time on the dancing floor. The gesture of support proves that client relationships can evolve beyond deadlines and deliverables to camaraderie and mutual respect; the Seven-Up Bottling, Nigerian Breweries and FCMB teams showed up and showed off, taking the shine!

Why did IR do this? Why did IR go the extra mile to create an atmosphere to unwind, bond, and rejuvenate? The initiative by the leadership of Insight Redefini is significant in many respects. Some answers may be found in the remarks by the Group CEO, Dr. Tayo Oyedeji: "It's been quite an intense period for us all. And the prevailing conditions in the country have not made things easier. However, in spite of these things, it is important for us to take some time to relax and refresh. We've spared nothing in ensuring that we have the best of time this evening. We thank our supportive clients, Nigerian Breweries and Seven-Up Bottling Company, for the big roles they played in making this happen."

IR's commitment to creating a stress-free environment was evident in every aspect of the event. It was clear that the leadership understood that stress-relief measures go beyond just taking a day off or engaging in routine team-building exercises. The brief was clear: provide employees with an extraordinary experience that would resonate with them. On that score and many others, IR delivered. For that evening, there were no concerns around deadlines or urgent deliverables, it was about having fun and doing so without holding back. In a world where burnout and stress often takes centre stage, Insight Redefini is leading the charge by rewriting the rules of corporate culture. Such an immersive experience helps release endorphins and facilitate the release of stress hormones, providing an impressive escape from everyday pressures. IR's approach to utilising the Owambe party for stress management is commendable. Their Owambe party stands as a shining testament to the transformative power of genuine concern for employees' holistic well-being. And as the music and dancing went on that night, it was clear that IR (with all the operating companies in the group) had succeeded in taking its employees to a whole new level of happiness.



SAMSUNG

Samsung Galaxy S23 FE, Galaxy Tab S9 FE and Galaxy Buds FE bring standout Galaxy features to even more users

ALL-NEW FE SERIES DEVICES BRING TOGETHER A NEW SPIN ON ICONIC GALAXY DESIGNS, CUTTING-EDGE CAMERA AND AUDIO QUALITY, POWERFUL PERFORMANCE, AND MORE



Samsung Electronics Co., Ltd. has announced the latest FE series addition to the Samsung Galaxy ecosystem — the new Galaxy S23 FE, Galaxy Tab S9 FE and S9 FE+, and Galaxy Buds FE. Known for their iconic and durable designs, advanced performance, cutting-edge camera and audio capabilities, and so much more — these are the most epic FE devices yet. For those who want to experience Galaxy flagship devices for the first time, the new FE devices are the perfect entry point.

“At Samsung, we are committed to bringing world-class innovation to everyone through epic mobile experiences that fit their lifestyle,” said Charlie Lee, Managing Director, Samsung Nigeria. “Our new FE devices are packed with crowd-pleasing premium capabilities that, on their own or as part of a connected ecosystem, let Galaxy users maximise their creativity and productivity.”

Galaxy S23 FE: The Galaxy S Series’ Iconic Design, Pro-Grade Camera and Smooth Gaming Performance are Designed to Elevate Your Everyday

Galaxy S23 FE stays true to the iconic S series design with its new floating camera and premium finish protected with IP68 water and dust resistance for an even sleeker display. Plus, it features recycled materials and packaging, packing a punch with durability, functionality, and sustainability. Offered in new, vibrant colours, Galaxy S23 FE allows users to select the device colour that best fits their style.

Everyday moments come to life on Galaxy S23 FE with pro-grade camera features to help you capture amazing photos and videos. See sharp details in every scene with a 50MP high-resolution lens, and 3X optical zoom. After dark, Nightography on Galaxy S23 FE lets you take clear selfies and portraits in lifelike colours. With advanced digital image stabilisation (VDIS), take steady shots on the go using the rear camera with optical image stabiliser (OIS) angle.

When it comes to creating perfectly sharable content, Galaxy S23 FE is an editing studio on the go. In Pro Mode, controls for shutter speed, aperture, ISO, and more can be manually adjusted to your

preferences. Capture customised shots with the Camera Assistant app and choose which automated features to use for a fully customised shooting experience. With the freedom to create and customise, Galaxy S23 FE camera has the AI-powered editing tools to help elevate your creations.

For gaming and streaming, Galaxy S23 FE’s powerful processor makes every action rapid and fluid with a vapor chamber that helps to control heat and sustain performance. The long-lasting 4,500mAh battery intuitively adjusts to conserve energy, charging up to 50 percent in just 30 minutes with a 25W Adapter. All this power comes to life on a bright, super-smooth 6.4-inch Dynamic AMOLED 2X display. Based on your surroundings, Vision Booster technology on Galaxy S23 FE automatically detects bright lighting conditions, keeping the screen vivid just like flagship models.

The Galaxy S23 FE series is available from N613,000 in modern, bold colours, including Mint, Cream, Graphite, and Purple.

Galaxy Tab S9 FE and Tab S9 FE+: Large Screen Viewing, IP68 Durability, and S Pen Boost Possibilities for Creativity and Productivity

Whenever inspiration strikes, Galaxy Tab S9 FE and S9 FE+ deliver essential entertainment, expressive creativity, and seamless productivity. With two portable and powerful devices to choose from, even more users can experience the versatility of the Galaxy Tab S series. Digital creators, entrepreneurs, busy students, artists, gamers, and more will explore their passions and get work done with improved device speed and even better performance compared to the previous FE Series.

Responsive and immersive viewing and creating can happen at home, at work, on



total up to 30 hours including the charging case. Even when using ANC, users can get up to 6 hours of playback with earbuds, and total up to 21 hours including the case. Inspired by the iconic and ergonomic design of the series, Galaxy Buds FE are engineered to be comfortable enough to wear for a long time, and enable a more customised fit with three different sizes of ear tips and two different sizes for wingtips. Galaxy Buds FE are available for ₦83,500. in two distinct, modern colours: Graphite and White .

One Seamlessly Connected Galaxy Ecosystem

With new FE devices, it's easier than ever to experience the full power of the connected Galaxy ecosystem. Productivity is intuitive with Multi Control, which enables users to drag and drop content easily between multiple Galaxy devices. Copy and paste or drag and drop between smartphone and tablet. When creativity strikes, simply transfer videos or images from smartphone to tablet with Quick Share, for easier editing.

When it is time for immersive entertainment, Galaxy Buds FE are the perfect companions. Auto Switch intelligently switches sound between your smartphone, tablet, and even watch and TV – based on your usage with no manual adjustments required. Also, SmartThings Find helps you track down misplaced Buds and also sound an alarm should they be left behind .

All these devices and connectivity capabilities uphold Samsung's commitment to providing secure and private experiences. Galaxy S23 FE and Galaxy Tab S9 FE series are backed by Samsung Knox protection, meaning personal information is kept that way, by default.

Availability

The Galaxy S23 FE, Galaxy Tab S9 FE and S9 FE+, and Galaxy Buds FE will be available in Nigeria starting October 20th. Customers who buy the Galaxy S23 FE will get the Buds FE as well as the Fit2 for free and also have access to the Samsung Flex pay, which enables them buy the Galaxy S23 FE and pay in 3 to 12 months' instalments.

To learn more about Galaxy S23 FE, please visit: www.samsung.com/galaxy-s23/

To learn more about Galaxy Tab S9 FE series, please visit: www.samsung.com/galaxy-tab

To learn more about Galaxy Buds FE, please visit: www.samsung.com/galaxy-buds.



campus, or even at the park on Galaxy Tab S9 FE's 10.9-inch and Tab S9 FE+'s 12.4-inch displays — featuring an automatic refresh rate that adapts up to 90Hz. Sunlight is no match for Vision Booster, which enhances visibility in outdoor environments by optimising colour and contrast especially in dark area of screen. Just like the newest Galaxy Tab S9 series, both Tab S9 FE and Tab S9 FE+ received an IP68 rating, offering enhanced durability for peace of mind on the go. Plus, Tab S9 FE+'s long-lasting battery with up to 20 hours of video playback on a single charge means work and play won't keep you tethered to a cord.

Ideas and notes are easy to capture with Galaxy's signature in-box, IP68-rated S Pen. Like the Galaxy Tab S9 series, the Tab S9 FE and S9 FE+ include a wide variety of creative tools and apps, including fan-favourites like Goodnotes, LumaFusion, Clip Studio Paint , and more. Easily keep class notes, sketches, videos, and more with up to double the storage , plus the option to upgrade to 1TB with a

microSD card .

The Galaxy Tab S9 FE series is available from ₦525,000 in three fashionable colours: Mint, Silver, Gray and Lavender.

Galaxy Buds FE: Superior Sound, Powerful ANC and Ergonomic Design Expand the Excellent Audio Experience to More Users

Galaxy Buds FE bring Samsung's impeccable sound experience to more users. Their powerful bass offers deep and rich sound that allows you to enjoy music the way the artist intended, while powerful Active Noise Cancellation (ANC) and Ambient Sound enable you to hear more of what you love and less of what you don't. Also, automatic personalised beamforming of the advanced three microphone system, along with AI-powered Deep Neural Network (DNN), separates your voice from unwanted background noise for clearer calls.

Boasting the longest battery life in the Buds series, Galaxy Buds FE provide up to 8.5 hours of playback with earbuds, and

ZOMOGE INSPIRED GROUP: BRAND OF THE FUTURE, TIMELESS

By Uyi Kawambela

Building a sustainable brand with a global outlook, in today's very challenging economy, is only for leaders with an unwavering heart of steel. Such gems do so with the strong conscious will to conquer a chunk segment of the grounds they operate. Intensely, laced with a genuine quest to make enduring impact and unshaken determination, adding enduring values. They are also men who dare to venture into business, surmounting all odds.

Ozomoge Ige Victor, Chief Executive Officer, Zomoge Inspired Group International, aptly fits the above graphic description. He is, undoubtedly, a flawless, very intelligent, versatile and highly enterprising young man, with a well-articulated and defined purpose. Victor belongs to this genera of young brilliant business entrepreneurs, with a unique characteristics and uncommon traits, with the sole intent to advance humanity with the style essence. A vision that began in 2005, driven with the robust audacity to grow a global brand label in the fashion and style clime, with the strength to stand the test and taste of the times.

Ozomoge, in his experience in the past 18 years, explained, 'In today's highly competitive, sophisticated, advance technology propelled and very challenging global economy, every prosperous and growing corporate organization, is performance – driven, with the customer as the focal interest.. We are not an exception. Here, we define performance never by profit we make and keep, nor by the assets we have stashed away. To us, performance means adding enduring values to our



ZOMOGE
Inspired
class . style . elegance

stakeholders' over all worth. Through prompt delivery of high premium quality products, with the finest finishing, and very affordable, but of genuine and top class. For this is the mirror through which we see our greatness. This truly defines

us'

Talking about the vision, Ozomoge, stated, 'Our vision is to develop a strong and sustainable high quality brand with an expanded franchise. This approach informed our mission, to

create an indefatigable global brand in an advanced and holistically friendly environment that is of immense benefit to our stakeholders, in a broad base sphere.

The Chief Executive Officer, further explained, 'Our core stakeholders say, we are towing the path of the Gods. In this, it is affirm, that, we are only obeying our call to serve. Since we began in September 15, 2005, we have consciously remained professionally fully committed to maintaining an ever – improving and distinctive approach to building an indefatigable brand as a culture in response to our vision. To us fulfilling our mission in its full grandeur, means being prompt, trusted, reliable, affordable and dependable in leading excellently, towing the line of integrity, in respect, being sincerely friendly, creative in the making and delivery of premium quality clothier products and consumables, to our esteemed clients across the world. The Zomoge Group International idea is the New Revolution. A Classic Redefinition. This, we must continuously strive to keep.'

The Zomoge Group International, is a wholly owned indigenous Nigerian commercial organization incorporated 18 years ago. With the concern in general clothier production, merchandise and importation. Zomoge Group International focus is dealing on classic and timeless clothier products, accessories and consumables, exploring the robust global fashion and style market, driven by an expanded special interest to lead in the sector in the shortest possible time span.

The brand, over the years has evolved into premium value-adding responsible corporate citizen. Presently, one of the leading fast growing brand in the Nigerian clothier, fashion, and styles industry. The Zomoge Inspired brand, pride herself, in delivering excellent service and 'A1' quality products to all

her stakeholders in all part of the world.

Ozomoge added that, at Zomoge Group International, the customer comes first. At Zomoge Inspired, we do what we believe in. This is our 'bond'. Objectively, poised to keep inventing clothier new edge, nurturing a very robust expanded wealth of sectorial interest.'

The



Zomoge Group International, is motivated by the passion in maintaining the desire to continually deliver impeccable time tested products and services, with uncommon premium value grade. This is passion, devotion and dedication.

The company's guiding principles and statute is to lead by employing care, truth, and diligence, which hinges on character and integrity, in the pursuit of excellence and professionalism, in a well-nourished environment of respect, mutual understanding, and good will. This is broadened in the firm's core values, which includes: friendliness, leadership and trust.

Furthermore, Ozomoge argued that, for the establishment to be at par with other international frontline brand of repute, it draws its strength from the broad integrated sector experience, that anchors on seasoned professionals, with

enormous skills, from diverse fields of human experience and endeavours. A motivated and committed workforce, a dependable and reliable network of local and foreign partners and consultants ready to delineate your needs and urgently proffer the required solution. The corporate will and zeal, to promptly deliver impeccable world class clothier products and services.

He continued, 'In furthering the vision, we are consistently, striving to be exceptionally reliable, prompt, trusted and a dependable first choice of interest to make, in the immediate market place.

On what is possible for the Zomoge Group International, the Chief Executive Officer, boldly emphasized, 'Our team members are our greatest assets. Therefore, we pride ourselves with the sense of resilience, to out shine the seasons, and tradition, to consistently provide impeccable quality services, and highest premium product brands, to the delight of our esteemed customers.'

'For, we know that, to fearlessly with our heads high, walk our intended expanded paths, our stakeholders unalloyed involvement, is the pivot lubricant, in our wheels of evolution. You are, The Involved. Interestingly, for us at Zomoge Group International, the future is Now.'

Appraising the Zomoge Group International, by engaging its octane clientele base, the company is a symbol of genuine quality. It is beyond clothing. With the experience and in-depth business acumen, restlessly offering fashion in style, exhibiting a spectacle of finesse, a high sense of grit, and elegance in its finest. This organization does, with the core ability in defining class, creativity, and style that is in tune, with the times and trends. The label is one of Nigeria's most sought after top notch 'tag' with a precious quality, worthy of a try.



ADVERTISING INDUSTRY REFORMS: Is ADVAN on ego trip with its legal action?



Two good quotes come handy to capture the present state of affairs in the competitive Nigerian marketing and advertising eco-system. And these are that: “unless you have the bad times, you can’t appreciate the good times”. Secondly, “once you put everything in the right perspective, even bad times can be opportunity to refresh your appetite, your desire. But never to worry, sometimes the good moments hurt much more than the bad. Good times will surely do. Reasons birds sing everyday right from dawn because they never know if the sun will ever rise”.

The parody at the opening lines of this essay very well encapsulates the objective reality today in the Nigerian advertising

sector where the Advertisers Association of Nigeria (ADVAN) a sectoral group has embarked on a full-scale legal war with the Advertising Regulatory Council of Nigeria – ARCON, a regulatory agency of the federal government of Nigeria over the latter’s reforms of the Nigerian advertising industry. Wait a minute: Can we safely say that there is a full-scale war between ADVAN, the umbrella body for all registered companies i.e. advertisers in Nigeria and the industry regulator? Perhaps Yes, perhaps No! But what is sure and inimitable is the fact that ADVAN has finally embarked on a “needless” legal battle with ARCON over what it thought was an infringement of its members constitutional rights. While this writer is

conscious of the dangers and implications of dabbling into issues already before the court of competent jurisdiction, it is also not out of place to put into proper perspective the cause of the present state of anguish and dejavu in the Nigerian advertising sub-sector.

ISSUES AT STAKE

Advertising Industry Standards of Practice (AISOP), was unveiled on 6th of October, 2021 as the new guideline for all advertising practitioners. It was put together by a committee of stakeholders chaired by the Group Managing Director of COSSE, Mr. Funmi Onabolu. The committee stated that the code is basically a rulebook on the modus operandi on international best practices.

Onabolu as the Chairman of the committee during the unveiling recalled how the industry has operated for so long without a code of conduct and said this was to further forestall the challenge of practitioners being subjected to unfair business practices.

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

Onabolu also specifically stressed that, aggrieved members can report, starting from his or her sector, and if not satisfied within 30 days can move the case to APCON.

Meanwhile, Lekan Fadolapo, Director General of Advertising Regulatory Council of Nigeria, while presenting the document explained that AISOP is a business framework that seeks to improve mutual respect, eradicate unfair advantage, unethical competition, and inequitable policies between relevant stakeholders in the advertising and marketing communications industry in Nigeria.

This, he maintained, provides a regulatory framework in the following critical areas of concern to stakeholders, the areas include engagement policy, payment terms and method, media rates and commission, remuneration model, disengagement protocol, returns on advertising investment and measurements, dispute resolution and other related business protocols. He warned that there is penalty on non-adherence to the provisions.

He revealed that the document

followed the approval of the Minister of Information and Culture, Lai Mohammed for ARCON to develop an equitable and acceptable framework in line with the Federal Government's reformative plans aimed at accelerating the pace of economic recovery post pandemic era, enhance gainful employment, and overhaul the Institutional and regulatory framework for the Nigerian Advertising Industry in line with best practices.

The DG pointed out that failure by advertisers to adhere to the provisions of the document will attract penalty. According to him, any penalty imposed on a practitioner or client can be appealed against within 30 days, adding that, ARCON has strengthened its legal team and as government agency that it is prepared to leverage the services of Attorney General office to ensure adherence to the document.

As part of the benefits, the regulatory umpire said the new reform will also create well over 100,000 jobs directly and indirectly in the next 12 months.

Some of the sections of the law include:

Section 3 that governs payment terms, which states that part of the specific subsections prescribed days within which payment must be made must be within 30 days and no later than 45 days and if there's a default, there must be Interest and allotted to it which must be at the Central Bank's interest rate.

Another provision of the Standard of Practice states that all contracts between practitioners, either clients and agencies or between agencies must be formal and in writing before ARCON can intervene in any matter. It spelt out a minimum of pitch fee of N1m which must be paid by clients who invited agencies for business pitch.

In a similar view, the document also allowed media houses to increase their rates unilaterally but they need to give 30 days' notice.

Ever since the AISOP was launched, ADVAN as an umbrella group and a sectoral body of ARCON has not hidden its disdain for the reform and the personality of the dynamic leadership of ARCON, Dr. Olalekan Fadolapo. Truth be told, ARCON has just woken up to its statutory responsibilities. In the years gone by, the agency which used to



DR. OLALEKAN FADOLAPO, ARCON DG.

be known as APCON was a mere toothless bull-dog.

For ADVAN and members that had been long used to over pampering by the past leadership of APCON, while operating a master-servant relationship in the Nigerian marketing and advertising landscape, the new reality is quite unbelievable and as such must be stopped. All through since the reforms were unfolded after it has been passed and approved by the National Assembly, ADVAN and its fragmented leadership has remained cantankerous, unyielding and unreasoning.

The position of ADVAN on AISOP is not only laughable but patently selfish and slavish. How can a group that was instrumental to the birth of AISOP now make a 360° turn around to back out, having now realised that the reforms actually hit at the heart of its "colonial strangle-hold" on the Nigeria advertising industry in particular and on the Nigerian economy in general? The advertisers body, MARKETING EDGE gathered authoritatively that not all elders and past leaders of the advertisers body are in full support of its belligerent posturing.

The ADVAN group was for almost two years undecided on whether or not to take legal action against ARCON. Impeccable industry sources revealed to Gists, Jest & Jabs that the delay in court before now

by ADVAN was perhaps informed by the advertisers calculation that the ARCON DG, Dr. Lekan Fadolapo would not be retained in his position after his first term tenure. Well, this could be mere industry speculation. But the truth is, immediately after the federal government of Nigeria announced the re-appointment of Dr. Olalekan Fadolapo, the ADVAN President Mr. Osamede Uwubanmwen called a press conference almost the following day of the re-appointment of Dr. Olalekan Fadolapo, a no-nonsense ARCON DG who had all along resisted all attempts to be blackmailed and cajoled to drop the Advertising industry reforms.

Speaking during its press conference, ADVAN disclosed that it has finally and formally gone to court to challenge the constitutionality of the Advertising Regulatory Council of Nigeria law and the Ministry of Information which is the oversight agency of government.

According to Uwubanmwen, the court action became necessary after "a thorough and deliberate consideration of the law's implications for the advertising industry and its members".

Included as defendants in the suit are President Bola Tinubu, Senate President Godswill Akpabio, the Attorney-General of The Federation, the Senate and House of Representatives, Minister-Federal Ministry Of Information And Culture, Minister, Federal Ministry Of Industry, Trade and Investment and National Institute Of Marketing Of Nigeria (NIMN).

ADVAN claims that the reforms initiated by ARCON are unconstitutional and infringe on the legal rights of advertisers and their members. The association also alleges that the reforms are aimed at exploiting and impoverishing the Nigerian advertising industry.

Mr. Osamede Uwubanmwen, said that the association has engaged in numerous dialogues and consultations with ARCON and other stakeholders, but has not reached a satisfactory resolution. He said that ADVAN has taken the matter to court to challenge the constitutionality of the advertising reforms.

Some of the contentious issues raised by ADVAN include media rates deregulation, 45-day industry credit policy, use of local talents, production of advertisement outside

Nigeria, disengagement protocol, copyright and engagement policy.

Mr. Uwubanmwun said that ADVAN respects the Nigerian constitution and believes that some aspects of the ARCON reform are in conflict with it. He said that ADVAN views this legal action as an essential response to safeguard the interests of its members and the integrity of the marketing profession in Nigeria.

He said, "We do not take this matter lightly because we are law-abiding brands that hold the Nigerian constitution in the highest esteem." The ongoing ARCON reforms as it stands, has raised concerns that need to be addressed. We have engaged in numerous dialogues and consultations, and we want to clarify that while there were discussions suggesting that ADVAN had already gone to court, that was not official. We can now confirm that we have indeed taken the matter to court to challenge the constitutionality of the advertising reforms.

He added that ADVAN views this legal action as an essential response to safeguard the interests of its members and the integrity of the marketing profession in Nigeria. Specifically, ADVAN pointed out that the legal action is instituted to tackle what it describes as a breach of the constitution and legal rights of advertisers and their members.

"The Nigerian constitution is a revered document, and any amendments to it must adhere to a stringent process that involves approval by two-thirds of the Senate and the House of Assembly in Nigeria. After a thorough examination, ADVAN has identified certain aspects of the ARCON reform that appear to be in conflict with the constitution. This includes the handling of marketing and advertising within the constitution and the regulation of contractual agreements between two parties. The organization believes that such agreements should not be legislated upon but should remain within the realm of enforceable legal contracts.

"The purpose of regulating communication is to ensure that harmful content is not displayed, and when it transforms into a revenue-generating mechanism, it contradicts the essence of regulation. This is especially concerning for corporate entities operating in Nigeria," he added.

However, ARCON has reacted to the suit filed by ADVAN and accused the association

of resuming media attack on its Director-General, Dr. Olalekan Fadolapo, who was recently reappointed by President Tinubu.

Responding to the ADVAN press conference on the reforms Dr. Fadolapo, ARCON said in a press statement that it will not succumb to the blackmail, intimidation and propaganda of ADVAN or any stakeholder in order to suspend the ongoing industry reform.

He said that the reform is approved by the minister and is aimed at accelerating gainful employment, rewarding local talents and improving the Nigerian economy.

Dr. Fadolapo also said that ARCON will invite and seek the support of other government agencies to investigate the activities of the advertisers, agencies and other stakeholders whose unethical and exploitative tendencies are undermining and sabotaging the efforts and policies of the Federal Government.

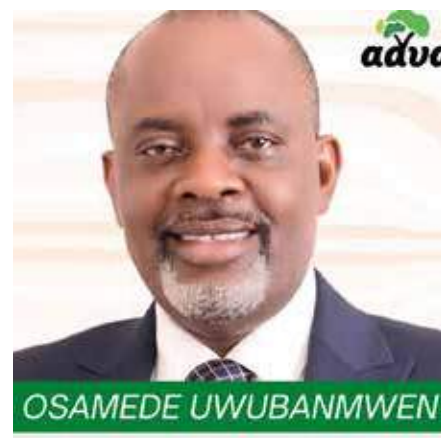
He listed some of the highlights of the industry reform and ARCON pronouncements and urged all stakeholders to comply with them.

"Respect Nigerian media houses the way you respect foreign media houses operating in Nigeria. No stakeholder or group of stakeholders should regulate media rate increase as media houses do not regulate other stakeholders' product[s] price increases. Let demand and supply determine sales and purchases of media services as it is in the other sectors of the industry.

"Globally, payment threshold is a policy in the advertising industry. Some ADVAN members have been offering Nigerian businesses 120 days payment circle, thereby impoverishing the Nigerian advertising industry. These same advertisers pre-pay foreign media houses operating in Nigeria for media services. ADVAN had insisted on old practices that have led to industry debts and exploitation of media owners".

"Nigerians should be considered as primary in advertisement targeted at the Nigerian market. Use of foreign models and voices are banned except where it is inevitable. If you are selling your product to Nigerians, use Nigerians in your communication elements.

"Stop the capital flight and development of other economies by going out of the country to produce adverts meant for the Nigerian market, thereby killing the



advertising industry. All commercials to be exposed to Nigerians should be produced in Nigeria. Create jobs for our youths, help grow and develop the Support Service sector of the industry and circulate the money within the Nigerian advertising ecosystem.

"Whenever you sack your agency, ensure you reconcile and put a closure to all financial matters before engaging another agency. Owing one agency and moving to another without closure of the previous contract is no longer acceptable in the advertising industry.

"Respect Nigerian copyright laws. Don't use people's intellectual property without compensation or approval. Violation of this will attract severe consequences.

"There is a professional way to engage an agency. Ensure you adhere to this and conduct your business ethically," the ARCON boss said.

With all the genuine concerns that AISOP is meant to address, it is quite irreconcilable that ADVAN has been unable to sincerely and genuinely address these concerns. Besides stating and parroting the fact that the reforms would affect the interests of its members, the association is yet to respond to how to curb its slavish and oppressive practices earlier described as "unethical" by ARCON.

What will, ADVAN say about the fact that its members' business models and practices are unethical and sabotaging growth and development of the Nigerian economy? What does the advertisers body have to say about encouraging Capital Flight? What does ADVAN has to say about use of intellectual property without compensation? Has its members started

Cont'd on pg 202





pepsi.

PEPSI, CONFAM!

CONFAM TASTE • CONFAM REFRESHMENT



MARKETING EDGE: 20 YEARS OF AUDACIOUS JOURNEY IN BRAND JOURNALISM

BY RALPH TATHAGATA

“People with passion can change the world for the better.”
– Steve Jobs

Twenty years ago, a gentleman, who strategically factored passion into the equation of his ambition, set out to build a unique magazine brand in Nigeria’s media space. With little or no financial backing, he dared every known and unknown impediments to establish a brand-centric publication from scratch, while blazing a trail in a relatively new segment of the nation’s media ecosystem.

Prior to that period, practitioners and thought leaders in the Nigerian marketing communications industry were subscribers and avid readers of foreign brand/marketing magazines and journals such as Ad Age, Campaign, Adweek and Marketing Week among others.

Despite many challenges, MARKETING EDGE was born. In the course of its 20 years journey, the magazine has transformed into an iconic brand and a go-to omnichannel platform with ubiquitous presence and offerings in brand news, analysis and industry conversation throughout Nigeria, Africa, and the world

via digital.

The full story of those humble beginnings, stops and starts can only be told from a comprehensive inside perspective in the personality of Mr. John Ajayi. Hearing directly from the man that founded the brand-centric magazine, which has made all the difference in the annals of Nigeria’s brand journalism, Mr. Ajayi recounted numerous challenges. He, however, pointed out a recurring challenge, on a few occasions, of having the print edition of the magazine withheld by the printer following the management’s inability to pay for the cost of production at the time.

As the saying goes, people who are passionate about what they do, rather than just “being in it for the money,” tend to be people who have more positive outlooks and can overcome difficulty through problem-solving. Therefore, rather than let challenges scuttle the vision and mission, the publisher and his team trudged on. According to the MARKETING EDGE boss, “there has been plenty of tension along the way, but the publication persevered – in no small part thanks to loyal readers and clients who stuck with the publication through good times and bad, even as it metamorphosed into a digital platform, an

online community of millions of readers around the world.”

For MARKETING EDGE, brand journalism in the last 20 years, in contrast, hasn’t just been about brands, companies, products, or the people. It’s all been inclusively about the industry and closely-related events, topics of interest to the stakeholders and all the people in it. To further demonstrate total commitment to its vision and mission of “Promoting the Brand Idea”, MARKETING EDGE’s Annual National Marketing Stakeholders Summit and Brands & Advertising Awards of Excellence was established 11 years ago.

As technology continues to disrupt every facet of human life and all industry segments, social media, brand journalism and storytelling have also integrated to create great content. Also, the proliferation of digital combined with the democratization of information via the Internet has shifted information consumption habits dramatically. Where once readers were comfortable being spoon-fed, each of them now possesses the tools to be active information seekers demanding real-time answers for their every want and need.

Conscious of the fact that there is no one-size-fits-all approach to brand

journalism, especially in a digital age where the reading public has become empowered to choose the information they engage with, MARKETING EDGE strategically adjusted to serve the emerging and dynamic behaviour patterns of its readership across all demographics by going digital with about 80% of its offerings across all platforms.

This year's Summit, which has the theme, "The Sustainable Growth of Marketers: Adapting to Challenging Opportunities In a Disrupted World", will be held on the 15th of September, while the EDGE Awards ceremony will be held on the 16th at the prestigious The Podium Event Centre, 124, T.F. Kuboye Road, Lekki Phase 1, Lekki, Lagos, by 5:00PM.

The 20th anniversary ceremony, tagged the EDGE Awards, is an initiative of MARKETING EDGE to recognize sterling achievements across the nation's integrated marketing communications spectrum. The epochal events have also provided the publication a new brand positioning brought to life visually with a graphic language that focuses on the idea of journeys, routes and navigating the path of excellence in brand journalism.

Feelers emanating from seasoned IMC industry veterans, professionals and stalwarts reveal that MARKETING EDGE has become a pacesetter and a force to reckon with in Nigeria's brand journalism ecosystem.

Dr. Ken Onyeali Ikpe, the Chairman/CEO Graviti Hill Limited, said the impact of MARKETING EDGE has touched every sphere of the industry. "MARKETING EDGE is a business vision of the future. The 21st century is about data, platform and content. MARKETING EDGE gives you two, which is platform and content. So, in terms of how you have done, I will say you have done well."

On her part, Maureen Ngwu, Managing Director, Media Seal Limited, affirmed that MARKETING EDGE has delivered on its brand promise in "promoting the brand idea" and also leading the frontiers and expanding the boundaries in promoting marketing and advertising knowledge. "MARKETING EDGE has done well for itself in terms of getting the right industry



news and even beyond the industry, because most times I go to their website for trendy headlines and then deep-dive to read more. They have done well in the information segment, and also in digging out the talents in the industry while having their opinions on topical issues, which also helps every other person."

Giving his assessment, Ayodele Kupoluyi, Managing Consultant, Ashmaukups Ltd., noted that over the last 20 years, the platform has immensely gone beyond its brand promise while consolidating its position as the authoritative source of news, events, and happenings in the IMC sector. "I will say MARKETING EDGE has even exceeded its brand promise in impacting the industry.

For somebody like Mr. Ajayi, starting MARKETING EDGE was very audacious, because it was a period where people didn't really believe in such type of magazine, he started and kept pushing, and some people started encouraging him. Today, he is not only doing the print magazine, he is also online, as well as on LED billboards and television."

Also, Jude Odia, the Managing Director of Starcom Media Perspectives, said that MARKETING EDGE as the nation's pacesetter in brand journalism, has consistently set new benchmarks in the industry. "MARKETING EDGE is a pioneer if I am allowed to use that word. It has helped to pioneer a whole marketing of brand journalism and, to a large extent, you guys have opened the space for other people to also play on a very fair basis. You have as well helped the entire spectrum of the industry in terms of advertising, creative, media and several others to really drive relevance and have visibility."

In conclusion, an important aspect of a journey is to make it worthwhile and beautiful. For MARKETING EDGE, the 20 years journey has been a key factor that keeps it driving on learning, innovation and work culture enhancements that will continue to "promote the brand idea".

Adaptation is critical to brand survival - Moroke

By **Ralph Tathagata**

As market leadership gets more precarious in an era of endless disruption, risk and instability, technological advancements have combined to upend the business environment and give many CEOs a deep sense of unease. To a large extent, sustainable competitive advantage no longer arises exclusively from positioning, scale, and first-order capabilities in producing or delivering an offering.

To survive, brands must find competitive edge that stems from organizational capabilities that foster rapid adaptation. Instead of being really good at doing some particular thing, companies must be really good at learning how to do new things in new ways.

What's more, industry experts and practitioners who will thrive must be quick to read and act on signals of change. They have to work out how to experiment rapidly, frequently, and economically, not only with products and services but also with business models, processes, and strategies.

The foregoing critical position formed the crux of conversations during the 2023 MARKETING EDGE National Marketing Summit, which had the theme, "The Sustainable Growth of Marketers: Adapting to Challenging Opportunities In a Disrupted World". The summit, held virtually via Zoom, saw thought leaders, marketers and industry eggheads dissect issues on how brands and businesses at the leading edge could use their organizational capabilities to attain adaptive advantage.

Leading the conversation among a galaxy of industry experts was a notable keynote speaker in the personality of Ivan Moroke, CEO of Kantar Insight Division, South Africa, Regional Lead Inclusion and Diversity Kantar, Middle East and Africa.

According to Mr. Moroke, "As the environment changes, we have to change with it. It's all about adaptability. There are super brands out there who came from adaptable environment. So, it goes without saying that adaptation is critical."

He posited that disruption, as the



Ivan Moroke, CEO of Kantar Insight Division, South Africa, Regional Lead Inclusion and Diversity Kantar, Middle East and Africa.

world has come to know it, is not unique to any country or continent while citing Winston Churchill who said, "Never let a good crisis go to waste."

The Kantar boss noted that, sometimes consumers are faster in adopting technology than brands and businesses. "Our roles as marketers are under pressure. Being customer-centric is not enough today. It's important that tech leaders connect with the marketing department. We have to collaborate to make our business successful."

He pointed out that there is too much emphasis on data and advised marketing and industry professionals to move away from data to empathy because they are dealing with human beings and not just numbers. "We must re-evaluate the role we play in our businesses as marketers."

On his part, Ilyas Kazeem, the Marketing Director of Flour Mills Nigeria Plc, stated that insight is key to winning and retaining the consumers. He argued that having clear understanding of the landscape, the segmentation and communication on product benefit, the essence of the brand, the distributor in case of a competing brand, will help retain customers to a brand.

For the ace marketer, understanding

the essence of the brand is a key motivator that will drive purchase. He posited that one of the ways that brand owners can actually check and evaluate how strong their big idea is to stay true to what their brand stands for.

Also speaking at the summit, Godfrey Adejumoh, a seasoned Public Relations practitioner and Head, Corporate Affairs and Sustainable Business, Unilever Nigeria, stated that brands with embedded purpose-driven business goals, strategies and operations are likely to survive and thrive in the contemporary disruptive world.

He maintained that companies with purpose last longer while defining purpose simply as finding that niche where a product or service can be a solution in the midst of all that has happened and will continue to happen.

The Vice President, Marketing and Strategist at Terragon, Osaregua Awani, while speaking, stressed the inevitability of disruption in an ever-evolving world and encouraged marketers to embrace it as an opportunity for growth. She specifically urged marketers to view disruption as an opportunity for growth rather than a hindrance.

Explaining the growing significance of customer experience and satisfaction, Awani mentioned that referrals from fellow customers and users are now weightier than traditional sales and marketing efforts. This, she suggested, means that marketers need to prioritize a positive customer experience, which can be achieved by ensuring consistency and engagement across all touchpoints.

On her part, Buki Osunkeye, an expert startup mentor and ace marketer, called on marketers to adapt to technology-driven world. She asserted that the way forward is for marketers and industry professionals to continue to learn, unlearn and relearn.

She further argued that marketers need to keep evolving and upskilling themselves to fit into contemporary and future marketing system, while reminding them that they are the custodians, who to drive customers through the door into the business.



Office Internet that works!

SWITCH TO SPECTRANET ENTERPRISE SOLUTION FOR BUSINESS

- High-speed Connectivity
- Uptime guarantee of 99.5%
- 24/7 Committed Customer Support
- A dedicated Account Manager

For More Details:

📞 0808 466 9333

✉️ sales.enterprise@spectranet.com.ng

AFFORDABLE • FASTER • RELIABLE





MEET THE WINNERS @ THE EDGE AWARDS 2023















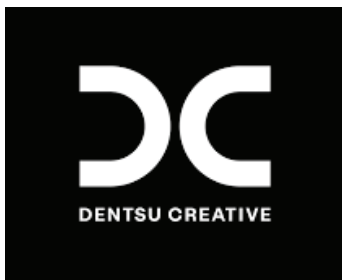












DENTSU CREATIVE OUTSTANDING YOUNG CREATIVE AGENCY OF THE YEAR

Dentsu Creative is a Global Creative Network that transforms brands and businesses through the power of Modern Creativity. It is poised as a creative fore-runner, with 9,000 experts across the globe who work seamlessly together to deliver ideas that create culture, shape society and

invent the future.

The agency as a future-forward thinking organisation has technology and creativity at the core of its operations and service delivery.

The fast-rising agency which is gradually becoming a shining light in the marketing and advertising industry, by leveraging cutting edge technology, was launched in June 2022 to address a client need for simplicity.

Since it established its presence in the business hub of Nigeria, it has been able to demonstrate with ultimate preparedness that it is at the service of those who desire quality merged with creativity.

The notable globally known Dentsu creative is made up of a team of professionals who seek to help their clients achieve their marketing goals and ambition by employing consumer data, insights and modern creativity.



W
atermark
and
Victoria

WATERMARK AND VICTORIA OUTSTANDING YOUNG EXPERIENTIAL MARKETING AGENCY OF THE YEAR

has won the Outstanding Young Experiential Marketing Agency of the Year at the 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

The agency is known as brand Experience and Marketing Innovators, pioneering innovation with forward-thinking strategy, Watermark and Victoria has established a unique niche for itself in Nigeria's marketing ecosystem.

As an Experiential Marketing outfit, they develop impactful brand experiences and engagements that are flexible, dynamic, personalized and connected to captivate your audience.

Being a multi-faceted agency with several service portfolios which include event management, Watermark Victoria's team is made up of experts in creating live, face-to-face experiences that strengthen the relationships between brand and the people who matter the most.

When it comes to analytics, Watermark and Victoria develops impactful brand experiences and

engagements that are flexible, dynamic, personalized and connected to captivate your audience. Whether through Live, Virtual or Hybrid experiences, we create sensory moments where you can feel, touch, taste, see & even smell a brand in person.

For brand activation, the fast rising agency with its strong team is addicted to ensuring that all the promises made in brand ads are brought to life, as they always want to impact emotions and keep promises.



NEW CRYSTAL COMMUNICATIONS OUTSTANDING OOH OF THE DECADE

New Crystal Communications has clinched the Outstanding OOH of the Decade at the 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

New Crystal Communications is a major outdoor advertising company

incorporated in Nigeria, with offices in the major cities of the country. The agency has advertising coverage reaching all corners of Nigeria and most West African countries.

Initially established as a printing and public relations company in 1994, the company has risen to become one of the most prominent and influential outdoor advertising companies in the country.

Since its inception as an outdoor advertising company in 1998, New Crystal has quickly risen to lead the market with its

innovative approach, introducing a number of world-class services to the Nigerian market and earning itself a prestigious position within the Outdoor Advertising Association of Nigeria (OAN).

New Crystal Communication is staffed and managed by a team of professionals who have acquired a wealth of management and technical skills in the sector.

Sosa

FRUIT DRINK

...Sooo smooth



AVAILABLE IN
35cl & 1Ltr



LIGHTSTAFF SOLUTIONS LTD. OUTSTANDING YOUNG DIGITAL AGENCY OF THE YEAR

LightStaff Solutions won in the Outstanding Young Digital Agency of Year category at the 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

LightStaff Solutions, just as its name implies, was established to become a solution provider and problem-solver to its diverse clients. The young digital agency has consistently distinguished itself in providing an unparalleled service such as Branding, Advert, Multimedia, Software Management and Computer Supply. This

is with focus to put smiles on the faces of clients as a problem-solving, innovative digital agency.

As a fast-rising agency with a vision to create excellence and a mission of diligence, it has become one of the go-to-agencies within a very short space.

LightStaff Solutions LTD boasts a portfolio of service offerings backed up with result-oriented professionals. Its team of professionals have a proven expertise in performing services for clients in connection with the planning,

provision, creation and/or placing of branding, research, advertising, marketing, consulting, creative and/or digital services to boost their visibility and top-of-the mind.

LightStaff Solutions LTD began its branding journey on September 12, 2012, and since then has continued to occupy an irreplaceable place in the hearts of its clients by providing bespoke services with cutting-edge technology as a marketing and brand development agency.



DENTSU X OUTSTANDING YOUNG MEDIA AGENCY OF THE YEAR

Dentsu X is an integrated agency network combining best-in-class communication and media planning services, content creation, technology, data and behavioural insights.

Having been birthed and designed with the unique DNA of Dentsu Inc., the firm has become an agency to reckon

with when it comes to brand building and management. This is because it embeds agility in its organisation to create improved, richer experiences with precision and speed.

Across the industry, it has been revered for its innovation and outstanding creativity, specifically in creating new products and technologies for clients' success and consumer value.

As an agency with rich experience background garnered from more than 150 years of Dentsu expertise, it has been

able to create meaningful connection with the audience through the firepower of entertainment & sports content.

In its philosophy, the agency has come to understand that brands can only matter by building valuable experiences for consumers beyond simple media exposure.

Also, for professionals at Dentsu, the only way to build strong experiences is by understanding people's innermost motivations, beyond their digital behaviour.



EYEKONTACT LIMITED INNOVATIVE OOH AGENCY OF THE YEAR

EyeKontakt Limited, a leading outdoor advertising company, was incorporated in December 2007.

The company is certified by the (Lagos State Signage and Advertising Agency(LASAA) and is a member of Advertising Regulatory Council of Nigeria (ARCON) and the Outdoor Advertising Association of Nigeria (OAAAN).

EyeKontakt Limited is a pioneering and impactful out-of-home advertising company redefining brand visibility

through innovative and disruptive displays.

In its words, "we combine creativity, technology, and strategic thinking to create iconic displays that captivate audiences and make brands truly unforgettable"; adding, "With our vast experience, we expand market visibility by creating bond and affinity for your brand through provision of excellent innovative and environmental friendly out-of-home advertising services".

EyeKontakt Limited's vision is "to be the trailblazers in pioneering cutting-edge

advertising technologies. We envision a future where brands connect with their audiences on a profound level, leaving an indelible mark. We aspire to be the go-to platform for brands seeking to make an enduring impact in the dynamic world of advertising"

In the same vein its mission is aimed at "transforming the advertising landscape through innovative iconic displays, redefining brand interactions with captivating experiences that defy norms.

NEVER MISS A TUNE



Subscribe to music and streaming services like Apple Music, Netflix, Amazon Prime and more with the **UBA Prepaid Card**.



Don't have a UBA Prepaid Card? Get one at any branch nationwide

We are dedicated to enhancing brands through distinctive and unforgettable advertising solutions that shine amidst a competitive environment”

The company services vary and are

anchored on:

Iconic Displays; Out-of-Home Advertising, and Digital Innovations.

It boldly declares, “Our specialized team designs and implements

groundbreaking displays that challenge traditional advertising norms. From interactive installations to 3D projections, we bring brands to life in ways that leave lasting impressions.”



X3M IDEAS

OUTSTANDING CREATIVE AGENCY OF THE YEAR

X3M Ideas, Nigeria’s numero uno creative powerhouse, is Africa’s leading creative agency, having recorded some giant strides, particularly with the groundbreaking win at the Cannes Lions Festival of Creativity in France this year.

In its decade-long journey, the agency has been able to achieve several monumental feats by working and delivering excellently on some of the

biggest accounts with multinationals such as MultiChoice, Glo, FrieslandCampina WAMCO, and many others.

Also recently, the renowned agency got two awards at the 2023 edition of the Lisbon International Advertising Festivals Group, another global recognition that stands as a testimonial to the agency’s dedication to delivering innovative and impactful campaigns.

Remarkably, X3M Ideas has continued to make local, continental and global history. As part of its great strides in a remarkable decade of growth, the Africa’s creative agency took an aggressive expansion journey by spreading its

operational tentacles across two additional African countries and the Middle East.

Across Africa, the same agency is making big headlines with X3M Ideas Zambia and the X-Pitchathon, aimed at empowering startups from various sectors. This competition offers a distinctive platform for entrepreneurs to showcase their innovative ideas and business concepts for an impressive grand prize over USD 50,000.

X3M Ideas began its journey on August 1, 2012 with one goal in mind, to completely redefine the way Advertising is practiced and perceived in Africa. It has delivered commendably on this mandate.



CHAIN REACTIONS

OUTSTANDING PR AGENCY OF THE YEAR

In its over 16 years of existence, Chain Reactions has evolved from just another great public relations and communications consulting firm into what it describes itself as: Prophets of the African market.

In its words, “What do Prophets really do? They predict the future and help you make sense of the complexities of the present”; adding, “That is exactly what we do for brands and government alike. Whether it is marketing a brand or a pushing a public policy for social approval, smart organisations know they need consultants like us with the minds of Prophet. That is not just what we do. It is our calling”.

The agency further states, “Our history hasn’t confined us, neither has it halted our bold transformation into what we have become; a human-centered

culture transformation engine using public relations and other disciplines of marketing communications to shape human behaviour. Be it purchase decision or compliance with public policy, our mission is to help clients influence human behaviour by aligning with emerging and extant trends and culture”.

Having opened for business in 2007 as a small media services consulting firm with just two persons at inception, Chain Reactions has grown into one of Nigeria’s largest players in the public relations and communications space with a 46-person strong army of creative rebels.

It states, matter-of-factly speaking, “We have evolved from just communications consultants to prophets. From banking, to telecoms, technology, tourism, FMCG, public sector and real estate, we have demonstrated the real power of public relations as the arts and social science which analyses trends, predicting their consequences, counselling organisation’s leaders as well as implementing a planned

programme of action which serves both the organization and the public interest. Isn’t that what our forebears said public relations should be? This is exactly what we do at Chain Reactions Africa and much more”.

Continuing, the agency confidently submits: “With the predictive gift of a prophet and the analytical mind of a consultant, we have etched the unique mark of what we do on brands and institutions such as First Bank of Nigeria, Wema Bank, Polaris Bank, 9mobile, HP, Facebook (now Meta), Spotify, Jack Ma Foundation, Dubai Tourism, Savannah Energy, William Lawson’s, Office of the Governor of Lagos State, the Presidency amongst others”; and concludes that: “For us, every wakefulness is not another opportunity to go to work. It is a fresh occasion to show up and fulfil our calling as Prophets in the marketplace. Nothing is as rewarding as helping our clients make sense of today and predict tomorrow”.



INNOVATIONS

INSPIRED BY YOU

Enhancing consumer lifestyle with
Electricity Saving Appliances



  thermocoolng

 www.thermocool.com.ng





Starcom|Media Perspectives

Winner of Outstanding Media Agency of the Decade at the 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

It is one of the leading media planning and buying agencies in Nigeria. The agency was founded in 2001 and officially launched its services to the public in 2005. Since then, Starcom Media Perspectives has grown in size and reputation and is

STARCOM MEDIA PERSPECTIVES OUTSTANDING MEDIA AGENCY OF THE DECADE

now a member of the Starcom MediaVest Group, the largest media advertising network in the world.

Currently, it operates from two state-of-the-art offices located in the heart of Ikeja GRA, Lagos, Nigeria.

Outside the shores of the Nigerian market, the leading media specialist company has established formidable partnerships to cater for clients brand in the West African sub-region. This

fact indicates that the agency follows its clients into new markets to fully explore marketing potential for brands in its portfolio.

Starcom Media, as a Media Specialist agency, sits pretty across major markets in the region as one of the frontline media shops in Nigeria with capability to servicing clients beyond the shores of the Nigerian market in a seamless fashion.



Teksight Edge winner in the Fast-Rising PR Agency of the Year category at the recently held MARKETING EDGE Brands and Advertising Excellence Awards.

Teksight Edge is a data-driven Integrated PR and Digital Communications Tech Agency whose mantra revolves around "creating experiences that inspire emotions and deliver results on every level". It is an agency established with motivation to achieve results for all its clients, be it a start-up or a multinational corporation.

TEKSIGHT EDGE FAST-RISING PR AGENCY OF THE YEAR

Teksight Edge's chronicle began in 2014 and it is derived from the synchrony of Technology, Insight and Edge, which is the beginning of its story. Teksight Edge was born with the need to create a digital advertising and PR agency that strikes a balance between perception and reality that exceeds all else. With that in mind, it worked and grew, client after client, to reposition its status with the heights it currently occupies.

The leading agency has gradually expanded its presence with notable global recognition across Africa, extending its tentacles from Lagos to Kenya, Ghana, Rwanda and with more than 60 clients under its belt.

Over the years, the Public Relations and Communications agency has been creatively striking a balance between

perception and reality by bridging the gap between what is not and what should be. The notable image-making firm is known to operate with perfect strategy, whose values are rigid, but dances with time. It has positioned itself with exceptional teams that do not use the one-size-fits-all approach, which is common in the PR space.

Today, with a strong equity, Teksight Edge is breaking leaps and bounds, taking over West Africa's PR space and still deepening its presence further. To be reckoned with as a go-to-agency, it has expanded its service portfolios, moving from public relations to digital marketing, reputation management, event management, design and content creation, etc.



Playhouse Communication Ltd is a digital agency.

The agency believes that successful brands need to create communications that engage. And we believe that digital - be it a game, an app, a website, a banner or just social media - offers a cost effective platform for creating and maintaining this

PLAYHOUSE COMMUNICATION OUTSTANDING DIGITAL AGENCY OF THE DECADE

dialogue.

As such, it doesn't do technology for technology's sake. Hence, at the core of all it does is "The Idea" - The Idea that inspires and connects a brand with its audience so that they willingly give their time. So that they invite the brand into their space and enter into a conversation.

Let's face it, that's where every brand wants to be - talking with their customers rather than at them.

And that exactly is Playhouse Communication's objective!

Find out more at www.playhousecomm.com

18+



Introducing Chairman Limited Edition Packaging

Celebrating
150 years of
good times



150  YRS
Heineken
For a Fresher World

ENJOY RESPONSIBLY. NOT FOR SALE TO PERSONS UNDER THE AGE OF 18



INTEGRATED INDIGO LTD OUTSTANDING PR AGENCY OF THE DECADE

Established in 2013 by a group of ‘fresh thinkers’, Integrated Indigo Limited is a full-service Public Relations consultancy firm.

The firm provides creative insights and spot-on ideas as communication solutions to help its clientele achieve set marketing and corporate goals.

Indigo prides herself as the priceless annex of its clients’ Marketing and Corporate Affairs Departments, partnering with them in planning and implementing a personalised strategic communication

framework to achieve set targets.

Integrated Indigo Limited has a multicultural, passionate and experienced team of over 20 staff with a cumulative experience of over 150 years across different sectors.

Indigo prides itself as one firm working with leading organisations across sectors to create and build impact, appreciating the close relationships and trust built across its client roster.

The Agency believes that its clients are its trading currency.

Some of Indigo’s Past Awards & Recognitions include: 2023 Sabre Africa Award Industrial/Manufacturing Category for Maltina Teacher of the Year Nigerian Breweries; 2023 Sabre Certificate of Excellence Western Africa Category for Maltina Teacher of the Year Nigerian Breweries; 2017 MARKETING EDGE Outstanding PR Agency of the Year; 2016 MARKETING EDGE Young PR Agency of the Year, Outstanding PR Agency of The Decade 2023, among others.



MEDIAREACH OMD NIGERIA OUTSTANDING MEDIA AGENCY OF THE DECADE

Without any fear of equivocation, mediaReach OMD is a specialist media agency that provides media planning, buying & control and inventory management services.

It has very robust presence in Nigeria, Ghana and Cameroon.

In its drive to cover the Francophone region, the firm entered into a strategic partnership with the Harmonies Group, which has remarkable presence in Ivory

Coast, Senegal, Togo & Benin.

This partnership of seven offices has provided mediaReach OMD presence across 20 countries in West & Central Africa, giving an unequal coverage to advertisers in the region.

In West & Central Africa, mediaReach OMD has continued to be a thought leader and pioneer of various initiatives at the

industry level, including syndicated and proprietary researches.

In 2020, the Agency attained the 21 years mark since its inception in Nigeria and has been consistently ranked No. 1 by RECMA (since the global ranking report started for Nigeria in 2011).



OCTOPLUS MARKETING OUTSTANDING MARKETING AGENCY OF THE YEAR

Octopus Marketing Group is a top-tier marketing consultancy company that specializes in providing comprehensive support, strategy development, and offering business solutions services to brands.

At Octopus Marketing Group, we are the bridge that connects brands to consumers through unforgettable brand experiences. Our primary focus is clear: we empower our clients to establish, engage, and nurture meaningful relationships with their customers. We achieve this by breathing life into brand

strategies, ensuring flawless execution, and directly influencing consumer perceptions.

Our Services cut across; Brand Strategy and Creative Solutions, Experiential Marketing, Event Management, Digital Marketing, Public Relations, Media, Sales & Channel Development and POSM.

The Values we uphold which have served as a guide through our 5-year journey are Excellence, Speed,

Integrity, Teamwork, and Innovation. Our proven track record includes impacting brands such as Godrej - Darling, Mega Growth, Airtel, Smartcash, Nigeria Bottling Company, TotalEnergies, BIC World, Hayat, Perfetti Van Melle, BAJAJ, amongst many others. We take pride in our ability to elevate brands and create memorable experiences that resonate with consumers.



MEDIATRAK OUTSTANDING MEDIA MONITORING AGENCY OF THE DECADE

MediaTrak is the independent media monitoring agency with the largest

coverage in Sub-Saharan Africa, having an in-depth knowledge in media/marketing

intelligence, performance evaluation/ measurement, and insight generation



Introducing

SUPER AWOOF MENU

LIKE IT
ALWAYS

#1500

#700

MY
CONE

KIDS
RELOADED

#1000



Now
Creamier &
Smoother



T & Cs apply

coldstonecreamery.ng

WE'D LOVE YOUR
FEEDBACK



COLD STONE
CREAMERY



abilities to give brands the edge in strategic media planning.

The agency has been in business since the year 2000 with a determined passion for solving the challenges of media compliance, media analysis, and ensuring that brands get a return on their media investment through a commitment to integrity and investment in technology.

Its services are designed to deliver optimum value to advertisers and also proffer solutions to media planning puzzles.

At MediaTrak, resources are harnessed through a collection of highly trained technocrats and partnerships to provide excellent service delivery. This is because the agency is constantly guided by the

immeasurable truth that the client is KING in all business relationships.

The firm provides services to brands under the following practice domains: Media Monitoring and Audit (TV, Radio, OOH, & Press), Brand and competitive intelligence and Performance Evaluation.

MarkHack 2.0

It is beyond contention that in the ever dynamic world of technology and innovation, hackathons have become the veritable platform for creative ideas and solutions.

MarkHack (markhack.tech), Nigeria's leading marketing and media hackathon was launched on April 8, 2022.

MarkHack is a gathering of innovators, entrepreneurs, policymakers, media practitioners and marketing professionals on a mandate to develop solutions to real-life Marketing and Media challenges within two months.

The objective of MarkHack is to "inspire creativity and unlock mentoring to uncover prototypes, fresh new concepts and innovative usages of tech in Marketing and Media."

The maiden edition (MarkHack 1.0) had over 500 registrations to participate in the hackathon from 72 locations, five countries (which includes Nigeria, California- USA,

Kenya, Pakistan, and London), and three continents (Africa, Europe, and North America).

Each team pitched their ideas to a respected Jury of experts, and the best 10 teams were selected by the Jurors before only five emerged winners at the grand

MARKHACK BY GDM

OUTSTANDING MARKETING COMMUNICATIONS INDUSTRY INITIATIVE OF THE YEAR

finale.

Overall, MarkHack1.0 had 21 Mentors, 30 Selection Jurors, eight Speakers, and eight Final Jurors who participated in the event are the industry's best with decades of experience in marketing, media, technology, and business management, and others.

The second edition (MarkHack 2.0) was themed 'Unlocking the Power of the Creative Economy', with focus areas on Immersive Experience (XR), Content Creation and Robo Marketing. It climaxed on a disruptive note with 10 startups engaging in an innovative pitch contest of ideas before industry experts.

The event gathered innovators, techies, entrepreneurs, policymakers, media mavens, marketing professionals and corporate moguls who collaborated to create innovative solutions to real-time marketing and media challenges. It was characterized by igniting imaginations, unleashing tech's potential, crafting creative marvels, illuminating the media sphere and revolutionizing innovation.

The grand finale was a memorable day of discovery, collaboration and limitless

excitement.

The event's second edition received over 1,365 applications from 92 locations across Europe, Asia and Africa, all of which were judged by 22 industry experts.

The top 10 startups that spiced up the evening with their innovative pitch sessions were Aremu; Ozi; Zander; Weeshr; Markett AI; VirtualX; Contenting; Shopalz; ShopXR and GetSeen.

Meanwhile, the top five finalists at MarkHack 2.0 are undergoing a three-month incubation programme at the Eko Innovation Centre, and will receive a seed capital of \$50,000 at the end of the programme.

GDM Group, the curator of MarkHack is a leading marketing and media technology company renowned for bespoke service offerings ranging from marketing tech solutions, big data management and 360 integrated marketing services.

With MarkHack 2.0, GDM Group and Eko Innovation Centre, again reaffirmed their purpose of supporting enterprises by leveraging innovation and technology.

OAKLANDS & JOHNSON

OUTSTANDING MARKETING AGENCY OF THE DECADE

Oaklands & Johnson is a 360-degree Marketing Communications Company that was founded in Nigeria in 2003.

Since then, it has been delivering brand experiences that change consumers and shoppers behavior. It parades a passionate and happy team of professionals who make it easy to connect with your audience.

The agency has subsidiaries in Ghana and Kenya, and has a workforce of 62 permanent employees and over 400 ad-hoc staff.

Oaklands and Johnson has evolved from a typical BTL agency to a full-fledged marketing innovation firm, leveraging

technology and the power of people to create memorable brand experiences.

One of Oaklands and Johnson's offerings is point-of-sales materials (POSMs), including gondolas, display shelves, danglers, buntings, and more. It provides you with everything you need to create a unique brand experience that connects with your audience.

Additionally, the agency offers production and below-the-line (BTL) services, such as creating branded and corporate gift items, producing high-quality signages, and designing glossy magazines, brochures, and books.

Its business model is dynamic and tailored to each region it operates in, ensuring maximum value and return on investment for clients.

Overall, Oaklands and Johnson is known for expertise in experiential marketing, digital and social media marketing, branding, advertising, market research, media planning, and events management. It continues to innovate and evolve in order to create impactful brand experiences and drive consumer behavior change.



E-choke!

**Using social media
to earn ~~₦₦₦~~ is now
Naija's second-biggest
hustle. Now that's a
story worth posting.**

Source: Jobberman, 2021

**Watch out for their stories on
TheStoryStoryHub.**

#keepthestorygoing



@storystoryhub



Evoked Media House Ltd has been bestowed with MARKETING EDGE Outstanding Production Agency of the Year at the just concluded 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

Evoke Media, being an Experiential, Entertainment, Media and Communication agency, creates transformative experiences by helping brands to connect, evolve and evoke. The agency creates documentaries

EVOKE MEDIA HOUSE LTD OUTSTANDING PRODUCTION AGENCY OF THE YEAR

and digital contents to tell stories and evoke emotions to win hearts and transform minds.

As an experiential agency, it understands the uniqueness of every client, which is why it focuses on personalized and customized experience that is tailor-fit towards each client through insightful strategy. It is also committed to elevating brands with premium service delivery that meets the demand of clients through memorable contents..

Evoke Media was established out of a

passion for producing great digital results with a goal to establish a stellar working relationship between its workforce and clients. It has specifically and strategically positioned itself as an agency specializing in transformative contents through the power of film and multimedia content.

Its cardinal pillars rest on the determination to do better, and this runs through its professional teams and in every proposal, idea and campaign they create, ensuring that every idea is encouraged and explored.



BTL Solutions boasts of a leading creative team of direct and experiential marketing experts. What sets them apart is their commitment to providing insightful, result-driven marketing campaigns that yield measurable results.

With a deep understanding of the local market and world-class capabilities, they partner with their clients to achieve both short and long-term return on investment.

Characteristically, BTL Solutions takes a strategic and creative approach to developing innovative ideas that build

BTL SOLUTIONS OUTSTANDING EXPERIENTIAL MARKETING AGENCY OF THE YEAR

customer relationships and create lasting brand experiences.

One area where the agency excels is in events. Whether it's product launch, concert, annual general meeting, exhibition, or party, they have the expertise to plan and execute successful events that leave a lasting impression.

Additionally, their channel development services, including signage deployment, mystery shopping, door-to-door marketing, in-store promotions, and point-of-sale management, help clients optimize their distribution channels and enhance their brand visibility.

Promotions are also a specialty of

BTL Solutions. The agency offers a wide range of promotional activities, including road shows, sales activations, market storms, campaigns, rallies, raffle draws, sampling, in-bar activations, and consumer promotions. These promotions are carefully crafted to engage customers, generate excitement, and drive sales.

At the core of BTL Solutions' business are its values of integrity, creativity, professionalism, and passion. It is always committed to delivering top-notch service to its clients and ensuring that every project is executed with the utmost professionalism and creativity.



Digisplash is a content-driven marketing and advertising agency.

With a mission to help businesses and people grow, the agency delivers world-class creative ideas, empowering brands to stand out in a crowded media ocean in line with its motto, #thinklikeashark.

Over the last years, Digisplash won the pitch for MCOM (Mafab

DIGISPLASH OUTSTANDING YOUNG CREATIVE AGENCY OF THE YEAR

Communications), Nigeria's first standalone 5G Network, and Custodian Investment Group.

The agency successfully launched Diva's Secret Beauty Soap for Saro Life Care Group, makers of Gossy Table Water, Purit Antiseptic, Diva's Secret Soap and Sniper Insecticide

The agency has also managed

campaigns for Zedcrest group with brands such as Zedvance and Zedcrest Wealth App.

Its other notable campaigns include, winning the pitch and successful launch of PremiumTrust Bank, a new commercial bank, which recently signed global track star, Tobi Amusan.

hypo
Go Wipe O!



200ml
is here!

Do MORE with One Sachet!

• Whitening • Cleaning • Disinfecting



SHOWMAX

OUTSTANDING ONLINE SUBSCRIPTION VIDEO ON DEMAND SERVICE OF THE YEAR

Launched in August 2015 in South Africa, Showmax is majorly owned by MultiChoice which in itself is a spin-off of Naspers, owner of 30.86% stake in Tencent, which owns a similar service, Tencent Video and iflix.

Showmax uses a localisation strategy to take on established video on demand competitors with a focus on local content and partnerships with mobile telcos.

In May 2016, Showmax expanded to 36 countries in Africa, taking the total

number of countries in which Showmax is available to 65. In July of the same year, Showmax passed the 10 million views milestone.

On 7 July 2020, Showmax Pro was launched in Kenya and Nigeria. The new service bundles the existing Showmax entertainment service with music channels, news, and live sport streaming from SuperSport.

In March 2023, MultiChoice and Comcast's NBCUniversal and Sky

announced that they would partner on Showmax in Africa, with NBCU owning 30% of the new entity and MultiChoice owning 70%.

The joint venture will harness Peacock technology and include content from Peacock and Sky, as well as African content, such as Showmax Originals and local content from MultiChoice's proprietary channels.



WAP TV

OUTSTANDING DIGITAL TERRESTRIAL TV BRAND OF THE DECADE

Wap TV was founded in 2012 by Wale Adenuga Productions, Nigeria's Foremost private Film and Television productions company.

wap TV is renowned for being a multiple award-winning family entertainment channel. Wale Adenuga Productions is also the brain behind PEFTI Film Institute.

Since it began broadcast, wapTV has quickly grown to be a top entertainment

channel in Nigeria by building on the wide acceptance that the Wale Adenuga Brand has enjoyed, for over 4 decades of providing top-notch family entertainment to millions of homes all over the country.

Some of its exciting TV shows include; Kookoorookoo, D'beat Zone, Love Battle, Akpan and Oduma, Property Matta, Health Matta and so many others.

wap TV contents are targeted at all members of the family and in order to

better reach the majority of Nigerians, the station adopts Pidgin English as its major language which is spoken and understood by over 250 ethnic groups in the country as well as other African countries.

wap TV strives to be the First Choice Nigerian Family Entertainment TV Channel with a mission dedicated to providing family oriented programmes in diverse languages that will enrich its local and international viewers.



YOUR VIEW

OUTSTANDING TV PROGRAMME OF THE DECADE

Your View is Television Continental's morning chat-fest that has registered its essence in the minds and consciousness of millions of households.

The TV breakfast show has engaged in informative, educative and thought-provoking topical discourse for over ten years.

It features a team of dynamic young women of different ages, experiences and professional backgrounds, discussing the most exciting events of the day. These ladies with varying views about life have become regular fixtures in the lives of television watchers every day on TVC Lagos, with the show currently rated as one

of the most watched show on television.

Anchored by Morayo Afolabi-Brown, the ladies entertain and educate viewers, debating anything and everything – from family issues, politics, health, business to show biz – in an easily digestible, down-to-earth manner.

Infinix

ZERO30 **5G**

Capture Your Own Story

4K 60FPS

50MP Front Vlog Camera



144Hz with 3D Curved AMOLED Display
5G Powerful Processor MediaTek Dimensity 8020



CHIVITA FRUIT JUICE OUTSTANDING JUICE BRAND OF THE DECADE

CHI Limited is a leading firm in the fruit juices sector. Its range of products include: juice nectars, and fruit-flavored drinks under the Chivita master brand, namely Chivita 100%, Chivita Exotic, Chivita Active, Chivita Ice Tea, Chivita Happy, and Chivita Smart Malt Drink.

Significantly, all these fruit juices come in variants and different pack sizes and packaging formats.

More commendably, CHI Limited goes the extra miles to sustain its quality standards in line with international best practices.

Also, the company's market network

spread across Nigeria and beyond, further endears and shores up its patronage and revenue.

Chivita also takes extra care to use only high-quality ingredients that are sourced from all over the world in its production and packaging processes.

The firm affirms: "Our Chivita Juices are made from fruit juice concentrate produced from fresh fruits and vegetables grown in well-maintained groves and orchards.

With innovation at the core of everything we do, our company continually delivers a robust portfolio of products that are rich in essential vitamins, minerals,

and other nutrients that meet consumers' requirements for good health. The Nigerian consumers' desire for healthy and great-tasting products is also met with the wide range of product variants and flavours that Chivita offers".

Each of the company's product offerings with the fruit juice category in which it operates as the category leader is the toast of its many consumers, for their great taste and high-quality nutrition.

Without mincing words, Chivita has consistently grown over the years into a megabrand, a feat achieved through commitment, dedication consistency, focus and proactiveness.



ST. LAUREN OUTSTANDING NON-ALCOHOLIC WINE BRAND OF THE YEAR

St. Lauren premium non-alcoholic wine stands as the foremost choice for Nigerian consumers who appreciate celebrating life's special moments in style. With a strong presence across the nation, the St Lauren wine has garnered a devoted following in major markets in Nigeria. At the heart of St. Lauren's allure lies an unwavering commitment to craftsmanship, utilizing the finest ingredients to craft three distinctive variants: St. Lauren Red, St. Lauren White, and the prestigious St. Lauren Gold.

St. Lauren's journey in the Nigerian

market commenced around 2010, and since then, it has been on a relentless mission to redefine the art of celebration for Nigerians, imbuing each special life moment with a touch of style and sophistication. However, it was in 2020 that the brand's management embarked on an innovative chapter, introducing the remarkable St. Lauren Gold wine to the discerning Nigerian audience. This pivotal addition became a game-changer, setting in motion a series of transformations that ultimately led to a grand brand re-launch in 2023.

In September 2023, St. Lauren was not only recognized, but celebrated for its outstanding contributions to the industry when it received the prestigious "Non-Alcoholic Wine Brand of the Year" accolade at the esteemed MARKETING EDGE Awards. This remarkable acknowledgment underlines St. Lauren's dedication to excellence and its unparalleled position as a trailblazing brand in the non-alcoholic wine segment.

St. Lauren...Celebrate every moment in style.



MOBIL LUBRICANTS OUTSTANDING LUBRICANT MARKET LEADER AWARD

Across the globe, not only in Nigeria, Mobil lubricants brand of oils and greases have been at the vanguard of lubrication technology innovation for more than a century now. Mobil greases and lubricants have been designed to help in advancing productivity by increasing

efficiency, reliability and productivity.

It offers a complete range of lubricants for industries and vehicles across the spectrum. With years of proven performance, these lubricants are expertly formulated to meet the challenges faced by both large and small enterprises of

rapidly developing countries. The specially designed synthetic oils and greases provide excellent protection against wear and tear, rust and corrosion, adding to improved performance and longevity of equipment.



Williams



Ikpadafo



Rufeyboy



THERE'S REAL WORTH WITHIN

ÚRÚDÌÁ

THE BEER FOR HEROES
18+ Drink Responsibly

Hero Lager Beer: Rewarding The Real Worth Within.

Our people have a saying – Recognition for a job well done motivates one to do more. Better said, Recognition for achievement and value creation motivates HEROES to overachieve. Heroes on their journey to greatness require all the motivation they can get for the reward they seek. Alas, we live in a world where a book is judged by its cover, and people are underrated based on superficial things. Sadly no one sees the worth and value inherent in Heroes because they go about their business looking simple and unassuming. Recognizing the worth within Heroes would go a long way in motivating them to go the extra mile in their quest to create a legacy.

To address this problem, Hero Lager Beer embarked on a transformative 360 campaign, centered around the powerful theme of **URUDIA**, which signifies that **REAL WORTH** lies within people, the work of their hands, and in Hero Lager, the beer that rewards their daily efforts. Through the URUDIA campaign, Hero Lager Beer aims to challenge the bias causing anyone to be underrated based on superficial things and inspire a shift in perspective to recognize the **REAL WORTH** within Heroes.

Hero Lager Beer is a brand from the prestigious stables of International Breweries Plc, a proud subsidiary of the world's largest beer maker – AB-InBev with a portfolio of exceptional brands including renowned names like Budweiser, Trophy Lager, Trophy Stout, Flying Fish, Castle Lite, Beta Malt, Grand Malt, Eagle Lager, and Eagle Stout. Go Be The Hero.





CWAY TABLE WATER

OUTSTANDING TABLE WATER BRAND OF THE DECADE

Since its inception in 2000, CWAY Water has remained the anchor brand of the CWAY Group, and undoubtedly, its market leader.

This outstanding brand -CWAY Water- has become a toast of CWAY's many diverse consumers across Nigeria and the West Africa sub-region.

The reason for this consumer loyalty to CWAY Water is that the product is clean, healthy and hygienic.

Aside the uniqueness of CWAY Water, its innovative dispensers with accessories and hi- technology add more value and acceptance of the product across all strata of our society.

Given its wide acceptance and market visibility, no wonder

CWAY Water has been evidently rated as No.1 Nigerian water brand, especially for its 18.9 litre dispenser refilling water and dispenser machines.

CWAY Water Company presently has the largest and most sophisticated Refilling Water Plant in the country whose daily production runs into thousands of tons of well and scientifically treated drinking water.

By the company's mission of providing its large market with clean and healthy water, it has become a major player in ensuring healthy lifestyle for Nigerians.

It is worthy of note that CWAY production chain and products are professionally carried out in sync with global best practices, and subject to constant reviews, updates and certifications by

relevant regulatory agencies.

CWAY products include: 18.9 litres refillable dispenser water brands (Regular and Prime), 75Cl Table water brand, hi-tech dispenser machines.

CWAY Water can be trusted due to its quality water & bottle treatment standards; Hi-Tech water treatment; automated bottle washing & treatment; compliance with best practices, and deliveries well monitored

And with CWAY offices in Lagos, Abuja, Benin-City, Ota, among other locations, the brand's visibility and market leadership occasioned by sustainable campaigns anchored on the catchphrase "Water you can trust," continues to resonate across the country.



TECNO

BEST IN MOBILE CINEMATOGRAPHY

TECNO is an innovative technology brand with operations in over 70 countries and regions across five continents.

Since its launch, TECNO has been revolutionizing the digital experience in emerging global markets, relentlessly pushing for the perfect integration of contemporary, aesthetic design with the latest technologies.

Today, TECNO has developed into a recognized leader in its target markets, delivering state-of-the-art innovation through a wide range of smartphones, smart wearables, laptops and tablets, HiOS operating systems and smart home products.

Guided by its brand essence of "Stop At Nothing", the brand is committed to unlocking the

best and newest technologies for forward-looking individuals.

By creating stylish, intelligent products, TECNO inspires consumers worldwide to never stop pursuing their best selves and their best futures.

More information can be gotten on TECNO's official site: www.tecno-mobile.com

NEW



Be 2Sure

Stop germs. Live well.



Also available in **Cool** and **Herbal Moisture plus**





Always there for you.

Thermocool among other brands continues to drive its position as a promising and innovative company through its top-notch technology, brand building initiatives, Corporate Governance and Corporate Social Responsibilities (CSR).

In November 2022, Thermocool emerged Brand of the Year at the Advertisers Association of Nigeria, ADVAN Africa Award. In addition, the company was awarded the Home Appliance Brand of the Year at the 2022 BRANDCOM Awards for its innovative solutions that are disrupting the home appliance space in the country. Thermocool was also voted the Best-in-class premium quality brand of the year at the National brand innovators award, also in 2022.

Thermocool has demonstrated a strong commitment to corporate governance by implementing effective policies and procedures to ensure ethical conduct and transparency in its business practices. The company has demonstrated a commitment to diversity and inclusion, with a focus on increasing representation of underrepresented groups within the company's leadership and workforce.

With regards to technology adoption and deployment, Thermocool is renowned for its innovative use of technology to enhance its business operations and deliver on the always there for you promise. The company has invested introducing top of the range inverter driven electronics across its categories – Freezers and Refrigerators which save up to 50% on energy consumption while the Energy Saving Inverter DC technology Air Conditioner, aptly

THERMOCOOL

OUTSTANDING REFRIGERATION BRAND OF THE DECADE

named GENPAL, can save up to sixty percent on energy consumption and Washing Machine which uses an inverter motor that eliminates belt friction, improving washing efficiency and reducing noise and energy consumption. In addition, the refrigerators and are made with improved R600a refrigerants - an environmentally friendly gas. The GenPAL Inverter Air Conditioners also use a variable speed Compressor, which allows it to work on different frequencies and still deliver on the desired cooling temperature for comfort thereby saving on energy consumption while running. It also delivers 47% faster cooling performance than non-inverter models and has a low voltage function allowing it to work with voltage as low as 140V. The Thermocool GenPAL Inverter Air Conditioners can work conveniently on any generator size, even small generators. Using Holographic Fans in its showrooms to promote key features of its offerings, Thermocool emphasizes interest in technology adoption. As one of the pioneers of the energy saving market in Nigeria, Thermocool's investment in technology has not only created new revenue streams for the business but improved efficiency for consumers.

Through the provision of an excellent customer experience and offering of a unique range of products, Thermocool continues to build a strong brand reputation. As a brand, the on-going GenPal campaign highlighting the energy saving capabilities of Thermocool's Air Conditioner serves as one of the many brand building initiatives. Others are the sponsorship of tech exhibitions and food festivals around the nation. Thermocool's exclusive

showroom provides customers with a unique store experience, in-depth product knowledge and seamless service. Through its dedicated After-Sales department, the company shows its desire in fostering and maintaining healthy relationships with customers.

This leading electronics and home appliances brand in Nigeria have been actively involved in various CSR across the nation in segments such as Education, Health, Entrepreneurship, Environmental and Disaster Relief. The company's unwavering support to small and medium scale businesses in Nigeria through frequent trainings and capacity-building programs as well as provision of access to finance and market opportunities serves as an example. The introduction of its energy saving inverter electronics across key categories is a direct initiative to promote environmental sustainability in Nigeria.

The company's significant investment in research and development aimed at developing new technology sets its products apart from competition. The use of high-quality components in all products to offer customers a better performance and reliability also increases the cost of production further justifying the premium Thermocool charges. Consumers have proven that they are willing to pay extra for this brand due to its tested and proven quality.

Thermocool is a brand to watch out for in 2023 due to its strong commitment to corporate governance, innovative use of technology and effective brand-building initiatives. It is likely to remain a leader in the electronics industry and continue to set the standard for ethical and sustainable business practices.



Domino's Pizza

**NAIJA'S BEST
VALUE**

ULTIMATE SAVERS

MENU

**SMOKED BBQ
SAUSAGE**

STARTING FROM

₦1000



JOLLOF

STARTING FROM

₦600



CHEEZE

STARTING FROM

₦600



**CHICKEN
PIE**

STARTING FROM

₦800



SMALL BUT MIGHTY

- Great value
- Affordable
- Best Quality

T&Cs APPLY
20 FREE DELIVERY
GUARANTEED!

Order online:
[dominos.ng](https://www.dominos.ng)

WE'D LOVE YOUR
FEEDBACK



090-8888-9999

PHONE
WHATSAPP



CAPTAIN MORGAN

OUTSTANDING NEW PRODUCT OF THE YEAR (MAIN STREAM SPIRIT)

Since it debuted about one year and six months ago, Captain Morgan has experienced growth, attracting more consumers through its exciting and alluring “There is New Captain in Town” campaign on Out of Home, Radio, TV and digital.

Also, many more consumers are aware of the brand through various sales channels including presence in Key Accounts, and more consumers have tried and re-purchased the brand via its various promotional orders and its energetic “Keys to Adventure in bar activations.

To further deepen the brand into

culture and position the brand at the heart of its target audience, it has partnered and sponsored three major cultural events & festivals – Lagos Cocktail Week, Big Brother Naija Task, the “Booless” and “Love Like a Captain” Valentine party which featured notable artists like Chike, Isegun Johnson, etc.

Captain Morgan also introduced its own rolling consumer event party targeted at popular bars and restaurants across Port Harcourt and Lagos with the theme Champions of Fun event party.

To consolidate its relevance and connect with its target audience, Captain

Morgan deployed digital campaigns leveraging its partnerships with a notable BBN Housemate, Adekunle Olopade amplifying its activities across notable channels like Kraks on-line TV.

During the BBN period Captain Morgan engaged and reached 186K consumers and implemented 985 in-bar consumer activation events.

Captain Morgan is determined to continue delivering deliciously exciting taste experience, with exhilarating consumer events into the future. Indeed, there is a new Captain in town!



CWAY HOME MOBILE APP

OUTSTANDING CONSUMER-CENTRIC BRAND INNOVATION OF THE YEAR

As modern society evolves ceaselessly, finding ways to ensure convenience has become a necessity. CWAY Group has taken this trend into consideration and created a platform that caters to the needs of Nigerians who are looking for a seamless and convenient way to purchase their favorite CWAY products.

The CWAY Home Mobile App and Web-app were designed with the users in mind, providing them with easy access to all CWAY products and services. CWAY Home Mobile App, the innovative shopping mobile application that enables seamless purchases and sales of all CWAY products and services digitally from the preferred zone of a user, was launched with wallet features for an improved shopping experience.

This app is designed to make shopping for CWAY products more accessible, convenient, and hassle-free for Nigerians.

As a do-it-yourself digital service platform, the CWAY Home Mobile

App and Web-app are easy to use and navigate. The platform is user-friendly, and customers can easily search for their preferred products, place their orders, and pay on delivery.

CWAY Home Mobile App is the brainchild of CWAY Nigeria, which is known for its widely distributed water brand, packaged in 18.9-litre dispenser refilling water and dispenser machines.

In 2021, the company launched a door-to-door delivery service to end consumers, and in 2022, it launched the CWAY Home Mobile App for a better shopping experience.

Since its launch, the CWAY Home Mobile App has attracted over 72,000 visitors in Nigeria, and orders via the app have amounted to 32% of total processed orders. The CWAY Home Mobile App is targeted primarily at users of CWAY brands. With this app, customers can access 100% genuine CWAY products at affordable prices, search for and order their

preferred products on the CWAY Home Web-app or Mobile app platform, and pay on delivery. This makes it easier for customers to find the products they need without having to leave their homes or workplaces.

With the CWAY Home Mobile App or Web-app, users of CWAY products can conveniently place orders and have their orders delivered to their doorsteps or chosen addresses from a CWAY Home outlet close to them in minutes. This service is available across Lagos, making it easier for customers to access their favorite CWAY products from the comfort of their homes.

One of the major benefits of using the CWAY Home Mobile App is the fastness and convenience which the service brings to the customers’ doorsteps. The app is designed to make every consumer’s shopping experience seamless, convenient, and stress-free.

We are Passionate About Touching Lives



As a responsible Pan-African organization, our strategic decision to invest in Nigeria and Africa presents the opportunity for an economic transformation through industrial and manufacturing revolution in profound ways – Cement production, Transportation, Construction, Coal mining, Oil refinery & Petrochemicals, Steel, Salt refining, Sugar refining, Fertilizer, Telecommunications, Packaging, Automobile Truck assembly, Rice milling and Port operations



   @DangoteGroup  www.dangote.com

Cement | Sugar | Salt | Rice | Oil & Gas | Fertiliser | Petrochemicals | Automotive | Packaging | Logistics | Real Estate | Maritime | Mining | Energy | Infrastructure



COCA-COLA

OUTSTANDING CSD BRAND OF THE DECADE

Coca-Cola, or Coke, is a carbonated soft drink manufactured by the Coca-Cola Company. Coke products sell in over 200 countries worldwide, with consumers drinking more than 1.8 billion company beverage servings each day.

Originally marketed as a temperance drink and intended as a patent medicine, Coke was invented in the late 19th century by John Stith Pemberton in Atlanta, Georgia. In 1888, Pemberton sold Coca-Cola's ownership rights to Asa Griggs Candler, a businessman, whose marketing

tactics led Coca-Cola to its dominance of the global soft-drink market throughout the 20th and 21st century.

The drink's name refers to two of its original ingredients: coca leaves and kola nuts, a source of caffeine. The current formula of Coca-Cola remains a closely guarded trade secret, though a variety of reported recipes and experimental recreations have been published.

The secrecy around the formula has been used by Coca-Cola in its marketing as only a handful of anonymous employees

are said to have knowledge of the formula. The drink has inspired imitators and created a whole classification of soft drinks in the cola category.

The Coca-Cola Company has on different occasions introduced other cola drinks under the Coke name, including Diet Coke, Caffeine-Free Coca-Cola, Diet Coke Caffeine-Free, Coca-Cola Zero Sugar, Coca-Cola Cherry, Coca-Cola Vanilla, and special versions with lemon, lime, and coffee.



AMAIZING DAY

OUTSTANDING CEREAL BRAND OF THE YEAR.

Golden Penny Amaizing Day is a soft-flakes Instant Breakfast cereal made from the right combination of nutritious natural ingredients which includes whole maize, pure soya bean flour and cassava flour. It is also fortified with vitamins and minerals that support the growth and

development of a healthy body, strong bones, and sharp eyes.

Made by Flour Mills of Nigeria, the Golden Penny Amaizing Day cereal was launched into the Nigerian market in April 2021. So far, it has been widely accepted by consumers who are seeking the right nutrition for their families.

Made from carefully finest grains like whole maize, soya, cassava flour and essential nutrients like calcium, fibre for

healthy digestion, vitamin A for sharp eyes, proteins for growth and calcium for strong bones. The great news is that consumers get the same amount of calcium as a glass of milk when they consume Amaizing Day cereal. With Amaizing Day cereal, every family is fortified with the right nutrients.

Golden Penny Amaizing Day cereal comes in different sizes, which makes it affordable for everyone.



HEINEKEN

LEGACY BRAND AWARD (PREMIUM LAGER).

Heineken Lager Beer or simply Heineken, is a Dutch pale lager beer with 5% alcohol by volume, produced and sold in a green bottle with a red star.

With over 150 years legacy, Heineken's original brewery where Gerard Adriaan Heineken first started making Heineken is now the Heineken Experience Museum.

Globally known for sports sponsorship, Heineken has been the major sponsor of UEFA Champions League and the UEFA Super Cup, UEFA Euro and Rugby World Cup.

Heineken has retained a longstanding relationship with the Bond franchise, consecutively being featured in 8 of their films. As a long-term brand investment, Heineken reportedly spent \$45 million for its inclusion on Skyfall alone, some \$25 million more than Bond actor Daniel

Craig's pre-residual salary.

Its "When You Drink, Never Drive" advertising campaign remains the best and most popular commercial to end drink driving.

Heineken launched its first non-alcoholic beer in 2017, naming it "Heineken 0.0. Starting with the 2020–24 cycle, Heineken became the sponsors of UEFA Europa League and UEFA Europa Conference League through Heineken 0.0 brands.

CWAY

for every family



Stay
Hydrated
Together

with

1.5L

ALWAYS

CHOOSE THE WATER YOU CAN TRUST.





BIC BALLPOINT PEN

OUTSTANDING BALLPOINT PEN OF THE DECADE

Societe Bic which is commonly called Bic and stylized as BiC, is a French manufacturing corporation based in Clichy, Hauts-de-Seine. It sells a world-leading brand of lighters and pens since it was founded by Marcel Bich in 1945, with a competitive amount of shaving goods.

In 1942, Marcel Bich and his partner, Édouard Buffard, set up a business creating writing instrument parts in a factory in the Paris suburb of Clichy, where they began

production of pen holders and pencil cases.

Marcel Bich bought the patent for the ballpoint pen from Hungarian inventor László Bíró, and using Swiss watchmaking tools, he devised a manufacturing process that produced stainless-steel balls for the tip of the pen. Bich soon perfected the design of the ballpoint pen, and the Bic Cristal ballpoint pen became the company's first product in 1950. The Bic

Cristal has sold over one hundred billion units since its launch in 1950.

Bich formed Société Bic in 1953, and the company was listed on the Paris Stock Exchange in 1972. The design of the pen has remained mostly unchanged since its initial launch, and as of 2021, it remains the best-selling pen in the world.

For several years, the company has sponsored Formula One and bicycle racers.



Chivas Regal a market-leading Scotch Whiskey, blended and produced by Pernod Ricard in Scotland.

CHIVAS REGAL

OUTSTANDING PRODUCT OF THE DECADE (SCOTCH WHISKY)

The company was founded in 1786, with its home being in the Strathisla distillery at Keith, Moray in Speyside, Scotland, and is the oldest continuously operating Highland distillery.

For 12 years, Chivas Regal has remained the market-leading Scotch whisky in Europe and Asia Pacific. Its sales

grew by 61% between 2002 and 2008.

In global terms, Chivas Regal recorded volume sales of 4.9 million nine-litre cases in 2012 and 2013, but sales decreased to 4.4 million cases in 2015. It has been the world's fourth best-selling Scotch whisky since 2016.



Hypo Bleach is the leading bleach brand in the bleach category in Nigeria. The brand has communicated its whitening proposition for 10 years since its launch in Nigeria. And with the advent of the COVID-19 global pandemic, the brand started communicating as a Disinfectant in line with global practice.

Its leadership over the years is driven by constantly recruiting users, disrupting the category, and innovation.

Its producers recently reshaped its perception from a functional brand to an emotive lifestyle brand by dialling up its whitening proposition tapping into the white wear occasions with its Express Your Immaculate Campaign.

HYPO BLEACH

OUTSTANDING HOMECARE BRAND OF THE YEAR (BLEACH)

The brand also excited its esteemed audiences with its sponsorship of the 9th edition of the prestigious Africa Magic Viewers' Choice Awards (AMVCA). Hypo bleach put together a first-of-its-kind "white outfit runway" for the fashion show on the second day of the events. The runway showcased the essence of life with 14 immaculate white collections, to dial up the whitening core of the brand depicting the confidence to look and feel good.

It was also a showcase of the evolution of life and the role of white outfits in the important milestones of life from childbirth, christening, schooling and uniforms, young adulthood & love, wedding ceremonies, celebrations, and the end of life.

Hypo also engaged guests on the

cultural day with a customized booth showing various cultural pieces and fun games.

Again, the brand sponsored an award category in the AMVCA for Best Supporting Actress (Movie/TV Series), which was won by Efe Irele in the movie Four Four Forty-Four.

Hypo has excited attendees to this year's edition of the AMVCA and stood out with its memorable presence evidenced by a whopping 55M impressions on digital.

Hypo bleach is committed to continuously engaging consumers with its multiple propositions - whitening and Disinfecting. We will continue to push the edge of creativity and innovation to meet the expectations of our teeming consumers.



DO YOU KNOW THAT HEALTH INSURANCE IS MANDATORY IN LAGOS STATE?

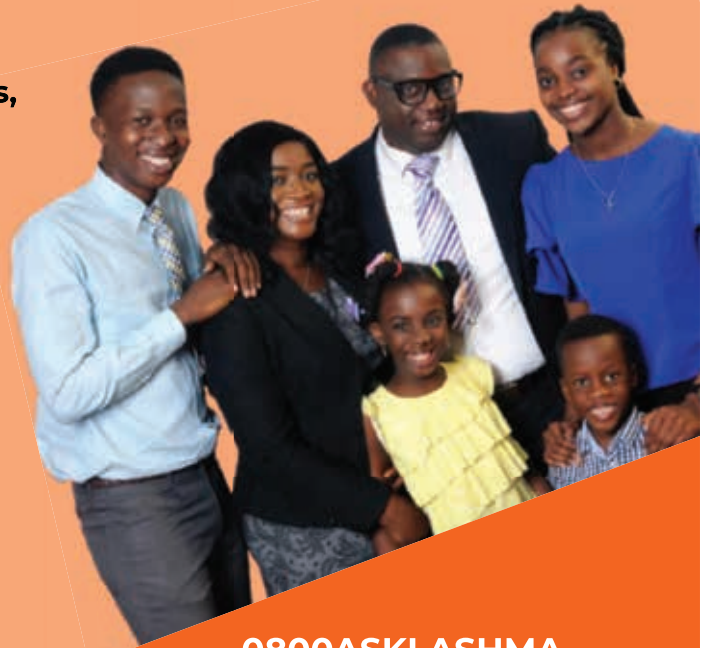
Register and obtain a policy number for your family.

For as low as 1000 per month/individual.
For as low as 3500 per month/family of six you have access to robust benefits like: Maternal care,

Admission,
Eye and Glasses,
Dental Care,
Specialist,
and lots more.

OUR VALUE OFFER

Enjoy Robust Benefits No waiting period, No age limits, No global financial limits



Our Health Plan

- ILERA EKO Standard Plan
- ILERA EKO Standard Plus Plan
- ILERA EKO Seniors Plan
- ILERA EKO Diaspora Plan
- ILERA EKO Telemedicine plan
- ILERA EKO Student Plan

0800ASKLASHMA
(0800275527462)

0700ILERA EKO (070045372356)
0800ILERA EKO (080045372356)



Registration is as simple as dialing*6700*006#

17, Kafi Street,
Alausa, Ikeja.



ILERA EKO Entrepreneurship Platform



Join Our Agency
Career Path & become
an ILERA EKO Sales Agent



Health to Wealth Platform & Cooperative

- Earn and grow cash reward
- Opportunity to learn while you earn
- Accumulative Fabulous Quality referral cash reward

For the coverage of vulnerable and indigent in Lagos State,
Contact EKOSHA contact:
08146747090 / 07037472275.

Visit our website below for more information.



HYPO TOILET CLEANER OUTSTANDING TOILET CLEANING BRAND OF THE YEAR

Hypo Homecare products Limited – the makers of Hypo Toilets Cleaner is a brand and an organization that provides effective, available and affordable toilet cleansing solution and is conscious, passionate, and committed to ensuring that health and hygiene are prioritized in Nigeria.

The Compay’s communication has been focused on educating consumers on the harmful effect of using an unsafe toilet, by communicating “germ-free”, “Tough Stains Removal” and “Sparkling Clean” Toilets as the functional benefits of using Hypo Toilet Cleaner

In-line with UNICEF statistics on open

defecation, Nigeria has over 48 million people openly defecating and over 4 million people do not have access to safe toilets facilities.

Hypo Toilet Cleaner saw a problem that needed to be tackled and an avenue to rescue humanity and promote healthy living in homes and the society – Hypo Toilet Cleaner Toilet Rescue Campaign was launched, which birthed the Emotional attribute of the brand.

Open defecation is not just a social stigma but also one of the factors contributing to violence against young girls and women. A recent study by Water Aid revealed that in some slums in Lagos State, Kano, Ibadan, and Rivers State, a quarter of young girls and women in places that practice open defecation had either first or second-hand experience in harassment, a threat to violence or actual assault.

The brand, Hypo Toilet Cleaner, purely promotes hygiene with the continuous focus to using its clout and might to address the bane of unsafe toilet use and unhygienic practices in Nigeria through various efforts such as; Hypo Toilet Cleaner Toilet Rescue Campaign, Establishment of School Hygiene Clubs in 15 schools across Nigeria, Community Hygiene Sensitization, Hygiene Night/ Sensitization with NYSC, Hygiene Walk, etc with an objective to raise awareness and educate Nigerians on the harmful effects of Open Defecation and the use of unsafe toilet.

Hypo Toilet Cleaner so far has renovated 298 toilets units and 22 bathrooms across Lagos, Rivers State, Ibadan, Kano, Abuja and looks forward to doing more.



JAMESON OUTSTANDING PRODUCT OF THE YEAR (IRISH WHISKY)

Jameson, a distinguished name in the realm of fine spirits, has long been celebrated for its dedication to the art of whiskey-making. The spirit of Ireland runs deep in Jameson Irish Whiskey, a brand renowned for its impeccable distillation process, the use of the finest locally-sourced ingredients, and its commitment to aging whiskey to perfection.

The winning brand, often regarded as

a liquid symphony of flavour, is dedicated to crafting exceptional spirits. Its complex and rich taste profile, along with its smooth finish, has captivated whiskey connoisseurs worldwide.

Jameson’s recognition is not only a testament to its extraordinary product but also its influence on the whiskey industry at large.

It reinforces the brand’s position as a beacon of innovation and excellence within

the competitive world of whiskey-making.

With a rich history and a commitment to producing the finest whiskey, Jameson Irish whiskey continues to elevate the world of spirits, ensuring that a taste of Ireland’s tradition is enjoyed worldwide.

The prestigious award serves as a testament to the brand’s remarkable journey in the spirits industry.



CRUNCHIES FRIED CHICKEN OUTSTANDING QSR BRAND OF THE DECADE

Crunchies Fried Chicken is a first-grade quick service restaurant that offers a variety of quality fast food products and first-class services. It is currently spread across the south-south, south-east and south-west cites of Nigeria, with over

eighteen years’ experience. The brand has carved the niche of excellence in the fast food delivery market with a service per excellence acquired from interacting with our valued customers.

With a vision, “To be the most preferred fast food company in West Africa through the delivery of great customer experience for the benefit of all stakeholders”, and a mission, “To exceed customers’ expectations by providing best

quality meals ALWAYS!”, Crunchies Fried Chicken has, over the years, built a unique culture of delivering superior customer service and satisfaction in an environment filled with energy, opportunity and fun.

In its words, “We believe in our people, trust in their positive inventions, encourage ideas from everyone and have actively developed a workforce that is diverse in style and background in all our operational locations”.

hypo
Go Wipe O!

TOILET CLEANER

Makes your Toilet
Germ-free



Kills
99.9%
germs

-  **WHITENS**
-  **REMOVE TOUGH STAINS**
-  **REMOVES ODOUR**



King of the Street, a campaign launched by Gala Sausage Roll in March 2023, is aimed at reinforcing the brand's position. It leverages its tagline; Fuel your Hustle.

The campaign tapped into the energy of urban culture and engaged with consumers in a unique and memorable way. It focuses on telling genuine stories via their social media page @

"KING OF THE STREET" By GALA OUTSTANDING CAMPAIGN OF THE YEAR (FMCG)

galasausageroll, about the Gala KINGS; the true soldiers of the brand by celebrating their struggles, triumphs, and connection to the brand's products or values.

These soldiers are the salesmen, the hawkers, the retailers, the distributors, and the consumers who ensure continuous product success by constantly purchasing and selling the legendary snack.

Part of its initiative to drive its thought leadership in the sausage roll space was to

sponsor the annual Unilag Africaribbean Carnival, celebrating the rich culture of six African countries such as Nigeria, Brazil, Bahamas, Cuba, Jamaica, Trinidad, and Tobago.

The brand also sponsored the Toastmasters conference, Nigerian Chapter. Toastmasters International is a global non-profit organization dedicated to improving communication and leadership skills in individuals.



Martell personifies luxury and opulence. It is steeped in an unparalleled heritage that dates back to its inception by the visionary Jean Martell in 1715.

As the oldest and most esteemed cognac house, Maison Martell is globally renowned for its exquisite craftsmanship and refined cognacs, crafted with a savoir-faire passed down through nine generations.

MARTELL OUTSTANDING SUPER COGNAC OF THE DECADE (PREMIUM COGNAC)

Exuding a deep-rooted passion for its artistry and an unwavering connection to the terroir, Maison Martell fearlessly defies conventions, continually pushing the boundaries of cognac innovation. A testament to this audacity is the iconic Martell Cordon Bleu, an extraordinary expression introduced in 1912. Symbolizing the unfettered spirit of the House is its emblem, the swift.

Within Nigeria, Martell reigns supreme

with its four distinguished variants: VS, Blue Swift and XO. However, the undisputed crown jewel is Martell Blue Swift, a testament to the brand's audacious nature.

Through groundbreaking advancements in the Cognac Industry, including the pioneering creation of Blue Swift, Martell has captured the hearts of Nigerians, emerging as their preferred choice.



A prominent name in the world of personal care, 2Sure secured this prestigious award following a thorough evaluation of their product line, commitment to quality, and innovative contributions to the industry.

From the stable of Seven-Up Bottling Company Ltd, 2Sure's consistent emphasis on delivering premium personal care solutions has made it a trusted and

2SURE OUTSTANDING PERSONAL CARE BRAND OF THE YEAR

sought-after brand.

The brand has consistently invested in cutting-edge technology and high-quality ingredients to craft personal care products that go beyond industry standards, catering to the evolving needs of their customers.

The Company's commitment to staying at the forefront of personal care innovation has garnered it the admiration of consumers and industry experts.

By providing personalized personal care and wellness solutions, excellent

customer support, and a user-friendly experience, Seven-Up Bottling Company has earned a devoted customer base.

Its dedication to environmentally responsible and sustainable practices has resonated with customers, as they offer eco-friendly and cruelty-free products.

The award signifies that 2Sure is not only leading its segment in the market but is also defining the future of personal care solutions with its commitment to quality, innovation, and customer satisfaction.



**NO
SUGAR
ADDED**
SINCE 2009

YOU DESERVE A
**REFRESHING
TROPHY**
FOR BEING A NIGERIAN

Brewed with Honour

Drink Responsibly. Not for Sale to Persons Under the Age of 18.





AQUAFINA

OUTSTANDING TABLE WATER BRAND OF THE YEAR

Aquafina is a renowned table water brand and a formidable player in the industry from the stable of Seven-Up Bottling Company Ltd.

The brand's consistency in delivering top-quality, safe drinking water has set a new industry benchmark.

One of the key drivers of AcquaPure's

success is the stringent quality control measures and state-of-the-art purification processes by the producing company.

The brand places a premium on providing consumers with water that is not only pure but also tastes refreshingly clean. The cutting-edge purification methods have earned it a reputation for setting the gold standard in the industry.

Aquafina's commitment to safety and environmental responsibility has further propelled its roaring success in the

marketplace.

Its producers have consistently invested in eco-friendly packaging and manufacturing practices, minimizing their environmental footprint while ensuring their water remains safe for consumers.

With its unwavering commitment to excellence, AcquaPure is poised to maintain its dominant position as the go-to choice for pure and refreshing table water in the market for years to come.



Glo's *777#

INNOVATIVE TV COMMERCIAL OF THE YEAR

The campaign copiously centers on the brand's *777 code which enables customers to recharge their Glo lines from their bank accounts.

The short code is not only used for oneself but also used to recharge for friends and family, buy data bundles for self, friends and family.

It is one code used for almost everything Glo and one universal code that is needed to manage everything about Glo line.

With this code, customers can buy, gift, share and manage their data, use eTopUp to recharge their account, enjoy amazing rewards and offers, manage tariff plans, borrow airtime and data, subscribe/unsubscribe to Value Added Services (VAS) and so much more.

Interestingly, the short code does not require internet access before it can be used for all its services and it works on all device type.

Glo's *777 TV commercial launched with a view to using storytelling strategy to create a positive buzz for the products and services has emerged the Marketing Edge Innovative TV Commercial of the year.



INDOMIE NOODLES

OUTSTANDING NOODLES BRAND OF THE DECADE

Indomie Noodles from the stable of Dufil Prima Foods has consistently launched innovative and successful marketing campaigns that have resonated with consumers and helped to grow its market share.

It is the market leader in the noodles market in Nigeria and has been feeding households since 1988.

In recent years, Indomie Noodles has

been particularly successful in reaching out to and engaging with consumers.

The brand has also created a number of successful influencer marketing campaigns.

In addition to its marketing success, the brand is also known for its high-quality products and its commitment to customer satisfaction. It is a unique brand of instant noodles, loved by a majority of Nigerians. It has grown to become a household name in Nigeria owing to its delightful taste and wholesomeness.

Accepted across all age groups, the brand has managed to win over the hearts and taste palates of both the young and the old.

Indomie Noodles was selected for the above award based on its exceptional market performance over the past decade.

The brand feels honored to receive this award and is committed to continuing to provide consumers with the best possible noodles products and marketing experiences.

alat.ng



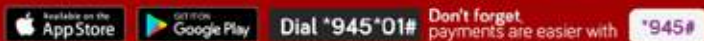
GO ALL OUT WITH ALAT



Download the ALAT app today.



Are you an ALAT user? Download the app to join the ALAT Trybe



0-7000-PURPLE, 0803 900 3700

help@ALAT.ng 09044411010

Customer help desk

Get social with us at:



wemabank.com | alat.ng



PEPSI COLA

OUTSTANDING CSD BRAND OF THE YEAR

Pepsi Cola, produced in Nigeria by Seven-Up Bottling Company Plc and a leader in the competitive carbonated soft drink (CSD) segment, has long been celebrated for its unique flavours,

captivating marketing campaigns, and commitment to meeting the evolving tastes of its ever growing customer base. This accolade represents a recognition of the brand's consistent efforts to engage consumers and stay at the forefront of the CSD market.

This award underscores Pepsi Cola's prowess in the CSD domain. The brand has consistently demonstrated a commitment to promoting healthy living, offering a range of low-calorie and sugar-free beverage options that align with the evolving health-conscious preferences of

consumers.

Pepsi Cola's recognition as the "CSD Brand of the Year" not only reflects its strategic marketing prowess but also its impact on the industry as a whole. The award reinforces its position as a beacon of innovation and success within the competitive landscape of the CSD market.

The brand's victory in this coveted category is a testament to its ability to captivate audiences, create memorable campaigns, and maintain its status as a beloved brand in the world of carbonated soft drinks.



SWAN WATER

HERITAGE SPRING WATER BRAND

Swan Natural Spring Water is bottled from nature and contains zero chemical additives.

The brand is positioned in the premium segment of the bottled water category.

It has been clinically certified that drinking Alkaline based spring water has

numerous benefits.

This is so because the water contains four main minerals, namely calcium, magnesium, sodium and potassium.

Calcium helps in ensuring a healthy bone, heart, muscles and nerves; while magnesium turns food into energy and engineers over 300 biological reactions in the body. Potassium promotes healthy digestion and muscle functions.

Essentially, these minerals help to improve bone health, sooth acid reflux, reduce high blood pressure, blood sugar and cholesterol.

They also enhance hydration and increase life longevity.

Swan Natural Spring water is sold in 50cl, 75cl, and 150cl bottles which come in SKUs packed by 6, 12, and 20.

Swan Natural Spring Water was incorporated in January 1981 and introduced into the Nigerian market in December 1983 as the pioneer brand of bottled water in Nigeria.

The water is from the springs of Kerang Hills, located in Jos, Plateau.



DIVA'S SECRET BEAUTY SOAP

OUTSTANDING BEAUTY SOAP OF THE DECADE

Diva's Secret Beauty Soap is a high-quality soap from Aspira that provides complete nourishing, moisturizing and glowing skin known for its affordability, availability and is non-gender based.

Diva's Secret Soap Papaya is a popular skincare product made with nature's ingredients with no chemicals to improve

body texture. It is formulated with papaya extract, known for its natural exfoliating properties, and is designed to gently cleanse, brighten, and improve the overall appearance of the skin.

Its tropical aroma is invigorating and instantly transports consumers to a serene oasis. It provides a refreshing and uplifting

experience during each use, making it an enjoyable part of daily self-care ritual.

Diva's Secret Soap Papaya is a delightful addition to any skincare routine. Its natural formulation, enchanting scent, and skin-brightening properties make it a standout product.

CELEBRATE
EVERY MOMENT
IN **STYLE**

Introducing the New Look

*St. Lauren
non-alcoholic wine*

Same great taste, new label

St. LAUREN
SPARKLING FRUIT DRINK





WONDERLAND LAGOS OUTSTANDING MARKETING INITIATIVE OF THE YEAR

Wonderland Lagos was the biggest artificial holiday destination in Africa created by Octoplus Marketing in partnership with Balmoral Group.

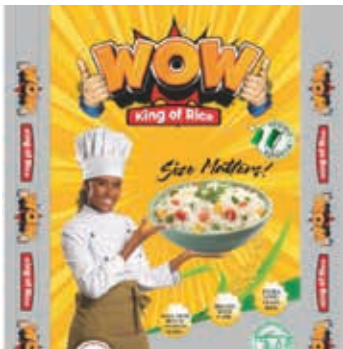
It is a Vibrant and enchanting Christmas holiday destination located in Eko Atlantic Energy City, Lagos.

With its immersive and magical atmosphere, Wonderland Lagos offered

a world of fun and excitement for visitors of all ages. Wonderland Lagos delivered a unique experience via its four villages; Christmas in Wonderland, bringing to life all the feel of Christmas; Qatar Live in Wonderland, the biggest live viewing of the FIFA World Cup in Qatar; Wonder X, back-to-back concerts with your favourite artists and nightlife experiences; and Wonderland Market; shopping like never before.

This was the perfect destination for families, friends, and adventure seekers who were looking to experience a unique Christmas in Lagos and a place where unforgettable memories were made.

The extensive holiday destination – Wonderland Lagos ran for 29 days (1st of December, 2022 to 2nd of January, 2023), and had about 180,000 guests across all the four villages during the period.



WOW RICE BEST RICE BRAND OF THE YEAR

WOW Rice, nicknamed “King of Rice,” fittingly represents the most preferred long grain variety. It is a product of superior quality and refined taste, Wow Rice has made its mark among gourmet and culinary lovers in Nigeria and around the world.

WOW Rice’s outstanding feature is its elongated grain, setting it apart from other rice varieties. When cooked, “each grain fluffs up individually, retaining its length and regal appearance”, so says Whitefield

Agro Processing Limited, the Kano city based processing company of the brand

It also has parboiled excellence as the rice undergoes a thorough parboiling process, ensuring the grains not only retain essential nutrients but also acquire an enhanced, flavour and perfect texture.

There is equally premium quality: From sourcing to packaging, every step is carried out with a commitment to quality. The grains are meticulously sorted and chosen for their superior attributes, promising a delectable dining experience every time.

Wow Rice caters to the needs of both households and commercial kitchens as it is available in a robust 50 kg pack. This packaging ensures freshness and longevity, making it a staple in any kitchen.

Its unique long grains make WOW

Rice an ideal product for a variety of dishes - from aromatic, jollof and fried rice, pilafs and biryanis to elegant side dishes that complement main course meals.

Beyond its visual and taste appeal, WOW Rice is a powerhouse of energy and essential nutrients, making it a wholesome addition to diverse diets.

From the immense nutritional benefits of eating WOW Rice, it is obvious the product is awesome experience. Every grain “embodies the passion, care, and commitment to deliver unsurpassed quality to your plate. With its enticing long grains and enduring taste, WOW Rice truly represents the best in quality and quantity.



ZEDVANCE INNOVATIVE LOAN APP OF THE YEAR

Zedvance is Nigeria’s leading non-bank retail lender, dedicated to offering accessible and innovative money solutions to individuals and businesses. Since our launch in 2014, we have successfully disbursed over 2,000,000 loans, providing more than 90 billion dollars in loans. This

feat solidifies our position as a leading player in the consumer lending industry.

We have earned the trust of our customers as a reliable provider of consumer loans, amongst other financial solutions, and we are expanding our services to cater for business needs such

as loans to grow their businesses and POS terminals to accept payments.

Zedvance is a member of the Zedcrest Group, a new age financial services group ranked by Finance Times as one of the top five fastest growing companies in Africa.



YOUR ONE-STOP SPOT FOR FINANCIAL PROGRESS

Get financial solutions for all phases of life
from seasoned professionals with diverse
expertise. Make the progressive move today.



Stanbic IBTC IT CAN BE..

A member of
Standard Bank Group



7UP LEGACY BRAND AWARD (CSD)

7UP is a refreshing soft drink that is known for its unique and invigorating taste. Produced by the renowned Seven-Up Bottling Company in Nigeria, this clear, bubbly liquid has become a favorite among consumers looking for a refreshing and satisfying beverage experience.

Throughout the years, 7UP has maintained its status as a legacy brand by consistently delivering a high-quality product that satisfies the taste buds of its loyal customers.

With its crisp and refreshing flavor, 7UP has become a go-to choice for consumers seeking a rejuvenating drink to quench their thirst and elevate their taste experience.

In addition to its exceptional product

offering, Seven-Up Bottling Company has also established a strong presence through its marketing efforts. The company has successfully implemented innovative strategies to engage with consumers and build brand loyalty. From captivating advertisements to exciting promotional campaigns, 7UP has effectively communicated its brand message and created a strong emotional connection with its target audience.

Furthermore, Seven-Up Bottling Company is committed to maintaining a high level of customer satisfaction. By prioritizing product quality, the company ensures that each bottle of 7UP delivers the same refreshing taste that consumers have come to know and love.

This dedication to excellence has established 7UP as a trusted and reliable

choice among soft drink enthusiasts. The legacy of 7UP goes beyond its refreshing taste and successful marketing campaigns. It is a brand that has stood the test of time, transcending generations and becoming ingrained in the fabric of Nigerian culture.

From family gatherings to social occasions, 7UP has been a constant companion, bringing joy and refreshment to countless moments and memories.

Receiving the Legacy Brand Award is a testament to the enduring popularity and impact of 7UP.

Seven-Up Bottling Company is honored to be recognized for its contribution to the Nigerian beverage industry and is committed to continuing to provide consumers with the refreshing taste and exceptional experiences they have come to expect from this beloved brand.



COLD STONE CREAMERY OUTSTANDING ICE CREAM BRAND OF THE YEAR

Cold Stone was chosen as the Outstanding ice cream brand of the year because it established itself as a leading brand in the ice cream segment, offering a wide variety of delicious ice cream, cakes, smoothies, and shakes, over the past one year.

With over 25 years of experience, the brand has consistently delivered the finest, freshest products using only the highest quality ingredients.

What sets Cold Stone Creamery apart is its unique process of preparing custom

ice cream creations on a frozen granite stone, ensuring a one-of-a-kind experience for customers.

But Cold Stone Creamery is more than just an ice cream shop. It prides itself on creating joy and happiness through its products and services. From the enthusiastic and singing crew members to the shared laughter of families enjoying a sweet treat together, Cold Stone Creamery goes beyond providing amazing ice cream.

The brand believes that its true purpose is to make people happy. This commitment to customer satisfaction has been one of the key factors in Cold Stone

Creamery's success and recognition as an outstanding ice cream brand.

As a result of its dedication to quality and customer happiness, Cold Stone Creamery is honored to receive the award for Outstanding Ice Cream Brand of the Year. The brand remains committed to using the best ingredients and providing a memorable experience for its customers. Whether it's a celebration or a simple indulgence, Cold Stone Creamery strives to create moments of happiness through its delicious and delightful ice cream creations.



MCVITIES OUTSTANDING BISCUIT BRAND OF THE DECADE

McVities is a household name in the world of delectable biscuits. The brand is known for an unwavering dedication to crafting exceptional biscuit experiences that have delighted consumers for years and counting.

McVities has consistently set the bar high in the realm of savory and sweet

indulgences, captivating the palates of biscuit enthusiasts across the globe.

The producing company's dedication to using premium ingredients and adhering to time-tested recipes has consistently delivered flavor and satisfaction to customers' taste buds. Thus, the "Outstanding Biscuit Brand of the Decade"

award by MARKETING EDGE reflects McVities' commitment to innovation, quality, and the pursuit of making every snack time a moment of delight. The brand is committed to continuing its journey of providing biscuit lovers with delicious treats that evoke smiles and create cherished moments.



Spring
TO LIFE



+234 800 333 4444



uacfcare@uacfoodsng.com



swanspringwater



The Nigerian lager beer brand from the stable of AB InBev, was awarded based on its consistent quality, popularity, and innovation over the past decade.

Hero Lager Beer is known for its smooth, refreshing taste and its distinctive green bottle. It is one of the most popular beer brands in Nigeria, and it is also exported to a number of other African countries.

Hero Lager Beer's success is due in part to its high quality and its affordable

HERO LAGER BEER

OUTSTANDING MAINSTREAM REGIONAL LAGER BRAND OF THE DECADE

price. The beer is brewed with the finest ingredients, and it is subjected to rigorous quality control standards. Hero Lager Beer is also priced competitively, making it accessible to a wide range of consumers.

In addition to its high quality and affordability, Hero Lager Beer is also known for its innovative marketing campaigns. The brewery has launched a number of successful campaigns that have helped to increase brand awareness and popularity. Hero Lager Beer has earned a sterling reputation for its distinctive

regional lagers, known for their quality and craftsmanship. The brand's innovative brewing techniques and effective marketing strategies have endeared it to consumers, making it a formidable choice in the regional lager market.

The beer is well-positioned to capitalize on the growing demand for high-quality beer in Nigeria and other African countries. This award signals a bright future for the brand and reinforces its pledge to excellence in the world of regional lager brewing and branding.

Infinix

INFINIX DEVICES

EXCELLENCE IN MOBILE GAMING

Infinix Devices have emerged as leaders in the mobile gaming industry since their establishment in 2009. Little wonder they were recently nominated for the award of Excellence in Mobile Gaming.

The brand has quickly gained a reputation for its avant-garde designs, innovative features, and impeccable quality, attracting millions of consumers every year.

With a brand ethos of "challenging the norms," Infinix devices are specifically designed for the younger generation, offering products that allow users to stand out, connect with others, and stay in touch

with the ever-changing world.

By providing high-quality intelligent products, Infinix aims to create a distinct smart lifestyle for its users. At the forefront of innovation in the wireless and mobile internet domain, Infinix continuously defies conventions and paves the way for the future.

The brand consistently pushes boundaries and sets new industry standards with its cutting-edge technology and forward-thinking approach.

Infinix devices offer a seamless gaming experience, catering to the needs and preferences of gaming enthusiasts. With

their exceptional performance and user-friendly features, the devices have become the go-to choose for gamers who value excellence and innovation in their mobile gaming experience.

Infinix Devices are committed to delivering excellence in the gaming industry by constantly embracing new technologies and creating an immersive gaming environment.

With dedication to providing outstanding products and experiences, Infinix Devices continue to solidify its position as a leader in the mobile gaming market.



Peak Milk, from the stable of FrieslandCampina WAMCO Nigeria PLC, has earned a reputation for its wide range of dairy products, including milk, powdered milk, and yogurt, all known for their quality and nutritional value. The brand's innovative and consumer-centric marketing campaigns have made it a beloved choice among consumers of all ages.

PEAK MILK

LEADERSHIP BRAND AWARD (DIARY)

The award signifies Peak Milk's dedication to setting the bar high in marketing excellence. Its marketing campaigns have not only elevated the brand but also contributed to the overall growth of the Nigerian dairy industry.

Peak Milk's remarkable achievement in the dairy industry affirms its position as a market leader and a brand that understands the needs and desires of its consumers.

This award win is a testament to the brand's commitment to quality, consumer engagement, and innovation, cementing

Peak Milk's place as a dairy industry leader. It foreshadows a promising future for the brand and reinforces its dedication to excellence in the world of dairy marketing.

The recognition of Peak Milk serves as an inspiration for marketers, not only in the dairy sector but across various industries. It demonstrates the power of branding and marketing strategies that resonate with consumers and drive brand loyalty. The recognition underscores the brand's remarkable success in marketing and brand leadership in the dairy sector.

STAY CONNECTED WITH
GLO MIFI AND ROUTER



CONNECTS UP TO 32 WIFI ENABLED DEVICES



Faster Downloads

Faster Music & Movie Streaming

Seamless Video Calls

Faster Game Experience

Available at Gloworld shops nationwide

Visit **hsi.glo.com**
to subscribe to a data plan



Unlimited



TROPHY LAGER BEER

OUTSTANDING LAGER BRAND OF THE YEAR

Trophy Lager beer is another iconic premium brand from the brewing hub of International Breweries Plc, a proud member of AB InBev, the global giant in the brewing world.

Just as the name signifies, an honourable brand for honourable consumers which has steadily risen from its humble beginning to international stardom by becoming the bestselling beer in Nigeria and the most loved by the Nigerian communities in the diaspora.

Recognised for its excellent quality, Trophy is a proud winner of the Monde Selection Gold Award for quality taste, aroma, texture, and flavour. This is a testament to the quality ingredients, superb packaging, and excellent taste that only Trophy

Lager Beer offers.

Birthered by a leading brewery like International Breweries Plc., it owes its great taste to the hop flavours it contains. Affordable with frothing contents, Trophy Lager Beer is packaged in bottles and cans. It's well renowned as the beer of the elite, while remaining cautious with the well-being of its consumers by strictly warning that it is not for persons under the age of 18.

Tasted and trusted by consumers, it has consistently delivered on its promise to give consumers a crisp and refreshing beer experience with very high standards.

Trophy Lager Beer's unwavering commitment to quality, innovation, and the consistent delivery of exceptional lagers secured its position as a prominent figure in the highly

competitive beer industry.

In addition to its high quality and affordability, Trophy Lager beer is also known for its innovative marketing campaigns. The brewery has launched a number of successful campaigns that have helped to increase brand awareness and popularity.

In a competitive brewing landscape, Trophy Lager Beer's commitment to quality and excellence has positioned it as a guiding light in the beer industry, influencing not only its own success but also serving as a trailblazer for other breweries.

The brand is well-positioned to capitalize on the growing demand for high-quality beer in Nigeria and other African countries. Trophy Lager beer is set to continue to be successful in the years to come.



THREE CROWNS MILK

INNOVATIVE DAIRY BRAND OF THE YEAR

evolved over the years, focusing on themes such as "Top it up deliciously," "Richer, Thicker & Creamier," and "Put sunshine in your life."

In 2011, the brand introduced its LUPP 30g Evap sachet and emphasized building strong families.

In 2015, Three Crowns milk underwent a repositioning, aligning its communication with the goal of promoting healthy mums and happy families. The brand's "Don't you wish" campaign highlighted the unique ability of Three Crowns Milk to support mothers in taking care of their families.

To further increase its product portfolio, Three Crowns Milk introduced new offerings, including a 380g Powder, 14g Powder sachet, and 55g Evap sachet.

With its dedication to innovation, high-quality products, and support for families.

Three Crowns milk is proud to have received the prestigious title of Innovative Dairy Brand of the Year. The brand will continue to provide healthy and nutritious dairy options to households across Nigeria, ensuring the wellbeing of mothers and their loved ones.

Produced by FrieslandCampina WAMCO Nigeria PLC, Three Crowns milk offers a range of high-quality products that provide essential vitamins and minerals for families.

Since its launch in 1988, Three Crowns milk has continuously improved its formulation and expanded its product offerings.

The brand's communication has

CWAY

NUTRI-YO

My Yoghurt Irresistible



Trade Enquiries: 0908 321 1111



FLYING FISH

OUTSTANDING NEW PRODUCT OF THE YEAR (FLAVOURED BEER)

Flying Fish is a premium beer whose birth was to redefine beer consumption style among consumers. It was specially created to cater to the category of consumers who prefer alcoholic beers with a tinge of sweetness and flavor. The flavoured alcoholic beer is poised to meet the needs and satisfaction of those who love more flavour than the typical beers. It is a product that promises to be a viable alternative and worthy competition to the current options in Nigeria's Flavoured Beer Market.

For those consumers with an unending quest for enjoyment, Flying Fish comes handy with its iconic zesty lemon taste that appeals to the playful and vibrant nature of its target market, and like the brand, those made to stand out prestigiously. Indeed, the launch of Flying Fish in September, 2022, introduced a new dimension in the beer segment of the Nigerian market, especially for the fact that the refreshing brand comes from the stable of International Breweries, a proud member of AB InBev, the biggest brewer in the world.

The legacy and equity of its brewer, AB InBev, has further strengthened its acceptability and credibility as it joins the portfolio of premium brands like Budweiser, Hero Lager, Trophy Lager,

Trophy Stout, Castle Lite, and Grand and Beta Malts to make hit followers in consumers.

With Flying Fish, consumers have acknowledged that at first sip, one gets the enchanting flavour of either pressed lemon or crushed orange and just before it gulps down; it bursts with the rich flavour of beer whose after taste last for a memorable time.

As a global brand, Flying Fish beers are ten-time medal winners at the Great American Beer Festival, the most of any New Jersey brewery and it is known that it is for the sweet tooth and young, lively individuals who love their beer light.

Flying Fish Premium Flavoured Beer combines the pure refreshment of beer with added flavours – pressed lemon, crushed orange and chilled green apple. It is about adding some flavour to the familiar, looking at and doing things differently while having fun and living in the moment. Flying Fish new CRISP craft beer is golden and clear ale with slightly sweet cereal malts with a hint of spicy hops.

Flying Fish Hard Seltzer is made with refreshing sparkling water and alcohol with a burst of bubbles, a dash of fruit juice* and nothing else with the fresh flavours of Lemon and Lime, Raspberry and Apple, making it the

perfect when you want real enjoyment. Flying Fish Brewing new CITRA craft beer is bright, golden pale ale with a medium haze. It is slightly bitter, with orange citrus and cereal grain flavors. Enjoy CITRA's tangerine aroma, medium carbonation, and clean finish. **FOOD PAIRINGS:** Great with your favorite meats, appetizers, and tacos.

AB InBev said it launched Flying Fish as a perfect blend of premium beer and zesty lemon flavour into the Nigerian market to the delight of its consumers who wanted them to introduce something different to them because they know its pedigree when it comes to making premium beers that people love.

Flying Fish comes at 4.5% Alcohol by Volume (ABV) in a unique flint bottle and golden liquid which is as unexpected as the brand name. It said nothing tastes like this and this is why both men and women will equally love it.

The global brewer explained that Flying Fish will cater to the category of consumers who prefer alcoholic content beers with a tinge of sweetness and flavour. It therefore urged consumers to think Flying Fish when they think fun, crisp excitement, and an easy-drinking experience.



WEMA 5 FOR 5 PROMO

OUTSTANDING DIGITAL CAMPAIGN OF THE YEAR AWARD

the nation from the moment it was launched.

The campaign, which promised customers a five percent interest rate on savings for a minimum of five months, combined with a chance to win five million Naira, quickly became

the talk of the town. Customers were drawn to the bank in unprecedented numbers, eager to take advantage of this enticing offer.

What set the "5 for 5 Promo" apart was its adept use of digital marketing strategies. Leveraging the power of

The "Wema 5 for 5 Promo" was a digital-first campaign that rewarded customers for using Wema Bank's ALAT digital banking platform. The Promo captured the attention of



The Trusted digital bank to over **5 million** Nigerians

- Instant cards
- Discount on bill payments
- Zero charges on bill payments
- 2% cash back on card transactions
- Up to 24% interest p.a. on your savings
- Quick loans of up to ₦3 million in 5 minutes



social media, email campaigns, and an engaging website, Wema Bank connected with its audience in a manner that was both captivating and immersive.

The bank produced captivating videos, infographics, and shared inspiring stories of previous winners, keeping the anticipation high and the excitement alive.

The campaign's impact was

profound, as it garnered widespread attention across various social media platforms. The promotional website became a hub of activities, where customers eagerly checked their eligibility and calculated potential earnings. It was a full-spectrum digital experience that left a lasting impression on everyone who engaged with it.

The promo was a success, with

over 1 million customers participating. Wema Bank saw a significant increase in customer activity on ALAT during the promo period. The promo also helped to increase Wema Bank's brand awareness and to attract new customers.

The award is a testament to Wema Bank's commitment to digital innovation and to its focus on creating a rewarding customer experience.



NUTRI YO

OUTSTANDING RTD DAIRY BRAND OF THE YEAR

Nutri Yo, one of the Nigerian consumers' preferred yoghurt drinks with improved formulation comes in 500ml, 400ml, and 125ml comes from the stable of CWAY Group, a foremost Company in Nigeria's FMCG sector.

The brand is available in 2 variants, namely: Plain Sweetened yoghurt and Strawberry Flavoured yoghurt.

Launched in 2018, Nutri Yo is one of the brands birthed by renowned FMCG giant, CWAY FOOD and BEVERAGES and producer of famous brands such as Nutri Milk, Maca Energy Drink, Peach Fruit Drink, CFresh, Darjeeling Ice Tea, and Nutri Choco.

With over two decades in Nigeria's

FMCG industry, CWAY has persistently produced high-quality products that have continued to gain tremendous acceptance among Nigerian consumers.

With a passionate drive to meet the yearnings of yoghurt drink lovers across Nigeria over the years, Nutri Yo increasingly satisfies various segments of consumers and has been relentlessly innovative with quality. Nutri Yo is rich in proteins and essential minerals such as calcium, sodium, and vitamins B6, B1, D, and A which ensure that consumers not only get nourishment for their body but also gain a refreshing sensation, thus providing consumers essential nutrients to stay active.

Nutri Yo continues to grow year on year just as it boasts of a strong distribution network Pan Nigeria across different distribution channels which makes it easy for consumers to access.

The outstanding consumption experience from first taste to final drop combined with the immense nutritional benefits gave rise to the brand's tagline, "My Yoghurt Irresistible".

Preference for newly improved Nutri Yo among its contemporaries obviously portrays the growing satisfaction of yoghurt lovers who want to enjoy the creamy taste and nourishment of a yoghurt drink.



SOSA

OUTSTANDING NEW PRODUCT OF THE YEAR

Sosa Fruit Drink was launched in 2022 as part of Rite Foods Limited's product portfolio expansion. This strategic move underscored Rite Foods Limited's commitment to enriching its product portfolio to meet its customers' dynamic and evolving preferences.

Sosa Fruit Drink has five flavour offerings: Orange, Apple, Cranberry, Mixed Berries, and the unique Orange,

Passion, and Mango (OPM) blend. It is available in two sizes - a portable 35cl pack and a generous 1-liter option to suit the consumers' convenience.

Rite Foods Limited upholds an unwavering commitment to quality and excellence and Sosa Fruit Drink is no exception. Each bottle represents the company's relentless pursuit of attaining the highest standard of refreshment for its

consumers.

In September 2023, Sosa Fruit Drink received the prestigious "Outstanding New Product of the Year – Juice" Award at Marketing Edge's 20th Anniversary Summit and Awards.

Get more about Sosa Fruit Drink on Instagram, Twitter, and Facebook via @sosafruitdrink

A DNA of Consistency:


WE ARE
**CHAIN
REACTIONS**


Strategy | PR | Experience | Digital | Growth

Let's start the
Reactions now!


Lagos Office:
2, Eso Close, Off Oduduwa Crescent,
Ikeja GRA, Lagos.

Abuja Office:
Apartment 1, 2764 Linda Chalker Street,
Asokoro, FCT, Abuja.

 www.chainreactionsafrica.com

 [chainreactionsafrica](https://www.facebook.com/chainreactionsafrica)

 [chainreactionsafrica](https://www.instagram.com/chainreactionsafrica)

 [chainreactions2](https://twitter.com/chainreactions2)



In recognition of its commitment to support customers' aspirations and help them reach their potentials, ALAT by Wema has been named the Outstanding Digital Financial Bank of the Year at the MARKETING EDGE Brand and Advertising Excellence Awards.

Launched on May 2, 2017 by Wema

ALAT

OUTSTANDING DIGITAL FINANCIAL BANK OF THE YEAR

Bank, a Nigerian commercial bank, ALAT was built with a mission to become Nigeria's most dominant digital banking platform. It is Nigeria's first fully digital bank, to offer bespoke solutions to all banking needs while providing support for customers' lifestyle choices, business demands and recreational ventures.

ALAT offers a 360-degree digital banking experience that is simple, reliable and convenient. Its technology inspires

customers to manage their money differently while allowing them to bank on the move from anywhere.

It takes about the same time used to eat a burger to sign up to its branchless bank and get a functional account number, access to loans, a FREE debit card delivered to customers with an option to lock and unlock anytime. Simply put, ALAT is a bank of the future.



In the words of the brand owners of Colgate, "This recognition is a testament to the brand's unwavering commitment to quality and innovation in the field of oral hygiene.

"The award signifies a decade-long journey of excellence, dedication, and the relentless pursuit of delivering exceptional oral care solutions to consumers worldwide. Colgate has consistently raised the bar in oral healthcare, earning the trust and loyalty of millions of consumers.

COLGATE

OUTSTANDING TOOTHPASTE BRAND OF THE DECADE

"It reflects the brand's dedication to providing the best oral care products that prioritize not only effectiveness but also safety and innovation. Colgate believes in creating a positive impact on people's lives through their oral health, and this award validates the brand's efforts. Colgate has consistently delivered on its promise of maintaining healthy and radiant smiles.

With a focus on cutting-edge research and development, the company has introduced a range of toothpaste variants designed to

address various oral health concerns, from sensitivity to whitening.

"The "Outstanding Toothpaste Brand of the Decade" award serves as a testament to the brand's relentless pursuit of innovation, quality, and its dedication to helping people achieve and maintain excellent oral health.

"Colgate is committed to continuing its mission of making smiles brighter and lives healthier".



Undoubtedly, Dangote Industries Limited (Dangote Group) is one of Africa's largest industrial giants.

It is a diversified and fully integrated company with an annual group turnover in excess of US\$4billion. It has also been a key investor in the Nigerian economy.

The Group's interests include cement, sugar, salt, fertilizer, agriculture, transport, packaging and real estate, with ongoing new projects in the oil and gas, petrochemical, and steel sectors of the

DANGOTE GROUP

BRAND OF THE YEAR

economy.

The core business focus of the Group, which began operations in 1978, is to provide local, value-added products and services that meet the 'basic needs' of the populace. Through the construction and operation of large-scale manufacturing facilities in Nigeria and across 17 other African countries, Dangote Group is focused on building local manufacturing capacity to generate employment, prevent capital flight and provide locally produced goods for the people.

As a Group, the company recognises the perceived difficulty of doing business in Nigeria, and across Africa, especially in the manufacturing sector.

Moreover, the Group also believes that

the potential for growth in Africa and the opportunities available in value added manufacturing remain attractive, despite the obstacles.

In its words, "We also believe the future growth of African economies will be built on the ability of the continent to harness the value of its resources internally and to supply our vast and fast growing consumer population with the goods and services they rely on. We aim to supply their basic needs".

The Dangote Group's Business Units include Dangote Cement PLC, Dangote Sugar Refinery PLC, NASCON Allied Industries PLC, Dangote Rice Limited, Dangote Academy, Dangote Petroleum Refinery and Petrochemicals FZE, Dangote

WAY HOME

Mobile App

Experience the **comfort**



using the **WAY Home** Mobile App.

Download from



Apple Store



Google play



Fertiliser Limited, Dangote Packaging Limited, Dangote Ports Operations, Dangote Transport Limited, Dangote Sinotruk West Africa Limited, Dangote Projects, Dangote Coal Mines Limited, Dangote Steel, Dangote Granite Mines Ltd., Aliko Dangote Foundation and Dangote Construction Limited.

Dangote Cement is Africa's leading cement producer with nearly 51Mta capacity across Africa. A fully integrated quarry-to-customer producer, we have a production capacity of 29.25Mta in our home market, Nigeria. It is on the strength of this that we export cement to ECOWAS countries. We have eliminated Nigeria's dependence on imported cement and transformed the nation into an exporter of

cement.

Most recently, Dangote Industries Limited (DIL) was adjudged the 'Local Currency Corporate Bond Deal of the Year' by the Bonds, Loans & ESG Capital Markets Africa Awards 2023 in South Africa. Also, DIL and Dangote Cement Plc were rated the Largest Corporate Bond lodgment on FMDQ in gold category and the 2022 and Most Trusted Brand of the Year respectively. On the back of the Largest Corporate Bond lodgment on FMDQ award came another recognition with the Dangote Group named as the Most Outstanding Conglomerate in Environmental Sustainability.

In 2022, Dangote Industries Limited was adjudged the Outstanding Indigenous

Conglomerate of the Decade, carting home eight different Economic Community of West African States Manufacturing Excellence Awards (EMEA).

In July 2023 DIL emerged the 'Most Admired Brand in Africa' for the year 2023, making it the sixth consecutive time. The award was for the company's leadership position in driving quality brands across the continent. DIL also emerged the Most Valuable Brand in Nigeria for a record 6th Year in a row, ascertained by the 2023 corporate brand evaluation conducted by the leading brand and marketing research firm, Top 50 Brand Nigeria.



DOMINO'S PIZZA INNOVATIVE PIZZA BRAND OF THE YEAR

Brands and Advertising Excellence Awards specially organized by MARKETING EDGE and which coincided with its 20th anniversary.

Founded by two visionary brothers in 1960 as a single Pizza restaurant, Domino's Pizza has become the notable world leader in pizza delivery.

The company was established in Nigeria in 2012 as Eat'N'Go Limited and was the first company to bring world class pizza into the country.

Beyond pioneering the concept of efficient delivery of made-to-order pizzas, the brands have been part of innovations that have made a significant impact on the entire food delivery industry in Nigeria.

Significantly, Domino's Pizza has been able to create the sturdy, corrugated pizza box, which keeps moisture from weakening the box and cheese from sticking to the top.

As a testament to its pizza delivery with quality ingredients in Nigeria, Domino's Pizza has been recognized as the Innovative Pizza Brand of the Year. The recognition was given at the just concluded



GOLDEN PENNY NOODLES OUTSTANDING NOODLES BRAND OF THE YEAR

to delivering unmatched taste experiences and innovative marketing strategies in the world of noodles.

Golden Penny noodles has long been a beloved brand for noodle lovers, offering an array of delightful and flavor-packed noodle dishes.

Beyond its culinary excellence, the brand's marketing strategies have taken the food industry by storm, captivating consumers worldwide.

The "Outstanding Noodles Brand of the Year" title is not just a tribute to Golden Penny noodles' culinary finesse but also to its pioneering marketing endeavors.

The brand's marketing campaigns have been celebrated for their innovation, engaging storytelling, and a strong online presence.

The title signifies not only Golden Penny Noodles' culinary prowess but also its commitment to sustainability and social responsibility. The brand has been lauded for its efforts to reduce its environmental footprint and support local communities.

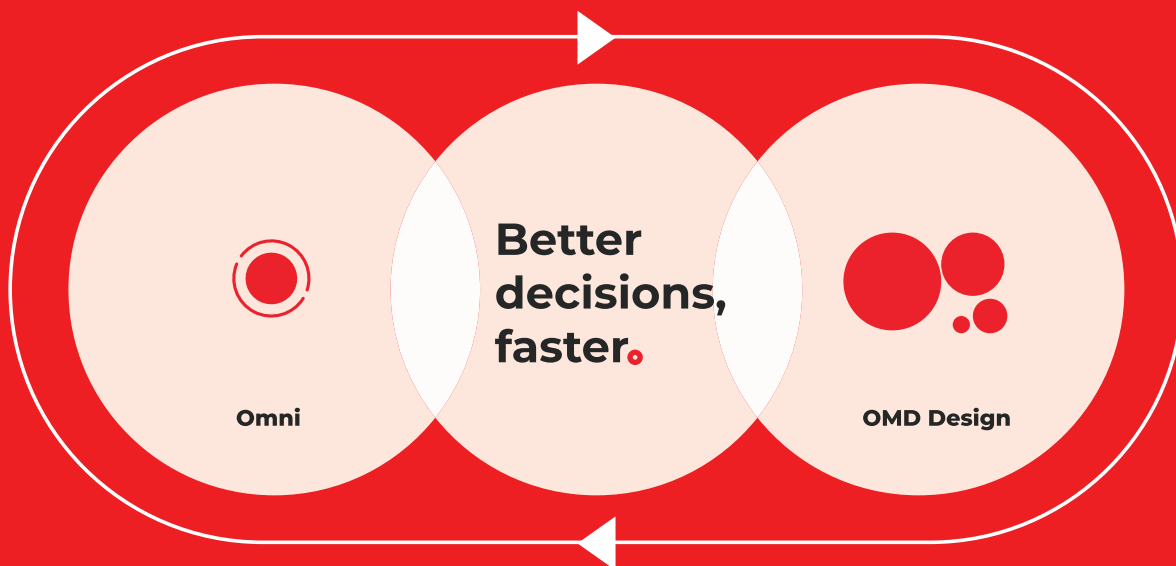
With this prestigious award in hand, Golden Penny Noodles is set to raise the bar even higher and remain a leader in the ever-evolving world of noodles.

Having become a household name in the world of noodles, the MARKETING EDGE awards singled out Golden Penny noodles for its unwavering commitment to delivering top-quality noodles, an extensive range of flavours, and its remarkable dedication to customer satisfaction. It is known for its diverse range of noodles, offering a symphony of flavours from around the world. This recognition is a testament to its dedication

Platform

Promise

Process



OMD DESIGN

Delivering better decisions faster.

OMD AWARDED

THE MOST CREATIVE, INNOVATIVE AND EFFECTIVE NETWORK IN THE WORLD

7, SHONNY HIGHWAY,
SHONIBARE ESTATE,
MARYLAND, LAGOS,
NIGERIA
TEL: +234 802 1810 081

157, OBENESU CLOSE
EAST CANTONMENTS
EXTENSION, ACCRA,
GHANA
TEL: +233 3029 76211

FAIRWIND RESIDENCE,
BP 5266, RUE TOKOTO,
BESIDE ST JOHN'S PLAZA,
BONAPRISO, DOUALA,
CAMEROON
TEL: +237 6980 05732

Partner Offices: (Cote d'Ivoire, Togo, Benin, Niger, Senegal, Gabon, Congo Brazzaville, Democratic Republic of Congo, Rwanda, Chad, Burkina-Faso)
www.mediaeachomd.com



Known for its commitment to quality, innovation, and tantalizing flavours, Golden Penny Pasta has captivated the taste buds of pasta lovers worldwide for the past ten years.

With its dedication to excellence, the brand has risen above the competition, securing its place as the most celebrated pasta brand of the decade. The brand's consistent quality, exceptional taste, and creative marketing campaigns impressed the judges, making them the unanimous choice.

GOLDEN PENNY PASTA

OUTSTANDING PASTA BRAND OF THE DECADE

Golden Penny pasta's success story can be attributed to its unique approach to pasta-making. The brand emphasizes using only the finest, locally-sourced ingredients and time-honored, traditional recipes. Moreover, they've consistently embraced innovation, offering a wide array of pasta shapes and flavours to cater to diverse palates.

The brand's marketing strategies have also played a pivotal role in their victory.

From captivating TV advertisements to engaging social media campaigns, Golden Penny pasta has managed to establish a strong and loyal customer base. Their commitment to sustainability

and environmentally-conscious practices further resonated with the modern consumer. This award not only recognizes the brand's commitment to quality but also sets a benchmark for the entire pasta industry.

With this achievement of an award by no less a medium than MARKETING EDGE, Golden Penny Pasta forward to another decade of inspiring pasta lovers and further elevating the art of pasta-making. In a world where pasta holds a special place in the hearts and kitchens of many, Golden Penny pasta has secured its legacy as the Outstanding Pasta Brand of the Decade.



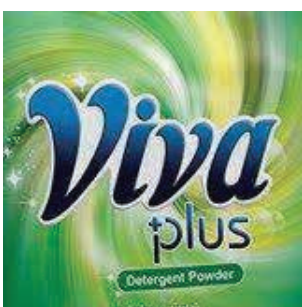
TROPHY STOUT

OUTSTANDING BRAND OF THE YEAR

Trophy Extra Special Stout is a unique and perfectly brewed Naija born stout, brewed Extra Specially, for Originals.

The NO DNA Needed Originally Black Campaign is a purposeful attempt to demonstrate to its audience that Trophy Extra Special Stout is the truly

innovative brand that understands what they stand for, "mirroring and reinforcing their originality" through various brand activities, to bring to home the purposefulness of being original without needing validations from anyone.



MARKETING EDGE has named iva, a product of Aspira Nigeria Limited, as the Outstanding Detergent Brand of the Year. This special honour was conferred on the Brand at the publication's recently held Brand and Advertising Excellence Awards.

VIVA

OUTSTANDING DETERGENT BRAND OF THE YEAR

Viva is from the stable of Aspira Nigeria Limited, part of Lee Group of Companies, one of the largest manufacturers and distributors of Laundry Care Hygiene/Personal Care & Dental Care products in Nigeria.

The Company commenced its operations in Nigeria in 2009, and have started local production of various brands of soaps & detergents. It has its manufacturing plant & Headquarters based in Kano, Nigeria.

With a strong portfolio of over 10 leading brands: Viva Plus, Sabil, Chic, Family Care, Baby & Me, Fizz, Manuka, MP3, Siri and Oracare, the company raises consumer satisfaction and market standards by offering world-class products.

With a vision to becoming one of the well-known, successful and reputable company in Africa, the company offers quality products to the consumers with utmost care.

Divia's
Secret

● Reveal your
Divia



Available in Strawberry and Papaya





GLOBALCOM OUTSTANDING TELECOM BRAND OF THE YEAR

Since it commenced operations on August 29, 2003, Globacom has initiated many novel innovations which have propelled the rapid and revolutionary changes witnessed in Nigeria's telecommunications sector.

Its crashing of the cost of acquiring SIM cards from about N25,000 to about N200 and pioneering of Per Second Billing system are largely responsible for the massive telephone penetration in Nigeria.

Prominent among the innovations Glo pioneered in Nigeria are Blackberry Services, Multimedia Messaging Service (MMS), Magic Plus, Glo Direct, International MMS, Inflight Roaming, Prepaid Roaming and Glo Mobile Internet Glo Fleet manager. Others are M-Banking, Glo Mobile Office, Glo TV, Glo Cloud, Glo Always On, and Glo Berekete.

Globacom is the only operator with a wholly owned submarine cable, Glo 1, which connects West Africa directly to the United Kingdom (UK) and the rest of the world. It also connects 12 countries in the West Africa sub-region, including some landlocked ones.

This ensures the availability of bandwidth to Wholesale, Enterprise & SME customers in West Africa. The undersea cable delivers a much faster and robust connectivity for voice, data and video with some of the lowest latencies between Africa and its gateway in London. It unleashes limitless opportunities for global and other African carriers, global content and digital media providers, government and corporate bodies in Nigeria and West Africa.

Glo1 is also credited with reducing the cost of internet services and is today the preferred cable system by global OTT providers. It connects thousands

of kilometres of national fibre to all parts of Nigeria and cross connects with landlocked West African countries providing them access to world class internet services and enable these countries connect with Content Delivery Networks (CDN) & caching with Over The Top (OTT) networks in Lagos. Globacom is currently embarking on laying Glo 2, the first submarine cable in Nigeria to terminate outside Lagos. This initiative will open a fresh vista for bandwidth beyond Lagos to other parts of the country, especially the oil platforms to enable "Digital Oilfields" and empower under-served communities in the South South & South Eastern parts of Nigeria.

In Nigeria, Glo fibre optic cable network, powered by a managed IP MPLS network, extends to the farthest parts of the country. The network gives businesses in over 130 cities low latency, faster connectivity and expanded bandwidth to carry voice, video, and data reliably.

Like in its 2.5G and 3G technologies, Globacom was the first telecom operator to accomplish a nationwide launch of 4G-LTE network in Nigeria in 2016. With the 4G LTE Network in Nigeria, Glo provides seamless voice and data connectivity; enabling superfast HD video streaming, video downloads, online gaming and much more.

The 4G LTE Advanced technology which Globacom launched recently combines three spectrums of 700 MHz, 1,800MHz and 2,600 MHz to provide a more reliable internet experience to subscribers. "It is faster, stronger, and better. The video and voice quality in video calls on different applications like Facebook Messenger, WhatsApp, Viber, etc is a lot clearer while the picture quality is crispier, and the transmission is faster. It also enables optimum performance for use in a variety of other life-enhancing cases such as telemedicine, e-agriculture, 3D Games, etc."

Globacom has also concluded plans to

roll out satellite-based internet services to rural communities and under-served areas in the country. The new service is expected to complement the company's 4G LTE Advanced network to offer unlimited benefits to communities which do not yet have access to internet connectivity, in addition to delivering high quality satellite-grade experience with voice, video, and data that can be accessed across the country.

Connectivity solutions:

WAN and Leased Lines

With WAN and Leased lines, businesses equipped with adequate technical support are able to create endless value for their customers. IP MPLS Leased circuits offer dedicated point-to-point connectivity for organizations with geographical spread through a fast, cost-effective, reliable and versatile system.

International Private Leased Circuit (IPLC)

Glo customers can have limitless control over their business no matter where they are with two-way transmission speeds ranging from 2 Mbps to 100 Gbps. Now, they can make quicker decisions for their businesses from anywhere. IPLC provides dedicated point-to-point secure private line solutions that facilitate connectivity for organizations with global offshoots through a fast, cost-effective, reliable and versatile system.

Digital Services

Globacom offers a range of customized and community-driven voice and data connectivity solutions that help to manage complex networking systems. It also provides secured as well as verticalized IT solutions such as e-Health, Smart Cognitive Learning, Smart Energy, Industrial IoT and Cloud Applications, among Top notch services.

AQUAFINA

Pool Of Life



FROM THE MAKERS OF  pepsi.



FAIRMONEY

OUTSTANDING MICROFINANCE BANK OF THE YEAR

FairMoney is currently the No. 1 digital financial services provider in Nigeria.

From verifiable data, it is the most downloaded Fintech app in Nigeria with over 10 million downloads.

Without doubts, the company's goal is to become the leading financial partner serving underserved consumers in large

emerging markets. It offers a variety of digital financial products, including near-instant digital loans, investment products, savings, POS payments, and cards, all accessible via its mobile app.

FairMoney's digital lending product covers loans with tenors ranging from 15 days to 24 months, catering to both MSMEs and consumers. The end-to-end

application to loan offer process is fully digital, taking only five minutes with no physical touch points.

The company aspires to provide its over six million digital bank users with a comprehensive banking experience and access to finance tools to take control of both their lives and their nuances.



FIRSTBANK OF NIGERIA

OUTSTANDING SMEs SUPPORTING BANK OF THE DECADE

In addition to its multiple plaques of honour, FirstBank of Nigeria Limited has won the Outstanding Small and Medium Enterprises Supporting Bank of the decade at the 2023 edition of the MARKETING EDGE Awards.

Being a leading bank with impact that has woven into the fabric of the society, the financial institution has been sustaining its development-oriented services for over 129 years as the foremost financial inclusion

services provider.

As a national icon and an international player, FirstBank is one of the most enduring financial services brands in Africa with international footprints extending through its subsidiaries, FirstBank (UK) Limited in London and Paris; FirstBank in the Republic of Congo, Ghana, The Gambia, Guinea, Sierra-Leone and Senegal; as well as a FirstBank Representative Office in Beijing.

Since its establishment in 1894, FirstBank has consistently built relationships with customers, focusing on the fundamentals of good corporate governance, strong liquidity, optimised risk

management and leadership.

Over the years, the Bank has led the financing of private investment in infrastructure development in the Nigerian economy by playing key roles in the Federal Government's privatisation and commercialisation schemes.

With its global reach, the bank, which is one of Africa's most sustainable financial services brands, provides prospective investors wishing to explore the vast business opportunities that are available in Africa, an internationally competitive world-class brand and a credible financial partner.



AIICO INSURANCE PLC

OUTSTANDING INSURANCE COMPANY OF THE DECADE

AIICO Insurance Plc's emergence as the Outstanding Insurance Company of the decade at the MARKETING EDGE Awards 2023 is, indeed, a testament to the company's unflinching dedication to quality services given to clients and sustenance of its robust philosophy as an insurance company of choice in Nigeria.

Incorporated, registered and licensed in Nigeria as American Life Insurance Company Limited (ALICO) in 1970, the company was renamed American International Insurance Company Limited ("AIICO") after the acquisition of a

60% stake by the Federal Government of Nigeria. This was later listed on the Nigerian Stock Exchange in 1990, after which both shareholders – the Federal Government of Nigeria and AIG divested.

Following the insurance industry's consolidation in 2007, the company acquired NFI Insurance PLC and Lamda Insurance Company Limited both cumulatively accounting for less than 30% of AIICO's pre-acquisition gross premiums.

As an insurance company, AIICO's goal is to be the insurer of choice and the

leading insurance company in Nigeria, providing life insurance and retirement services as well as risk underwriting to a substantial and diversified client base, which includes corporations, financial institutions, governments and individuals in Nigeria.

AIICO is the market leader in Retail Life insurance and retirement services and is a market leader in Non-Life insurance in Nigeria. The core insurance franchise is complemented by its leading insurance asset management, and health management businesses.



AI has been **THE hot topic for 2023** and for us as an agency, we've been trying to figure out how we can use it. I'm proud to say that we created this image using **generative AI**.

But as exciting as it is to see the capabilities and dream of the possibilities, "*all that glitters is not gold*". How many of you noticed that the lady in the image only has **one leg**?

Is AI the death of creativity or its future?
We are curious to know your thoughts.

Reach out to us.

playhousecommunication.com | info@playhousecomm | +2348168569919



ADRON HOMES

OUTSTANDING REAL ESTATE COMPANY OF THE DECADE

ADRON Homes and Properties Ltd has emerged the MARKETING EDGE Outstanding Real Estate Company of the Decade at the just concluded 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

Established in 2012 by a Real Estate

magnate, Aare Adetola Emmanuel King, the Real Estate firm is committed to its objective of providing secure, suitable and affordable housing for everyone irrespective of their level of income and social class.

The company is daily driven by dedicated staff to keep its promise, increase its land bank, expand its client base, and offer excellent services and affordable housing products with the singular mission to exceed expectations.

Its series range are repeated concept built on suitable sites. They are standardized in terms of design, layout and specification, offering great value and a familiar product.

The leading real estate company has the primary goal to make the incredible affordable. Emerging the MARKETING EDGE Outstanding Real Estate Company of the Decade is therefore a recognition of its relentless efforts to provide affordable and secure homes to all.



02 ACADEMY

OUTSTANDING BRANDS ADVERTISING AND DIGITAL MARKETING ACADEMY OF THE DECADE

The 02 Academy Lagos, is a hands-on brand communications and creative marketing training ad school for individuals who would like to make their mark in the history of marketing communications and the advertising world. It is the leading ad school in Lagos where in-house marketing communications experts that would proffer marketing communications and advertising solutions to organizations are trained.

Consisting of three faculties; The

School of Advertising, The School of Marketing and The School of Media, the school has classes which holds every Saturday from 8:00am to 5:30pm. The online (and offline) ad school is more than just providing knowledge, skills and practical experiences, potentials are also turned into achievements by encouraging creative exploration, while innovation is integral to the learning process.

So far, its classes are facilitated by vast and experienced individuals who have

made their mark and are authorities in the marketing communications industry in Nigeria.

02 Academy is more than a classroom. It is a school that believes in the deep fusion of education and fun which creates a tension-free environment for ideas to flow freely. Excellence is expected and encouraged and in every batch, students are presented with awards for best presentations from the ad school's Hall of Fame.



ADVANS LA FAYETTE MICROFINANCE BANK

INNOVATIVE MICROFINANCE BANK OF THE YEAR and CUSTOMER-CENTRIC MICROFINANCE BANK OF THE YEAR

ADVANS La Fayette Microfinance Bank has won two awards at the 2023 MARKETING EDGE Brands and Advertising Excellence Awards.

With nominations in two categories, ADVANS La Fayette Microfinance Bank emerged winner of the Innovative Microfinance Bank of the Year and Customer-Centric Microfinance Bank of the Year.

ADVANS La Fayette, as it is simply

called, distinguishes itself in innovation and with its unwavering commitment to delivering outstanding customer experiences.

The microfinance bank's success story is founded on its innovative approach to microfinance. It has consistently strived to make financial services more accessible, convenient, and tailored to the unique

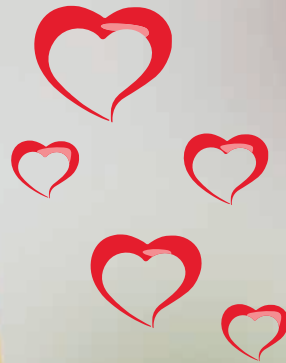
needs of its diverse clientele.

Whether it is offering flexible loan products, deploying user-friendly digital platforms, or providing finance to the education sector, ADVANS La Fayette Microfinance Bank has demonstrated exceptional dedication to its customers across demographics and geographies.



The HOME of
GOOD FOOD

More Reasons To Love



**Great Taste,
Good Nutrition**

Enjoy the taste and nourishing goodness
of Golden Penny Pasta.



BUA Foods Plc has won the Innovative Indigenous FMCG Manufacturing Company of the Year at the 2023 MARKETING EDGE ANNUAL AWARDS OF EXCELLENCE.

BUA Foods Plc is a leading Food and Fast-Moving Consumer Goods (FMCG) business in Nigeria. The company is a member of BUA Group, a prominent conglomerate with interests in the food and infrastructure sectors. BUA Foods operates in five divisions, including Sugar, Flour, Pasta, Rice, and Edible Oils.

BUA is known for processing,

BUA FOODS PLC

INNOVATIVE INDIGENOUS FMCG MANUFACTURING COMPANY OF THE YEAR

manufacturing, and distributing food produce and packaged food. The company's product portfolio currently includes fortified and non-fortified industrial sugar, flour, and pasta. BUA Foods has plans to expand its offerings by starting the processing, manufacturing, and distribution of rice in 2022 and edible oils by 2024.

BUA's vision is to fulfill Africa's food demands by promoting food security and nourishing lives, while their mission is to provide high-quality foods and create long-term value for all stakeholders.

The journey of BUA Foods began in 2000 with the acquisition of Nigeria Oil Mills Limited, marking their entry into the edible oils business. They

subsequently ventured into refining sugar, rice production, and flour and pasta manufacturing with the establishment of BUA Sugar Refinery Limited in 2005, BUA Rice Limited in 2014, and IRS Flour and IRS Pasta Limited in 2019.

BUA Foods also actively engages with host communities by implementing initiatives that support healthcare, education, water supply, road infrastructure, and other dimensions. They contribute to the economic empowerment of communities through employment opportunities, scholarships, and infrastructure development, improving the overall standard of living.



LAPO MICROFINANCE BANK

OUTSTANDING MICROFINANCE BANK OF THE DECADE

Undoubtedly, LAPO Microfinance Bank Limited has become a household name in Nigeria's financial space.

LAPO was founded by Dr. Godwin Ehigiamu Gbsoe, a leading social entrepreneur and renowned microfinance practitioner committed to poverty alleviation and economic empowerment in Nigeria. LAPO was incorporated in April 2007 as a limited liability company and licensed to operate as a regulated entity by the Central Bank of Nigeria (CBN) in June 2010. It began operations as a National Microfinance Bank in 2012.

Its banking activities are targeted at micro, small and medium enterprises, particularly, women and micro enterprises owners.

It focuses on providing loans and other financial services designed to meet the needs of the economically viable poor and low income households.

LAPO Microfinance Bank remains committed to its over 30 years mandate of social and economic empowerment of members of low-income households, Micro and Small Medium Enterprises owners through the provision of easy access to credits and strategic social interventions/initiatives.

LAPO operates through a network of over 500 branches spread across key cities in 34 states of Nigeria with over 7,000 employees, delivering superior products and service experiences to over six million happy customers in a sustainable way.

LAPO has successfully designed over 50 unique products taking cognizance of its clients' needs. Our products are strategic to addressing the issues of access to credit especially to members of low-income households to ensure financial inclusion, poverty alleviation and socio-economic empowerment.

It adds "We ensure best global

sustainable practices are strictly adhered to in the disbursement of our loans and our savings offering in addition to its competitive interest earnings provides special benefits such as free insurance and scholarship opportunities to our savers to help bridge other areas of social deprivation gaps in a sustainable manner"

In 2006, LAPO MfB won the prestigious Grameen Foundation's Excellence in Microfinance award with a cash prize of \$10,000. This inspired the bank to start the LAPO Scholarship Scheme which currently has over 3,000 beneficiaries who are children of its clients. LAPO Microfinance is the first NGO to opt for the decision to become a regulated microfinance institution by the CBN.

In 2020, it successfully listed its N6.2BN Bonds on the Nigeria Stock Exchange (NSE) and the FMDQ Securities Exchange.



we have your shoe size!

When there is an alignment between product quality and communicating its values to consumers, we get paid. Hence, we take every brief as serious as the painstaking efforts that went into producing it.
We have your shoe size.

360 marketing communications





Heirs Insurance

Heirs Insurance Group is the insurance subsidiary of Heirs Holdings, the leading pan-African investment company, with investments across 24 countries and four continents, founded and led by Tony Elumelu. With a rapidly expanding retail footprint and an Omni channel digital presence, Heirs General and Heirs Life serves both corporate and individual customers across Nigeria.

HEIRS INSURANCE GROUP OUTSTANDING INSURANCE GROUP OF THE YEAR

Heirs Insurance Group is championing financial inclusion and leading the digital insurance play in Nigeria, demonstrating its mission to democratize access to insurance. As part of its unique proposition, the Group rolled out digital and mobile channels to simplify access to insurance and make insurance accessible to everyone.

Recently, the insurance group

comprising Heirs General Insurance (HGI) and Heirs Life Assurance (HLA), announced a record 226% jump in Gross Written Premium (GWP), from N6.1bn in 2021 to N19.9bn for the financial year ended December 31, 2022. With the strong performance sustained in its second year of operations, Heirs Insurance Group became the fastest-growing insurance group in Nigeria.



Pensions Alliance Limited (PAL Pensions) which is a licensed pension fund administrator (PFA) has two (2) shareholders namely FSDH Holdings Limited (FSDH) with 51% shareholding, and African Alliance Insurance Company Limited (AAIC) with 49% shareholding. Both FSDH and AAIC have demonstrated competence and expertise in both pension administration and investment management.

PAL Pensions was incorporated on April 14 2005. PAL was one of the first Seven PFAs licensed by the National Pension Commission (PENCOM) to manage and administer retirement savings contributions of employees in Nigeria. PAL has 17 years experience in pension fund administration.

With a vision: To be a top-tier PFA creating values and a mission: To secure and deliver retirement benefits with ease, PAL Pensions has never looked back in actualizing its lofty mandate.

It has been able to walk its talk bearing

PENSIONS ALLIANCE LIMITED OUTSTANDING TECHNOLOGY DRIVEN PENSION FUND ADMINISTRATOR (PFA) OF THE YEAR

in mind and working in tandem with its core values of Empathy, Partnership, Integrity, and Commitment.

In line with PAL's commitment to enhancing its services and providing even greater convenience, PAL recently launched a newly designed website, Retirement Savings Account portal, and PADI (a self - service platform).

To experience a world of seamless pension management, visit, www.palpensions.com or use PAL's self-service buddy, 'PADI; by sending 'HELLO' to 0809 9900 532 on WhatsApp, Telegram or as a text message.

No doubt, PAL Pensions' impressive performance as a leading PFA is evident given the fact that in November 2023, the company's Assets Under Management (AUM) stood at N700 BILLION with a customer base of over 600,000 clients.

In the same vein, PAL has disbursed N307,143,994.65 Naira as equity for mortgage

contributions to 30 deserving clients. The combined mortgage value for these 30 individuals now stands at an impressive N928,593,600, a testament to an unwavering commitment to empowering clients on their journey toward homeownership and financial independence.

It also manages 16 states in Nigeria which have keyed into the contributory pension scheme. PAL has a presence in all states in Nigeria with 8 Regional offices, and the head office located at Plot 289 Ajose Adeogun, Victoria Island, Lagos.

PAL Pensions boast over 300 competent, experienced, and dedicated staff who play vital roles in achieving the company's set goals.

Without mincing words, PAL Pensions since its inception in 2005, has progressively become a Pension Fund Administrator of repute poised for greater exploits and fame.



Papyrus Digital Solutions Limited, is a leading technology solutions provider in Africa. Retail businesses in diverse industries have found the firm as a dependable and reliable ally in the use of its software and services to track field activities and generate timely reports and actionable insights.

The company's mission statement is affirmed thus: "to use insights gotten through technology to empower management to make informed decisions".

PAPYRUS DIGITAL SOLUTIONS LIMITED

OUTSTANDING TECH SERVICES COMPANY OF THE YEAR

Some of the firm's unique products and services include, but not limited to,

- Field Force Management Automation
- Retail Audit and Census Management
- Outlet Enumeration and Retail Information Management
- Brand Visibility
- Time and Motion Study

Also, Papyrus Digital topnotch area of

competence include Product FieldMaxPro, which is a field force management automation solution, and is being used by key players in various industries like Fast Moving Consumer Goods (FMCG), Pharmaceuticals, Food and Beverages, Telecommunications, Marketing Agencies, Financial Institutions, among others.



Let's Help You Reach A Wider Audience



LED SCREENS



LAMP POLES



BRIDGE PANELS



BUS STATIONS

What We Do



**OUT-OF-HOME
ADVERTISING**



**MEDIA PLANNING
AND BUYING**



**BRAND
MANAGEMENT**



**AUDIENCE
MEASUREMENT**

Contact Us

 09018779877

   fplmedia

 info@fourpulleyltd.com

 www.fplmediang.com

Address:

**70c Allen Avenue, Ikeja,
Lagos.**



Phillips Health Management Services Limited (Phillips HMO) was incorporated to help solve the problem of poor accessibility to quality health care in Nigeria.

This initiative was after research revealed that a huge gap did exist on the road to good health care in the country.

Phillips HMO offers superior, bespoke and specialized managed care services and solutions through affordable packages and partnership with a network of efficient Health Care Providers (locally and internationally).

The company further affirms that its health care plans are tailored to meet the specific health needs of individuals, families and corporate entities both home and abroad.

In its words, "With a rich collection of highly skilled and experienced

PHILLIPS HMO LIMITED

OUTSTANDING PRIVATE HEALTH INSURANCE MANAGEMENT ORGANISATION OF THE YEAR

professionals and an overwhelming culture of excellence in service delivery, heavy investment in information technology infrastructure and efficient process management, we are re defining quality health care in the industry".

Continuing, it states, "Being an affiliate to Phillips Outsourcing Services Ltd (POS) and Phillips Consulting Ltd (PCL), which are leading outsourcing and business management consulting firms respectively of over 15 and 30 years, servicing clients across Africa, we remain globally focused on our reputation - the Phillips brand that upholds her integrity as a leading provider of first-class service quality".

Phillips HMO which is fully accredited by the National Health Insurance Scheme (NHIS), is fast growing and is already making a huge difference in the health care industry with testimonials from its rich collection of several clients cutting across different sectors of the economy within a short period.

The health care company's mission is: "To provide health care that works for you, and also with the vision: "To make health care available for everyone.

The company also reaffirms: "We are empathetic and compassionate in our business dealing with our enrollees and clients, among its other selling points.



LAGOS STATE HEALTH MANAGEMENT AGENCY (LASHMA)

OUTSTANDING PUBLIC HEALTH INSURANCE COMPANY OF THE YEAR

Aware of the huge benefits of having healthy citizens, the Lagos State Health Management Agency (LASHMA) is responsible for the coordination of all activities that pertain to health insurance in Lagos State, especially the Lagos State Health Scheme (LSHS). This initiative is in furtherance of the law that set up the scheme in 2015.

The LSHS is mandatory for all residents of Lagos State, and all employees in the public and private sectors, including the self-employed and the unemployed. The overall goal of the LSHS is to ensure that all residents of Lagos have unhindered access to quality healthcare services in an efficient, sustainable, and equitable manner.

The LSHS comprises three components:

The Lagos State Health Plan (LSHP), now rebranded as ILERA EKO

The Formal Health Plan (FHP) being provided to Lagos State Public Servants

The Lagos State Private Health Plan (LSPHP) is being marketed by all the Lagos State-based private Health Maintenance Organisations (HMOs) in Lagos State.

The Lagos State Health Management Agency (LASHMA) comprises three (3) arms for the implementation of the LSHS.

LASHMA has commenced regulations of health insurance in Lagos State with the approval of Governor Babajide Sanwo-Olu in line with the provisions of the Lagos State Health Scheme Law (LSHS). The regulation arm is responsible for the

domestication of the NHIA Act 2022 as well as ensuring public awareness and compliance with the enabling Laws of the Agency.

ILERA EKO is the mandatory State Social Health Insurance Plan being managed by LASHMA and offers the basic minimum health plan that provides quality and affordable healthcare for all residents of the state regardless of their socio-economic class as provided by the Lagos State Health Scheme (LSHS) law.

This is further strengthened by the provisions of the revised NHIA Act 2022 which states that the State Health Plan is the basic plan and compulsory for all residents before they can take up any other plans as supplementary.



AXA MANSARD INSURANCE PLC

OUTSTANDING INSURANCE COMPANY OF THE DECADE

AXA Mansard Insurance Plc was incorporated in 1989 as a private limited liability company and is registered as a composite company with the National

Insurance Commission of Nigeria (NAICOM).

Its products range from Life to Property and Casualty for individuals, commercial solutions for SMEs and

corporate organisations.

The Company is rated B+ by A.M. Best (2022) for Financial Strength. It is also certified ISO 9001:2008 compliant by the Standard Organisation of Nigeria (SON)



Success is not just about
working hard...

**It's also about
working smart.**

When it comes to experiential marketing, we

Listen | Design | Execute

Jazz up your success with us, call...

09028204849



www.aster.com



for quality management systems.

AXA Mansard Insurance has a 24-hour dedicated Customer Interface team which is responsible for resolution of customer enquiries and complaints.

“Our goal is to be accessible whenever and wherever our customers need us and serve them satisfactorily.

Declaring its Purpose, the Company states:

“Act for Human Progress by Protecting What Matters”

“As a member of the largest global

insurers, our purpose is to empower people to live a better life. This purpose is shared by each employee throughout our organization, as we tailor our services and solutions to each of our 105 million customers around the world, one person at a time”.

“We strive to give you more choice, more innovation and more power to decide how, when and where you access our products and services, while making sure we provide excellence, quality and a strong financial foundation for everything

we deliver, at the right cost to you”.

Its vision is: “To transform AXA’s value proposition “from payer to partner”, we will deliver new services complementing the traditional insurance coverage and build new business models to increase the protection of our customers.”

AXA Mansard is a member of the AXA Group, a worldwide leader in insurance and asset management, with 149,000 employees serving 95 million clients in 50 countries.



PSALTRY INTERNATIONAL COMPANY LIMITED

OUTSTANDING INDIGENOUS AGRO-ALLIED PROCESSING COMPANY OF THE DECADE

Founded in 2005 with the aim of adding value to cassava and empowering smallholder farmers, Psaltry International Company Limited is the leading agro-processing firm in Africa.

The company specialises in the processing of cassava to produce Food-Grade Cassava Starch, High-Quality Cassava Flour, and Cassava-based Sorbitol, without any additives or preservatives.

Remarkably, Psaltry is the first cassava processing company in Africa and the second in the world to begin the production of cassava-based Sorbitol—a crucial ingredient in food, beverages,

cosmetics, cream, tobacco etc.

All its products comply with Good Manufacturing Practice (GMP) regulations and conformity with ISO 22000.

The firm serves multinational companies in the food, beverages, and personal care, including Unilever, Nestle, and Promasidor.

Moreover, with more than enough availability of cassava, Psaltry could produce and supply food-grade cassava-based products across the globe.

By 2012, Psaltry integrated smallholder farmers into the value chain through its out-grower Scheme, which now has over 10,000 small holder farmers receiving maximum support and supplying the company cassava with good root and starch yield within a 200km radius of the factory.

Psaltry International Company Limited is located at Alayide-Wasimi Village, Ado-Awaye, Iseyin LGA, Oyo State.



STANBIC IBTC

OUTSTANDING AGRIC SUPPORTING BANK OF THE YEAR

the Standard Bank Group, Africa’s largest African owned bank in terms of assets with remarkable presence in 20 African countries including South Africa.

Standard Bank Group has been in operation for over 160 years.

The Group’s vision is: “To be the leading end-to-end financial solutions provider in Nigeria through innovative and customer-focused people”.

The Group via its various subsidiaries ensures that it provides clients with solutions to suit their needs through sound business principles. Stanbic IBTC upholds high standards of corporate

governance and is committed to deepening the principles and practice of sustainable development.

Stanbic IBTC Holdings PLC has eleven subsidiaries:

The bank affirms: “Stanbic IBTC recognises that its people are key to the successful achievement of our strategy and realizing our purpose. Our culture is driven by our employees’ experience. Working at Stanbic IBTC requires people who turn insights into opportunities, and ideas into reality; People who are enterprising, driven and ambitious”.

Continuing, it states, “Our employee

Stanbic IBTC Holdings PLC is a leading financial institution which offers a wide range of products and services to a diverse segments.

It provides end-to-end financial solutions which include corporate and investment banking, personal and business banking, stockbroking and wealth management.

Stanbic IBTC Bank PLC is a member of

Ensuring all
promises are kept...
from strategy to
implementation.



Why Us? It is quite simple...

Keeping our promise is engrained in our core belief system.

If you value **PROMISES** you will enjoy working with us.

We tell you what we can do, we also have the courage to tell you what we cannot do!



Strategic Communications |

Special Events |

Media Interventions

experience is enhanced by the following:
Expertise – 160-year history of being from, for and across Africa
Opportunity – to be part of something bigger
Integrity – a strong set of values to live by

Performance – clear, fair performance management
Growth – personal and professional growth
Collaboration – great people to support and mentor you”

Commendably, the Stanbic IBTC Holdings has continued, over the decades, to remain a major game changer in the financial sector in Nigeria and Africa.



UBA OUTSTANDING AGRIC SUPPORTING BANK OF THE YEAR

UBA Plc has won the Outstanding Agric Supporting Bank of the Year at the 2023 MARKETING EDGE Brands and Marketing Awards of Excellence.

The Bank, which prides itself as Africa’s Global Bank, has a rich history of providing excellent services to its customers.

The bank was originally established in 1949 as the British & French Bank (BFB) and later incorporated as UBA in 1961.

UBA made history in 1970 when it became the first Nigerian bank to make an Initial Public Offering.

Over the years, UBA has evolved and expanded its operations to become a

leading financial institution in Africa.

UBA’s management team consists of experienced professionals with diverse skills and extensive industry knowledge. These executives leverage their expertise to develop and deliver innovative solutions that meet the unique needs of their customers.

UBA has received numerous awards for its outstanding services in the financial industry. The bank aims to be at the forefront of innovation in Africa, continuously striving to provide excellent financial solutions to its customers.

UBA prides itself on having a multicultural and multilingual staff,

ensuring seamless transactions for customers in English, French, and Portuguese. The bank serves a diverse customer base, catering to leading corporates, small business owners, high net worth individuals, and retail customers.

The Bank is committed to corporate social responsibility and has a purpose-built foundation dedicated to community renewal and sustenance. The UBA Foundation invests one percent of the bank’s profit after tax in education, health, human capital development, and special projects.



ARCON OUTSTANDING REGULATORY AGENCY OF THE YEAR

As its name implies, the Advertising Regulatory Council of Nigeria, (ARCON) is the regulator of the advertising industry in Nigeria.

Established 35 years ago, the agency’s core responsibility is: “To promote responsible and ethical advertising practice, acting as the conscience of society and watchdog for the consumers; whilst managing the needs and interests of the stakeholders in Nigeria’s Advertising Industry”

Its mission centres round the following:
 Advertising Self-regulation:
 Encouraging responsible practice and the acceptance of advertising self-regulation.

Professional development: refocusing professional development through world-class education and training for the marketing communications industry of tomorrow.

Industry forum: providing a forum to debate emerging professional practice/ social issues and their consequences in a fast-changing Nigerian environment.

Advocacy: speaking for and advancing the freedom of commercial speech and consumer choice.

Value of Advertising: promoting the critical role and benefits of advertising as the vital force behind all healthy economies and the foundation of diverse, independent, affordable media in an open society.

ARCON’s mandate as provided in the Advertising Regulatory Council of Nigeria Act 23 of 2022 includes:

- Provide a regulatory framework for the Nigerian advertising and marketing communications industry and all matters related to it.
- Ensure efficient and seamless advertising and marketing communications practice in Nigeria.
- Strengthen the advertising industry in Nigeria.

- Encourage effective research and development effort by all advertising and marketing communications practitioners.

- Ensure fair competition in all aspects of the Nigerian advertising, advertisement and marketing communications industry and also encourage participation of Nigerians in the ownership, control and management of advertising and marketing communications organisations and businesses.

- Promote and encourage local content whilst entrenching best practices in advertising industry in Nigeria, among others

Since the Council came under the leadership of Dr. Olalekan Fadolapo on September 1, 2020, the regulatory agency has undergone well-intended and rapidly focused self reinvention which has revived it in virtually all areas of its institutional essence.

NAVIGATING ALL DIRECTIONS



That's the crystal Clear advantage we offer our clients.
Ours is to ensure your out-of-home visibility is prime, unhindered and ahead.
Talk to us today to stay head above competition.



Abuja Office:
37, Nouakchott Street,
Wuse Zone 1, Abuja.
Tel: 080 33675 464, 09-875059

Lagos Office :
95A, Oduduwa Crescent
GRA, Ikeja, Lagos.
Tel: 070 68561 701

Onitsha Office:
226. Awka Road Opposite
St. Mary's Catholic Church
Onitsha Anambra State.
Tel: 070 68559 216.

Port:Harcourt Office:
32, Airport Road, Omuoduku,
Igwuruta, Port Harcourt,
Ikwerre LGA, Rivers State.
Tel: +234 80377 37173



TM^C is a full-service culture changing agency, positioned to serve the best talent, brands and properties in Africa. By adopting a 360-degree approach across its focus areas such as entertainment, sports, media and arts, the creative powerhouse

THE TEMPLE MANAGEMENT COMPANY (TMC),

OUTSTANDING ENTERTAINMENT/ CREATIVE COMPANY OF THE YEAR

delivers with focus on high value experiences and events.

The agency oversees the day-to-day strategies for its clients, which enables its dynamic teams to create, develop and curate strong value propositions that strategically positions their clients as industry and sectoral leaders.

TMC prides itself in the ability to operate on a global scale with a mission to continually improve on content, bridge

the gulf between national talents and their foreign counterparts and ensure that its processes meet global best practices.

Committed to equipping the young people of Lagos, Nigeria and Africa to be the best they can be within the creative industry, TMC engages consumers, business partners, staff and communities through a range of best-in-class services.



STL Trustees Limited (STL) is a capital market operator and financial services provider specializing in Trusteeship. Duly authorized by the Securities and Exchange Commission, STL offers a variety of trust and financial services to a broad range of public, corporate and individual clients.

It is a leading Trustee Company in Nigeria and has over the past three decades, built an outstanding track record and pedigree providing unparalleled range of bespoke services and products to its teeming clients. The Company's mission is to simplify and provide customized trust solutions that create lasting value for all stakeholders. STL does this by thoroughly evaluating clients' specific needs and creating customized Trust solutions to meet those needs. STL also strives to create personal and long-term relationships with its clientele with a view to understanding their needs and providing them with best-in-class service.

As part of its Public Trust and Corporate Trust services, the Company acts as Trustees to Corporate Bond Issues, FGN-backed Bond Issues and State Bond Issues. It also act as Trustees to Collective

STL TRUSTEES LIMITED

LEGACY BRAND AWARD IN CORPORATE TRUSTEESHIP

Investment Schemes (including REITs), Debenture Trusts under Consortium Finance/Syndicated Lending and/or Project Finance as well as Structured Finance transactions and Real Estate Trusts. In these transactions, STL holds security in trust on behalf of diverse stakeholders over a wide range of Financial Assets, monitors compliance with specific obligations of both the Borrower and the Fund providers, monitors obligations of Issuers and protects the interest of the Investors to a Bond Issue or Fund (as the case may be), amongst other roles.

For Private Trusts, STL's services are designed to help individuals make adequate plans for their future and the future of their loved ones and to achieve their estate planning objectives under a water-tight Trust structure.

Whereas STL provides trusteeship services to various sectors and segments, the Company's footprints in Bond Trusteeship and Real Estate Trusteeship are significant and noteworthy, as epitomized by STL's participation in almost all the Sovereign-Backed and Sub-National Bond Issuances that have been issued in the Nigerian Capital market in the last decade, as well as the Company's active trusteeship role in various landmark Real Estate transactions. Also worthy of note is STL's expertise in the structuring and trusteeship of non-Interest financial

instruments even as STL acts as Trustee to the first Sukuk ever issued in Nigeria, the first Sovereign Sukuk issued by the Federal Government of Nigeria as well as a number of Ethical Funds and Debt Issuances.

STL Trustees is managed by a team of highly skilled professionals with expertise and experience in all areas relevant to its functions.

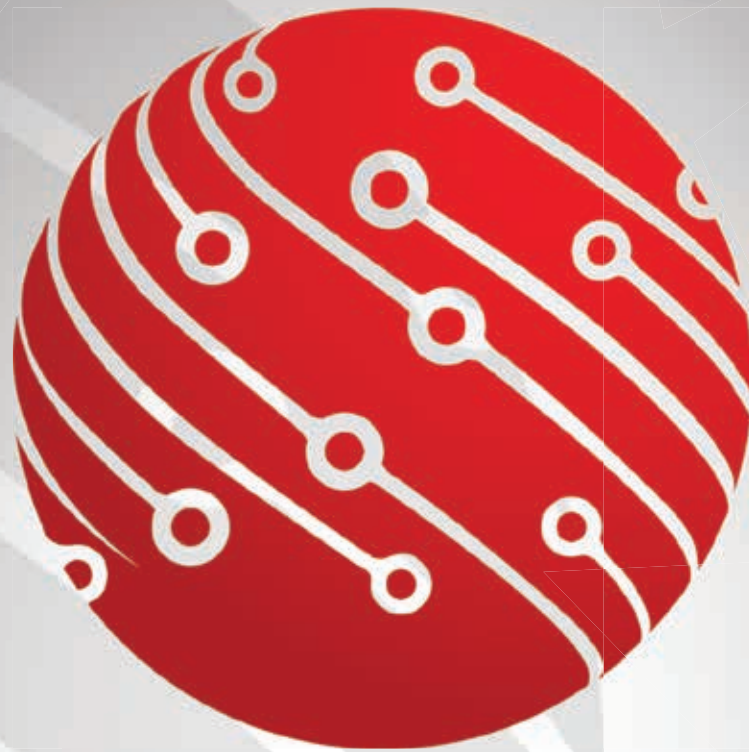
Furthermore, the STL Board of Directors comprises of proven professionals with backgrounds in Finance, Law, Investment Banking, Oil and Gas and the Public Sector, and the Company ensures to incorporate best practices in all its corporate governance structures.

In recognition of the Company's expertise, innovation, outstanding service delivery and industry leadership, STL Trustees is a recipient of sector awards from different reputable awarding institutions in recent years, including the maiden edition of the Business Day Banking and Financial Institutions (BAFI) award for "Trustees of the Year", an award which we have won back-to-back five consecutive times (2018, 2019, 2020, 2021 and 2022). The Company is the recipient of the Marketing Edge Publications Limited "Innovative Trustee Company of the year 2022", and now, the Legacy Brand Award in Corporate Trusteeship, 2023.

BRANDING

ANALYTICS

RETAIL



CLOUD

AI

GDMGRUP
MARKETING • MEDIA • TECHNOLOGY

**REDEFINING
MARKETING WITH
FUTURE THINKING**

DATA

CHANNELS

DIGITAL



gdmgroup



GDM GROUP



www.gdmgroup.com.ng



Coca-Cola Nigeria Limited is a total beverage company, offering one of the world's most valuable brands, Coca-Cola. The company's portfolio includes valuable beverage brands such as Coca-Cola, Fanta, Sprite, Schweppes, 5Alive, Limca, our premium water brand Eva, and the recently acquired CHI portfolio: Chivita, Hollandia, etc. The company is constantly transforming its portfolio to accommodate the evolving tastes of its people, from reducing sugar in its drinks to bringing innovative new products to market.

Coca-Cola was first produced in Nigeria in 1951 by its bottling partner, Nigerian Bottling Company (NBC), at its small bottling facility in Iddo, Lagos, and has since continued to refresh and make a difference in various communities across Nigeria. The company has grown with Nigeria and is a major contributor to the Nigerian economy. Along with its bottling partner, Nigerian Bottling Company, it has remained a major tax contributor to the Nigerian government as well as a major employer, providing a source of livelihood to over 15 million Nigerians across our value chain.

With a focus on refreshing the world and making a difference, the

NIGERIAN BOTTLING COMPANY PLATINUM BRAND AWARD (CORPORATE)

company's sway extends globally, with over 500 beloved brands sharing smiles and inspiring happiness across the communities it serves. Responsible for some of the most successful campaigns in history, like – Real Magic, Share A Coke, The World's Cup, Open Happiness, and Open Like Never Before, The Coca-Cola Company is the world's largest total beverage company, embracing diversity and inclusion across its operations in over 200 countries.

Home to over 5000 direct employees through its bottling partners, Nigerian Bottling Company, and its recently acquired business arm known as CHI Limited, the company is committed to doing business sustainably across its host communities with its key sustainability pillars centered around packaging waste management, economic empowerment of women and youth, and water stewardship under its recently launched Africa sustainability platform, JAMII. Its sustainability strategy includes using its leadership to drive positive change in the world and consolidating its sustainability initiatives and projects under its sustainability platform, JAMII, thereby becoming a partner for sustainable growth in Africa while building a better shared future for its communities and the planet. This strategy culminates in the company's determination to create shared opportunity through growth, earning its place as a

bastion of progress with its interests in women and youth empowerment, environmental sustainability, water leadership, and the overall wellbeing of its communities.

Under its philanthropic arm, The Coca-Cola Foundation, the company has been especially effective in driving environmental sustainability, economic empowerment, and inclusion, driving positive change, and ensuring the protection of lives in Nigeria and across the globe.

In collaboration with the Coca-Cola Foundation, the company has contributed over \$10.8 million in grants to local NGOs to support numerous sustainability projects. Some of these notable projects include: The Safe Birth Initiative, Empowering Collectors Initiative, CyclePlast Project, JAMII Femmes, Digital Skilling and Employment Project, Green Campus Project, TidyNigeria, Resilient Watershed for All Project, Project EQUIP, Replenish Africa Initiative (RAIN), Project Kunyami, S-WASH Maiduguri, Project Last Mile, Waste to Wealth, RecyclesPay, Recycling Scheme for Women and Youth Empowerment (RESWAYE), Waste in the City, Waste to Wealth, Waste to Strap, Project Revive, Project DORI, Mission Zero Plastic, Catalyst for Change, Special Intervention Programme (SIP), amongst others.



The Coca-Cola Company believes that every bottle should have a second life. Plastics and cans are not supposed to end up in our drainages; they should be collected and recycled. This is why the Coca-Cola Company has a bold and ambitious goal known as World Without Waste (WWW), a transformative change targeted at enabling a circular economy approach to our packaging waste. WWWW

World Without Waste Initiative by Coca-Cola LEADERSHIP AWARD IN CSR

is underpinned by a set of tangible and interconnected objectives, each strengthened by specific targets:

- **Design:** By 2025, we aim to ensure that 100% of our packaging is recyclable on a global scale, with a commitment to incorporate at least 50% recycled material into our packaging by 2030.
- **Collect:** We have set a goal to help collect and recycle a bottle or can for everyone we sell by the year 2030.
- **Partner:** We are dedicated to uniting people to rally behind the cause of fostering a healthy, debris-free

environment. Under this visionary framework, we have executed various environmental sustainability projects across Nigeria, with significant strides in our mission, empowering over 3,000 plastic waste collectors and 20 plastic waste aggregators and successfully recovering more than 16 million kilograms of PET waste through our signature programs like the Empowering Collectors Initiative, Cycle Plast, Waste in the City, Waste to Strap, Tidy Nigeria, and the Green Campus Project.



Get flexible loans up to
N100,000
instantly!

#Your **Friend**
in **Need**



Don't let financial emergencies get the best of you. Get ahead of them today with MoneyPal. For quick and easy access to nano loans of up to N100,000 to sort out emergencies, pay bills or even start your business in no time. Download the MoneyPal app by Zedvance on your IOS or Google Play store to get started.

For support or loans of up to N5 million, call [07001001000](tel:07001001000).

 No Collateral

 No Paperwork

 No Guarantor





SPECTRANET

OUTSTANDING CONSUMER CENTRIC 4G LTE INTERNET SERVICE PROVIDER OF THE DECADE

Since it began operations in Nigeria in 2013, Spectranet Limited has remained a leading internet service provider. It offers high speed internet services via 4G LTE, Home Fiber, Fiber on Air, and other customized solutions for homes, businesses (Enterprise Business Solution and WiTEL VoLTE Service) within Nigeria.

Spectranet is also an organization focused on putting its many customers first and “creating enduring experiences through high standards of work processes and systems aimed at providing a better, faster, and more reliable broadband Internet to Nigerians at unparalleled value for money.”

The Company’s vision is: “to be Nigeria’s most respected broadband service company that offers value to her

community and continues to enable every Nigerian family to connect to the Internet at affordable prices”.

In the last 10 years, the firm has prioritized this vision in all its operations, affirming “It has driven our goals, shaped our processes and guided our systems”.

Spectranet’s coverage currently spans across Lagos, Ibadan, Abuja, and Port Harcourt, connecting thousands of homes and businesses to world class internet services.

The company echoes its unique service, stating categorically, “Our principle is to connect you to what matters most to you”; adding, “As the market leader, we are committed to giving our esteemed customers a world class internet experience.”

It continues: “Our core values of integrity, superior customer service and innovation make us the preferred brand. We are committed to offering superior Performance, Value and Reliability. We offer you high speed internet experience at the best and most affordable cost. Our data plans give you the best value for your money in the industry. We design plans and offerings that suit your pocket irrespective of your income & who you are – Student, professional, family & business enterprise.”

Commendably, Spectranet’s dominance in the ISP sector is also anchored on its core values and culture which are encapsulated in Ethics, Integrity and Creativity, among others.



THE LA CASERA COMPANY

OUTSTANDING CORPORATE BEVERAGE BRAND OF THE DECADE

The La Casera Company (TLCC) is a member of JOTNA Group of Companies incorporated in Nigeria in year 2000.

It is a leading beverage company and a pioneer of PET bottled Carbonated Soft Drinks (CSD) in Nigeria.

The company manufactures, markets, and currently distributes nine products, including La Casera Apple drink across the country and other parts of West Africa Sub

region.

Its leading product, La Casera Apple was launched in November 2001.

The phrase “La Casera” is derived from Spanish language, and it means ‘A drink from the home’.

La Casera Apple is the first-ever soft drink to be offered in a PET bottle in Nigeria. It is also the only CSD with 5% real apple juice.

Other products from TLCC include, Nirvana Tonic Water and Nirvana Soda

Water which launched in August 2012, Smoov Chapman which was launched in September 2014, Bold Bitter Lemon Extra (formerly Nirvana Bitter Lemon) which re-launched in 2015, and Nirvana Table Water.

The La Casera Company has added three new flavours to its impressive CSD portfolio – Bold Ginger, Bold Orange, and Bold Tropical. Bold Ginger is the first ginger CSD drink to be launched in Nigeria.



PERNOD RICARD NIGERIA

OUTSTANDING WINES AND SPIRITS PRODUCING COMPANY OF THE DECADE

Pernod Ricard is a friendly, responsible and successful global wine and spirits conglomerate.

It ranks second worldwide with a clear mandate to become the leader of wine and spirits sector.

Also, the company has one of the most

comprehensive portfolios in the industry with 240 premium brands available in over 160 countries.

Its vision is to “unlock the magic of human connection to grow our business, transform our industry, and make a positive impact in the world.”

The company does this by creating Convivialité, adding, “Our ambition is to turn every social interaction into a genuine and friendly experience of sharing”.

In the words of the company, “Convivialité is the force beyond us, one that carries us, an energy that brings us



Different tasty flavours to indulge



Orange

Pineapple

Banana

Apple

Pear

Peach

SHARE **Nutri-Milk**
SHARE **LOVE**

closer together. We crave convivialité because it is inherent to humanity and a true source of joy. When we are open to meeting people as our most authentic selves and we share convivial moments, our lives become so much brighter and more vibrant! In those moments we become convivialists – a role each and every one of us should embrace.”

Its strategy of achieving this comes with Pernod Ricard’s consumer-centric approach.

The company goes further to say, “Conviviality cannot exist without people,

so it follows that consumers are at the core of our long-term strategic model. Understanding changing tastes and consumption patterns ensures we remain consumer centric and true to our purpose”.

Pernod Ricard’s portfolio of over 240 brands is one of the most comprehensive in the market, covering every category of wines and spirits. Organized around moments of conviviality, it is designed to offer our consumers the right product at the right time, wherever in the world they are.

The company’s Leadership Team

ensures that it leads the organization in an ethical and transparent manner and in the best interests of its many stakeholders.

Pernod Ricard as a responsible organisation and as an industry leader is mindful of its influence, saying, “So embedded in our business is respect and responsibility for each other, our communities and our planet because we believe there is no conviviality in excess, especially when it comes to drinking”.



Arogi Trauma Care Foundation is a distinguished humanitarian organization that has been recognized by the MARKETING EDGE award board.

Just like a silver lining in a dark cloud, Arogi Trauma Care Foundation brings hope and healing to traumatized individuals by providing counseling and therapy services.

The foundation is comprised of a team of passionate, trained, and experienced individuals who are dedicated to helping others find joy and fulfillment in their lives amidst pain and suffering.

The Foundation offers the public a dedicated Toll-Free line (080011002200) through which they can access free counseling and psychotherapy. This invaluable service allows individuals experiencing emotional trauma to connect

AROGI TRAUMA CARE FOUNDATION OUTSTANDING HUMANITARIAN ORGANIZATION OF THE YEAR

with therapists who provide sessions ranging from 30 minutes to 1 hour. Depending on the severity of the situation, further Toll-Free sessions or physical therapy may be recommended to ensure comprehensive care.

Confidentiality is of utmost importance to the Foundation, as it operates under strict governance and control measures. Physical therapy and counseling sessions take place in secure, safe, and confidential office locations, creating a comfortable environment for individuals seeking support.

Furthermore, Arogi Trauma Care Foundation offers guidance on various life challenges, including financial difficulties

and career adjustments, to help individuals better navigate through these obstacles.

It demonstrates its commitment to promoting awareness and enlightening the public through its annual Arogi Conferences. These conferences bring together experts who provide insights on important life issues and challenges, as well as strategies for overcoming them.

The Foundation also collaborates with the media to sensitize the public about mental health and the opportunity to access free therapy services. It is dedicated to making a positive impact by providing accessible counseling and therapy services to those in need.



Flour Mills of Nigeria (FMN) Plc is the pioneer wheat miller in Nigeria. The company started out on a journey that has seen the company evolve into what is now one of the biggest brands in the foods and agro-allied industry in Africa.

Over the years, the Flour Mills of Nigeria (FMN) Plc brand grew tremendously from operating as a single business, flour miller, to a vast business group with strategic investments that cover key sectors of the Nigerian economy.

Evolving from a single Flour Mill in the port of Apapa more than five decades ago, it is now a publicly traded, vertically integrated supply chain of food, agro-allied and logistics and support businesses.

The Group’s operations can be categorized into four major sectors of Food,

FLOUR MILLS OF NIGERIA (FMN) PLC DIAMOND BRAND AWARD (CORPORATE)

Sugar, Agro-allied, and Support services. Its foray into the Agric sector started in 1978, with the acquisition of a 10,000-hectare farm in Kaboji, Niger state as part of an investment and expansion strategy designed to create value in the supply chain and reduce the reliance on imported raw materials. Since then, it has made substantial investments in the primary processing of locally grown soybean, palm fruit, cassava, maize, sugar cane, sorghum, and the storage, aggregation and distribution of locally sourced grains.

The FMN Group is passionate about, ‘feeding the nation’ and for over five decades, it has maintained a rich tradition of enhancing the quality of living for Nigerian families by producing a wholesome portfolio of food options.

Today, the company’s iconic food brand,

‘Golden Penny,’ is a household name that is trusted by millions of Nigerians across genders, generations and geographies for good food and for daily nourishment.

FMN’s interest in becoming the nation’s leading food business company is furthered by entities operating in agriculture, livestock feed and pasta manufacturing. As such, the collective clout of FMN stands poised to help achieve the company’s objectives whilst simultaneously improving lives.

With over twelve thousand full and part-time employees, the Company is steering the green revolution in Nigeria with the use of locally sourced materials to develop and produce unique consumer products for local markets. This strategy is reducing dependence on imported raw materials and creating value for businesses, consumers and the country at large.

Let's help you grow,
**WE ARE YOUR NEXT DOOR
FINANCIAL PARTNER**




OUR SERVICES



TRANSACTIONS



CONTACT US

Advans Nigeria     |  07000238267  08151770000
Email: customercare@advansnigeria.com

Growing together...



Chioma Y. Afe

OUTSTANDING CORPORATE COMMUNICATIONS PERSONALITY OF THE DECADE

Chioma Yvonne Afe, currently the Director, External Affairs and Sustainability at Seplat Energy, is an accomplished strategic Senior Communications Executive and Business Leader.

She ably leads a diverse team of professionals in managing the corporate brand profile, varied external stakeholders in the Oil and Gas industry and ensuring internal strategic link with the ESG goals of the organisation.

Prior to her Seplat Energy job, Chioma had served in various organisations, most recently at the Access Bank Group, where she was Group Head of Marketing and Communications and a member of the Africa Leadership team.

Also, before now, she was the Head of Corporate Communications at Diamond Bank PLC. She has also worked in DSTV (MultiChoice Nigeria Ltd), Cadbury Mondelez, Airtel, Coca-Cola Nigeria, British American Tobacco (BATN), Andersen and Tequila Nigeria Limited in various leadership and managerial capacities.

She is a Board Member of Women in Management, Business & Public Service (WIMBIZ), and an EXCO member of the Advertisers Association of Nigeria, ADVAN.



Israel Jaiye Opayemi

LEADERSHIP AWARD IN PR

No doubts, from his impressive resume, Mr. Israel Jaiye Opayemi, Managing Director/Chief Strategist, Chain Reactions Africa, is a well-groomed and high heeled professional.

He has, over the years, walked his talk as regards private and corporate accomplishments.

And Opayemi's robust pedigree is amply evident in the exalted positions he has held in his career trajectory both in the public and private sectors.

Opayemi holds a B.A (Hons) Degree in Philosophy and a Master's Degree in Political Science both from the University of Lagos.

He began his working career on completion of his university education as a freelance Copy and Speech Writer.

As a Copy Writer, he began by outsourcing his services to a number of agencies, medium-sized corporate organisations and public sector clients.

He moved from there to serve as Chief Press Secretary in the Office of the Deputy Governor and a Special Assistant on Public Affairs in the Office of the Governor of Lagos

State.

There he was assigned the duties of Public Affairs Strategy Development and Public Communication including Speech Writing from 2002 to 2007.

Opayemi later left the Lagos State Governor's Office on completion of the administration's term to become the founding CEO, Image Savvy Limited, a Media and Public Affairs Consulting firm in 2007; pioneer Managing Director, Wisdom Keys Group Nigeria (2008–2010); MD/Chief Strategist, Chain Reactions Africa, March 2010 to date.

In 2016, Chain Reactions Affiliate, under his leadership became the Nigerian Affiliate and West Africa's Preferred Partner to Edelman, the world's largest Public Relations firm.

In March 2022, Israel Opayemi led Chain Reactions Africa to make a new definitive declaration, "It's Time for Africa", announcing its new status as an independent full-service Public Relations and Communications Consulting firm poised to help local and international clients understand the nuanced market of Africa and the continent's unique people.

A consummate strategist and master story teller, Opayemi has served as External Public Relations Consultant to a number of high-level public sector clients such as the Federal Government of Nigeria, State Governments, Governors and Ministers in Nigeria.

As the MD/Chief Strategist for Chain Reactions Africa, he has also served as Lead Consultant to several high-profile past and present clients and brands including, Reckitt, Vital Voices, ONE Campaign, 9mobile, FirstBank of Nigeria, Polaris Bank, Nigeria, Facebook (now Meta), HP, Dubai Tourism, Motorola Solutions, World Bank, National Social Investment Office (NSIO), among others.

Israel Jaiye Opayemi is a Fellow of the Nigerian Institute of Public Relations (NIPR) and currently serves as the President of the Public Relations Consultants Association of Nigeria (PRCAN).

The Experience is
in the



WATERMARK
& VICTORIA



A brand experience & Innovation company



Olusola Adeeko

OUTSTANDING MARKETING DIRECTOR OF THE YEAR

Olusola Adeeko, a multi-talented professional, is presently the Group Marketing Director of Eat N Go Limited.

Eat N Go Limited being the master franchisee of Domino's Pizza, Cold Stone Creamery and Pinkberry Yoghurt brands in Nigeria and Kenya with nearly 200 locations across both countries; Adeeko is leading the entire marketing force behind those brands in the two major markets in Africa (Nigeria and Kenya).

Olusola is also a multi-faceted business management professional with over 20 years of world class experience in varied and diverse roles and businesses. His diverse background has enabled him to develop a well-rounded skill capacity. His professional niche include Business Planning, Strategic Planning, Business Development, Project Management, People development, Marketing/Brand strategy, digital marketing, and communications.

This thoroughbred professional has successfully led and managed extensive strategic marketing communications programmes in different countries navigating organizational challenges, collaborating with key stakeholders, and leading multicultural teams.

He is passionate about innovation and the opportunity to partner with key stakeholders on transforming the marketplace as well as driving business growth from within.

He also has wide and deep expertise in Human Capital Management and Development having recruited and led team of over 2000 employees, business growth and expansion cumulating in the opening of Domino's Pizza, Cold Stone Creamy outlets the Nigeria, among others

Olusola holds a Bachelor's degree in Economics from Olabisi Onabanjo University, Ago Iwoye, Ogun State and a Master of Business Administration (MBA) from the National Open University of Nigeria.

He also bagged special Executive Masters Programme (SEMP) in Business Administration from the Metropolitan School of Business & Management (Dubai Campus); Senior Management Programme (SMP71) Certificate from Lagos Business School – Pan African university Lagos; He also completed a Senior Management programme in Mastering Digital Marketing from London Business School, London; and completed the Emerging COO Programme from Stanford University.

renowned for driving growth, fostering innovation, and achieving exceptional business outcomes. Victor equally possesses a robust entrepreneurial mindset, extensive industry acumen, and a fervent commitment to generating economic and social value.

He is a recognized expert in mentoring startups, scaling ventures, orchestrating expansive global events, and implementing sustainable solutions

Victor stands tall as an exceptional visionary with more than 20 years' experience spanning Venture Building, Venture Scale-up, Technology Innovation, Angel Investing, Business Analysis, Strategy Development, and Market Expansion.

His consistent record of achieving remarkable revenue growth and overall performance has consolidated his position as an exemplary business leader.

As the driving force behind GDM Group, a renowned Marketing & Media Technology entity, he is celebrated for delivering tailored services, encompassing marketing tech solutions, big data management, and comprehensive integrated marketing for global brands, multinationals, and the public sector. A pioneer of marketing and media innovation across Nigeria and Africa, he garners prestigious executive awards for his exceptional advocacy and marketing communication campaigns.

Significantly, Victor played a major role in designing and executing Africa's largest social intervention, leveraging extensive expertise in Nigeria's tech ecosystem.

He established the Eko Innovation Center.

Victor Afolabi's leadership extends across a diverse portfolio of businesses, spanning telecoms, energy, healthcare, marketing, media, and software development.



Victor Afolabi

LEADERSHIP AWARD IN EXPERIENTIAL MARKETING

Victor Afolabi, a distinguished, award-winning and tech-savvy business executive, is also

ARCON IS WATCHING



Submit all your adverts for vetting before exposure in any medium,
in line with the Nigerian Code of Advertising.

Going against the law has consequences.

Do the right thing. Obey the Law.

For further enquiries, kindly contact:

E-mail: aspvetting@gmail.com, asp_adcheck@yahoo.com

Call: 0805 089 9804, 0915 449 2668





Boye Olusanya

OUTSTANDING COMPANY CEO OF THE YEAR

Judging from his pedigree, Mr. Boye Olusanya is a highly experienced leader with boundless energy for creating long-term strategic and financial value across several industries, including Telecommunications, Financial, Energy, and Manufacturing.

Before his appointment as the Group Managing Director/Chief executive Officer, at Flour Mills of Nigeria (FMN) Plc, Olusanya had over the past two decades held several executive positions in various industries, most recently as the Group Chief Operating Officer at FMN; and, before then, the Group Operating Partner at Helios Investment Partners (a global private equity firm), where he managed diverse investment portfolios.

He was also Chief Executive Officer of Emerging Markets Telecommunication Service Limited (formerly Etisalat), where he midwived the sale process for 9mobile and saw to its successful completion.

He was equally a Partner at GA Capital Ltd (2016), a consulting and advisory firm providing technical and financial advisory services to several privately-owned businesses and government parastatals.

Olusanya was also the Chief Transformation Officer at Dangote Industries Limited; Managing Director of Dancom Technologies, Acting CEO, VEE Networks Limited, formerly ECONET Wireless where he successfully managed the transition of the company to a new brand.

He also sits on the Board of Axxela Group

(where he is the Chairman), among others.

Olusanya holds a B.Sc. (Hons) in Civil Engineering from the University of Lagos, and two Master's degrees in Environmental Engineering and Computer Science from the University of Liverpool and the University of Manchester, respectively.



Jumoke Odunlami

OUTSTANDING INSURANCE PROFESSIONAL PERSONALITY OF THE DECADE

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

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

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

Her career has spanned different operational, strategic and leadership roles from Stanbic Bank to First City Monument Bank, GTBank and AXA Mansard. In these roles, she brought her versatility and

brilliance to bear. These, alongside her attributes of hard work, passion, and integrity, set her professional odyssey on an upwardly mobile mode.

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

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

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



Samuel Olabode Akinrimisi

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

**YOU THINK
OUTSIDE
THE BOX,**

**WE
BREAK
THE
BOX!**

At Octoplus, the box does not exist.

We overflow with ideas and marketing solutions to help brands stay on top of their game.

OCTOPLUS
MARKETING



Nigeria
429, Oluwadamilola Fashade Street,
Omole Phase 1, Ojodu, Lagos

Senegal
Ouest Faire, Cité Sagef Sipres villa n°40,
Dakar

Cote d'Ivoire
Cocody Cité des arts, Villa D9,
Abidjan



www.octoplusgroup.com



octoplus@octoplusgroup.com



+234 809 020 0277, +234 909 090 4118

By all measurable indices, Mr. Samuel Olabode Akinrimisi, a graduate of Industrial Chemistry, Adekunle Ajasin University, Akungba-Akoko, Ondo State, is an achiever and trail blazer.

This equally award-winning personae, is a man of many enviable parts: brand strategist, growth and knowledge driver, conference speaker and coach with captivating skills.

And his career trajectory which spans over 16 years, revolves round marketing, sales, trade marketing and business development in the B2C and B2B space.

Samuel who is the current recipient of the prestigious Brand Manager of the Year Award from the Advertisers' Association of Nigeria (ADVAN) now serves as Deputy Marketing Director, CWAY Food and Beverages Nig. Co. Ltd.

The brands under his control have continued to witness milestone consumer centric initiatives alongside steady growth that enhance bottom line. A resilient, result oriented, creative and focused marketing professional in Nigeria's marketing and communications industry, Samuel has learnt, grown to the top of the corporate ladder by holding various leadership positions.

He is largely instrumental to the record-breaking initiatives which have seen brands under his care grow tremendously

Among these are: successful multi-billion naira valued trade promotional campaign whilst at Eko Supreme Resources Nig. Ltd; co-launched NIGERIA'S FIRST INVERTER CHEST FREEZER (the multi-award winning Nigerianised freezer brand).

The dynamism of his skills set has been enhanced by his work experience in companies such as AIMS Asset Management Company (Portfolio Manager), Nycil Ltd (Sales Engineer & Commercial Officer), Nagode Industries Ltd (Sales Manager), Eko Supreme Resources Nig. Ltd (BDM & Brand Manager), PZ Cussons Nig. Plc (Category & Communication Lead, THERMOCOOL Brand), and CWAY Food & Beverages (Deputy Marketing Director).

Unique skills that propel Samuel's career success are innovative marketing, selling, collaborative, project management, analytic, good interpersonal relationship, networking, problem-solving as well as conflict management skills, among others.



John E. Ehiguese

OUTSTANDING PR ICON OF THE DECADE

John E. Ehiguese (admirably known as JE) is the Founder/CEO of Medicraft Associates, one of Nigeria's topnotch Public Relations consultancy firms.

Before setting up Medicraft in September 2003, Ehiguese worked as an Account Director at C&F Porter Novelli (Nigeria), with direct mandate of co-ordinating PR support for MTN, Nigeria's largest telecoms network.

In a career spanning over 30 years, Ehiguese has gained robust cross-functional experience in Marketing, Broadcasting, Advertising and Public Relations.

Ehiguese holds an MBA from the Lagos Business School of the Pan Atlantic University, Lagos (2004). In 2013, he obtained a Certificate in Leadership And Governance In Media & Communications (LGMC) from the School of Media & Communications (SMC) of the Pan Atlantic University (PAU). He is also an alumnus of the IESE Business School, University of Navarra, Barcelona, Spain and the University of Central Lancashire, Preston, UK.

He is a Member of the Nigerian Institute of Public Relations (NIPR), The Advertising Regulatory Council of Nigeria (ARCON), the PRCA (UK), a Fellow of the African PR Association (APRA) and a Board Member of The International Communications

Consultancy Organization (ICCO).

He is also the Immediate Past President of the Public Relations Consultants Association of Nigeria (PRCAN), the umbrella body of practicing PR consultancy firms in Nigeria.

Ehiguese was awarded the Most Outstanding PR Personality of the Year (2019) and the Lifetime Achievement Award (2021) by LaPRIGA. He was awarded the Most Outstanding PR Practitioner of the Decade by Marketing Edge magazine in 2021, and was inducted into The MARKETING EDGE Hall of Fame (PR) in 2022. He also received the 2022 Industry STAR Award, formerly The Industry Lifetime Award, in the Public Relations category.

JE was recently appointed the Chairman of the Training & Education Committee of the Nigerian Institute of Public Relations (NIPR), Lagos State Chapter.



Olalekan Olumuyiwa Fadolapo

OUTSTANDING REGULATORY BRAND PERSONALITY OF THE YEAR

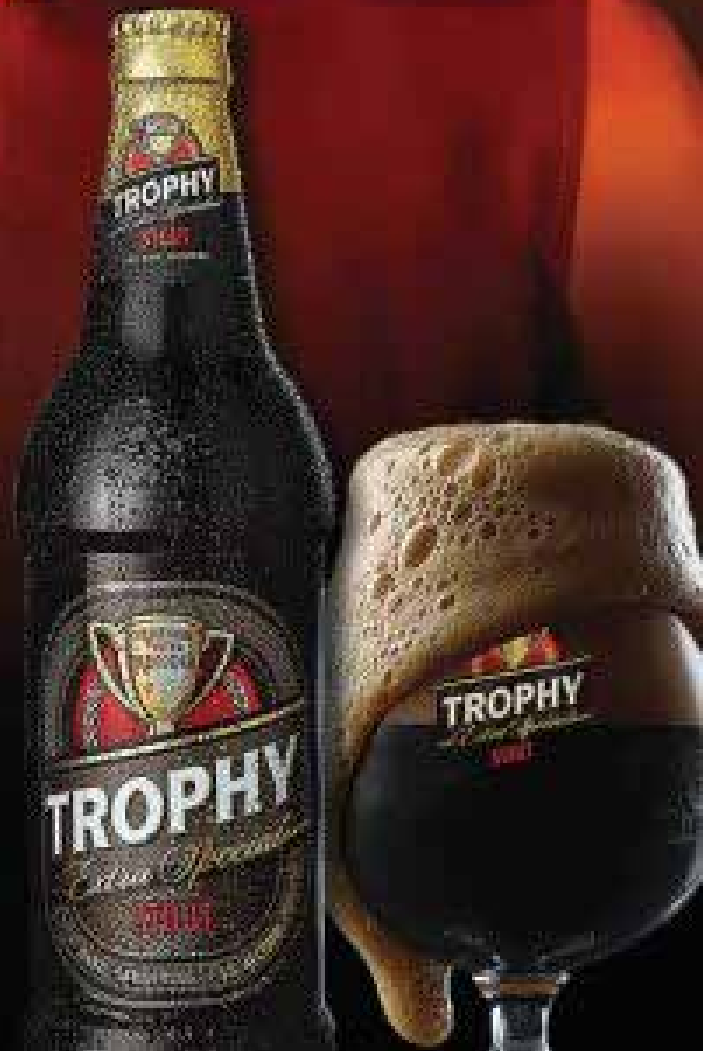
Dr. Olalekan Olumuyiwa Fadolapo, Director-General, Advertising Regulatory Council of Nigeria (ARCON), is a rare gem in many respects.

He is a thorough bred professional and topnotch scholar.

Made Kuti

NO DNA
NEEDED

Originally Black



Before assuming the exalted position at the ARCON, Fadolapo held top management posts in leading firms and professional bodies.

He was a member of the Governing Council of Advertising Practitioners Council of Nigeria (APCON) for several years and was a Member of the Executive Committee of Heads of Advertising Sectoral Groups (HASG) of the body.

Fadolapo served as Secretary to some Advertising Industry Organizations and Bodies which include:

- Secretary to the AAAN Executive Board
- Secretary to AAAN Board of Trustees
- Secretary to LAIF Management Board
- Secretary to Board of Directors, Advertising Academy
- Secretary, Inter-media Study Group of HASG
- Secretary, Advertising Industry Reform Committee of APCON
- General Secretary, International Advertising Association (IAA) Nigeria Chapter.

He was a member of the APCON Special Committee On Media Debt Issues (ASCOMDI), a committee setup by APCON to resolve the industry debt imbroglio.

He also served as a member of the Advertising Practitioners Investigative Panel (APIP), was Vice Chairman of APCON Finance & Administrative Committee, and Chairman of APCON Corporate Licensing Administrative Enforcement Committee (CLAEC).

He was Chief Examiner for APCON Professional Examination, and an ICAN Examiner for several years.

With over 25 years in the advertising industry, Dr. Fadolapo has served the industry in different and various capacities before he was appointed the fourth (4th) substantive Registrar/Chief Executive of APCON (now ARCON).

Fadolapo attended Ogun State University for his first degree in Economics. He holds three Master's degrees: Master of Science in Marketing, (M.Sc.); Master in Business Administration (MBA) and Master in Legal Studies (MILS) from Babcock University, Illisan Remo, Ogun State, the Federal University of Technology, Akure, Ondo State and the Lagos State University, Ojo, Lagos, respectively.

He also holds a Ph. D. in Marketing with specialization in Marketing Communications from Babcock University.



Folashade Afolabi

OUTSTANDING MARITIME BRAND PERSONALITY OF THE DECADE

Mrs. Folashade Afolabi is the Chairman, SIFAX Off Dock Nigeria Limited and Sky Capital & Financial Allied International Limited.

This through-bred Regional and Town Planning professional is a graduate of the Yaba College of Technology, Lagos.

She also holds a Master's degree in Transport Management, majoring in Logistics from the Ladoke Akintola University of Technology, Ogbomosho, Oyo State, Nigeria.

Folashade has garnered over 20 years professional experience in building engineering which took her through HFP Engineering company and Fast Foot Steps Construction Company between 1989 and 2008.

Before taking charge as Chairman of the two companies, Folashade had served as the Executive Director of SIFAX Off Dock from 2008 to 2010. She is also a board member of one of the company's subsidiaries Skyway Aviation Handling Company PLC (SAHCO) and also manages MacJasonack Construction.

SIFAX Group began operations in 1988 as a clearing and forwarding agency but has grown over the years to midwife many subsidiaries making substantial contributions to the economy in countries where they

operate.

In 2004, SIFAX Off Dock Nigeria Limited was established to efficiently operate off-dock facilities and services of the Group.

With various terminals located within the vicinity of both the Apapa and Tin Can Island Ports, SIFAX Off Dock is strategically located and accessible to the ports from where it easily receives cargo as a temporary hold and provides easy exit for custom-cleared cargoes to other parts of the country.

In 2006, SIFAX Group won a bid as the concessionaires of Terminal C, Tin Can Island Port, Lagos, Nigeria, with the operating name of Ports & Cargo Handling Services Limited. The company commenced operations effectively on May 10, 2006 at the terminal that has four berths with a combined length of 795 meters and 13.5 meters draft and conveniently handles bulk/general cargo carriers, as well as container and RoRo vessels.



Oluyemisi Iranloye

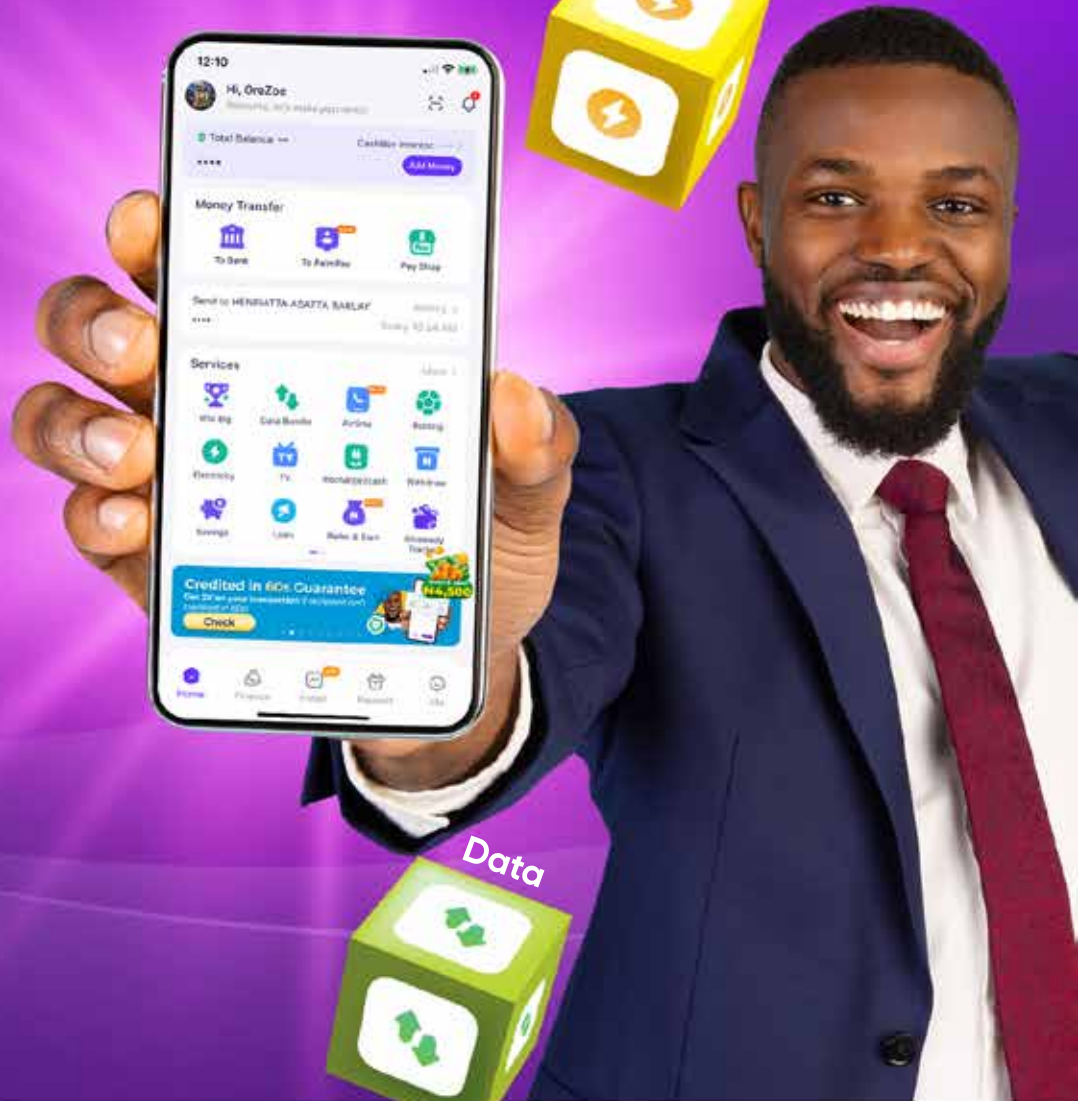
OUTSTANDING AGRO-ALLIED INDUSTRIAL AMAZON OF THE DECADE

Unarguably, Oluyemisi Iranloye, Founder/CEO of Psaltry International Company Limited, one of the top cassava processing companies in the world, is a visionary, entrepreneur who is religiously committed to sustainable agriculture and community development.

Oluyemisi who hails from Ogbomosho,



Enjoy Daily Free Transfers,
Discounts and Cashbacks
on Bill Payments on the
PalmPay App.



Download the app today
& start enjoying benefits.

Oyo State, has a B. Tech (Hons) in Biochemistry from the Federal University of Technology, Minna (1997) and an M.Sc. from the University of Ibadan (2000). She is an alumna of Stanford's Seed Transformation Programme, a prestigious programme of Stanford Seed California that provides training and mentorship to entrepreneurs in developing economies.

She began her professional career at EKHA Agro Farms Limited in 2002, where she rose to the exalted position of company's first Executive Director.

Driven by a genuine compassion for smallholder farmers and a desire to transform their lives, she founded Pсалtry International Company Limited in 2005 at Alayide Village, Ado Awaye, Iseyin LGA, Oyo State.

Under her leadership, Pсалtry has become one of the leading cassava processing companies in the world, producing cassava starch, flour, and the first in Africa, and the second in the world to start the production of cassava-based sorbitol. The business positively impacts over 100,000 farm families within a 200km radius of the factory, transforming remote rural areas into urban areas, and impacting the Nigeria economy.

In addition to her role at Pсалtry, Oluyemisi serves in the board of International Institute of Tropical Agriculture Business Incubation Platform (IITA-BIP) and serves as the President of the Large-Scale Starch and Derivatives Producers Association (LSSDPA), among other board positions.

She sat on the presidential committee on Cassava Development and Utility in Nigeria from 2005 to 2007 and the UNIDO/Ministry of Commerce Committee in 2006.

Her outstanding leadership and managerial achievements, as well as her commitment to sustainable agriculture and community development, have earned her numerous accolades and awards, including the Female Agripreneur of the Year at the Oyo Agri Business Summit 2021, Women Agripreneur of the Year Award 2022 (WAYA 2022) and the Nature News/HEADS Awards in the Agric Value-Chain Category 2023, among other awards.

In July 2010, she was honoured as the leading female entrepreneur in Nigeria by Hillary Clinton (Former United States Secretary of State).

Oluyemisi is also a seasoned speaker at various conferences and events, sharing her expertise and experience with others in the industry.



Dr. Taiwo Afolabi

LIFETIME ACHIEVEMENT IN MARITIME ENTREPRENEURSHIP

Dr. Taiwo Afolabi, the Group Chairman of SIFAX Group, is a man of accomplishment and repute.

On the academic sphere, he has outstanding records. He holds an LL.B degree and Masters in International Law and Diplomacy from the University of Lagos.

He is also a seasoned businessman and investor with diverse interests in various sectors of the economy.

With over three decades experience as an entrepreneur, he has successfully built the SIFAX Group brand from a small freight forwarding firm to a conglomerate with investments in Maritime, Aviation, Haulage & Logistics, Oil & Gas, Financial Services and Hospitality, among others.

Some of the companies under the SIFAX Group conglomerate include Port & Cargo Handling Services Limited, Skyway Aviation Handling Company Plc, SIFAX Logistics Limited, SIFAX Off Dock Limited, SIFAX Nigeria Limited, Ocean & Cargo Services Limited, Sky Capital and Allied Financial Service Limited, SIFAX Inland Container Terminal Limited, SIFAX Oil & Gas Limited and Mac Folly Hospitality Limited, among others.

He is a Fellow of various professional institutes, among which are: Nigerian Institute of Financial Management (FIFM), Nigerian Institute of Freight Forwarders of Nigeria (FIFF), Certified Institute of Shipping (CIS), Nigerian Institute of Shipping (NIS), Port

& Terminal Management Academy of Nigeria (of which he is also the Chairman), Certified Board of Administrators of Nigeria (CBAN), Institute of Directors, Nigerian Society of Maritime Researchers and Chartered Institute of Arbitrators, Nigeria.

He is a recipient of different honorary doctorate degrees from various universities in Nigeria and abroad, including Ladoko Akintola University of Technology, Ogbomoso, European-American University, Dominica Republic and Commonwealth University, Belize.

Dr. Afolabi is the Honorary Consul of the Republic of Djibouti in Nigeria as well as the recipient of the Nigeria's national honour - Member of the Order of the Niger (MON) conferred on him in recognition of his outstanding virtues and meritorious services to his country.

His most recent award is the 2021 Vanguard Newspaper Business Man of the Year for the multi-billion naira investment undertaken by him during the COVID-19 pandemic year when he launched the Lagos Marriott Hotel as well as a private jetty.



Funmi Ekundayo

OUTSTANDING CORPORATE TRUSTEE BRAND PERSONALITY OF THE DECADE

Funmi Ekundayo is the Managing Director/CEO at STL Trustees Ltd.

An Alumnus of the Harvard Business School, Boston Massachusetts and member of the Institute of Chartered Secretaries & Administrators, United Kingdom and Nigeria,



**WE DON'T JUST DO OUT-OF HOME,
WE DO IT INNOVATIVELY.**

CONTACT US

EYEKONTACTLIMITED@GMAIL.COM

08023817414

08060595773

WWW.EYEKONTACT.COM.NG

she holds a Bachelor of Law degree and Master of Laws degree from the University of Lagos.

Funmi is a member of the Nigerian Bar Association and a Fellow of the Institute of Chartered Secretaries & Administrators of Nigeria (FCIS) where she also serves as a member of the Governing Council.

This corporate, Amazon began her career with the Law Firm of Bentley, Edu & Co (in association with IRVING & BONNAR), where she spent close to a decade in Law practice. She later joined Sterling Asset Management & Trustees Limited (formerly NAL Asset Management & Trustees Limited) before moving to United Capital Trustees Limited (Formerly UBA Trustees) as Head, Business Development & Marketing.

Thereafter, she joined STL Trustees (Formerly Skye Trustees Limited) as an Assistant General Manager, Business Development, from where she rose to become the MD/CEO of the Company. Funmi has distinguished herself in her area of core competence as a seasoned Trust specialist engaging in the structuring of complex Legal, Financial and Trust instruments. She has provided demonstrated leadership that has been critical to the success and growth of STL as a bespoke Trusts Services Provider of choice and as a business enterprise.

Funmi is the President of the Institute of Chartered Secretaries and Administrators of Nigeria (ICSAN), a remarkable feat having emerged the first female president of the Institute, fifty-seven (57) years after the professional body was founded. She is also the Immediate Past President of the Association of Corporate Trustees of Nigeria; Fellow, Institute of Investment and Portfolio Managers and Fellow, Portfolio Management Institute (Chartered). Funmi is an Alumna of the Lagos Business School (Chief Executive Programme) and the IESE Business School, Barcelona, Spain. She is a member of the Institute of Directors (Nigeria) and a Non-Executive Director on the Board of Law Union & Rock Insurance Plc., where she serves as an Independent Director.

She is a Non-Executive Board member of the National Investor Protection Fund and she also serves as a member of the National Savings Strategy Scheme. She has attended and trained at several training courses locally and internationally on leadership, finance, innovation and strategy.

As far as laurels and awards go, Funmi has been widely recognized as a CEO who has excellently managed STL Trustees to the point of recognition as a first-rank leader in the Trusteeship industry, promoted excellence amongst CEOs in the Corporate Trusteeship business, and promoted a high professional and corporate governance standards amongst corporations.



Udeme Ufot

ADVERTISING LEGEND AWARD

Udeme Ufot, MFR, a legendary advertising professional cum entrepreneur in Nigeria, holds a BA in Industrial Design from Ahmadu Bello University Zaria, Certificate in Management from Swedish Institute of Management and Chief Executive Programme of the Lagos Business School (LBS).

He worked in Insight Communications from 1984 to 1989 where he left as Deputy Creative Director (Art) to join CASERS in 1989 as Creative Director. Six months later he co-founded SO&U in 1990, now one of Nigeria's leading marketing communications groups with a strong reputation for professionalism and creativity where he is currently Group Managing Director. At SO&U, Udeme contributes to policy formulation and management.

Udeme has held several executive positions in the Association of Advertising Practitioners of Nigeria (AAPN) including Vice President and President in 1997 and 1999 respectively. He serves as Board Member of the Nigeria Economic Summit Group (NESG), Nigeria's leading public/private sector economic think tank where he chairs the board communications & media subcommittee. He is also a private sector Co-Chairman of the Policy Commission on Tourism, Hospitality, Entertainment, Creative Industries and Sports, (THECS) of the NESG.

He is a member of the Leadership team of M&C Saatchi Africa.

He is also Chairman of the Advisory Board of School of Media & Communication,

Pan Atlantic University, Lagos.

He is a past President of the Lagos Business School Alumni Association (LBSAA), past Chairman of the Advertising Practitioners Council of Nigeria (APCON), past Board Chair of LEAP Africa, Nigeria's leading non-profit for development of leadership and entrepreneurial skills amongst youth in Africa, as well as member of the Board of Special Olympics Nigeria.

He is also Chairman of the board of Ibom Icon Hotel and Resort, Uyo, one of Nigeria's leading conference, golf and leisure resorts.

In recognition of his services to the nation in the corporate sector, he was awarded Member of the Order of the Federal Republic, (MFR) in 2014 by the Federal Government of Nigeria.

He is married to Dorothy Udeme Ufot, a Professor of Law and a Senior Advocate of Nigeria, (SAN) and they are parents to Aniekan and Dorothy Jnr.



Adetunji A. Oyebanji

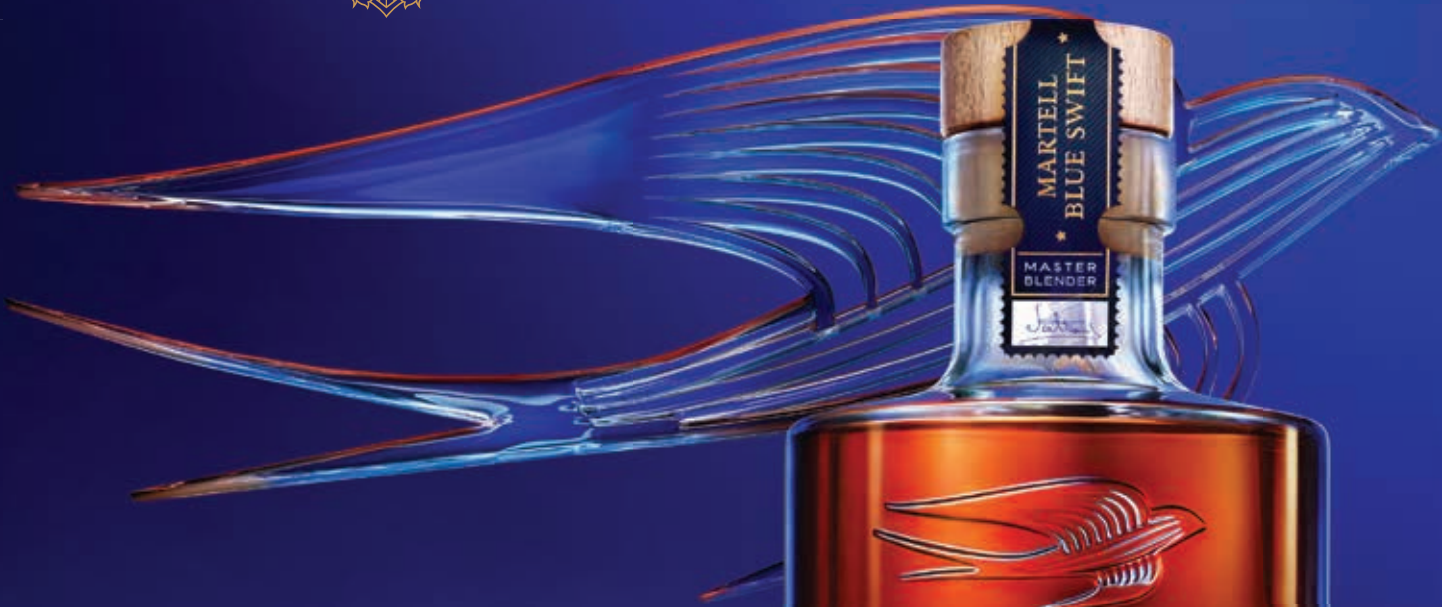
OUTSTANDING OIL & GAS BRAND PERSONALITY OF THE DECADE

Candidly speaking, Tunji Oyebanji, Managing Director of NIPCO, is not your run of the mill kind of professional and technocrat.



MARTELL

FONDÉE  EN 1715



BE THE STANDOUT SWIFT

MARTELL BLUE SWIFT

18+ ENJOY MARTELL RESPONSIBLY

His robust academic and professional accomplishments speaks volume of this goal-getting achiever and game changer per excellence.

Tunji obtained a Bachelor of Science Degree in Economics from the University of Lagos in June 1979. He also holds an MBA in Marketing from the Bayes Business School, City, and The University of London, United Kingdom.

He joined Mobil Oil Nigeria in December 1980 and has held several top positions in the company including Branch Manager North, Branch Manager West, Manager Fuels Services and Marketing Director. In addition, he has held several offshore appointments including Executive Director, Mobil Oil Ethiopia, Executive Director, Mobil Oil Cameroun and Manager Industrial and Wholesale Fuels (Africa/ Middle East), Exxon Mobil Petroleum & Chemicals Co Bvba.

Tunji was first appointed to the Board in December 2002 and after several foreign assignments was re-appointed in August 2007. In October 2008, he was appointed Chairman and Managing Director.

Tunji equally attended numerous training programmes at home and abroad including a two-year developmental assignment in 1993 at Mobil's corporate headquarters in Virginia, USA.

He is a member of several professional bodies and a Fellow of the National Institute of Marketing (NIM), Nigeria, Institute of Credit Management, Society for Corporate Governance and Institute of Directors Nigeria.

He is also an alumnus of the Thunderbird School of Global Management, Arizona, USA and the Lagos Business School Senior Management Programme.

He is also an Associate Member of the Chartered Institute of Arbitrators, United Kingdom.

He has served on the boards and councils of several organizations, including; Institute of Directors Nigeria, Nigerian Institute of Management, Society for Corporate Governance and the Institute of Credit Administration.

With the acquisition of 60% ExxonMobil controlling shares in October 2016 by NIPCO Investments Limited and after Change in Control in April 2017, Tunji retained his coveted role as the Managing Director and oversees the company's entire operations.



Anthony Eigbe

OUTSTANDING CREATIVE ADVERTISING PERSONALITY OF THE YEAR

Anthony Eigbe is the Creative Director of X3M Ideas, an award-winning creative agency in Nigeria with tentacles across Africa.

Eigbe is a multi-talented creative juggernaut who has specialties in areas such as Strategy, Ideation, Digital Marketing, Copy-writing and Experiential Marketing.

He has held several positions across different agencies. These include leading as Deputy Creative Director at X3M Ideas, Group Head at Insight Communications Limited and several others where he led creative teams focused on delivering communication campaigns that impacted culture across various notable brands.

His remarkable years of experience and ingenuity as a creative personality has helped to add tremendous value in building and nurturing various brands across different segments. He has handled key accounts such as Pepsi (Nigeria and International), H2Oh!, Mirinda, 7Up, Aquafina, Polaris Bank, Scanfrost, and many more.

With extensive business environment exposure at both local and international scenes, the Digital Marketing expert has a proven track record in driving brand growth with international expansion, brand building,

and raising operational efficiencies with innovative thinking. These rare qualities have helped to place his agency on the global limelight.

This **MARKETING EDGE** Outstanding Creative Advertising Personality of the Year was one of the few Nigerians that made the Jury list at the New York International Advertising Festival (NYF) that held in June 2023.



Chris Wulff-Caesar

LEADERSHIP AWARD IN MARKETING

Chris Wulff-Caesar is the currently Marketing Director, Sub-Sahara Africa at Friesland Campina.

He is an experienced marketing director and commercial operator with a demonstrated history of working in the consumer goods industry.

His professional experience cuts across local and international roles for ABInBev, SABMiller and Unilever.

His career has seen him accrue a wealth of experience in managing the primary assets of these leading FMCG organizations i.e. brands and people.

Chris is skilled in Marketing Management, Fast-Moving Consumer Goods (FMCG), Business and Strategy Planning, Innovation Management, Trade Marketing and Execution.

He is a strong marketing professional with a Master of Business Administration (MBA) focused in Business Administration and Management from Edinburgh Business School.

CURIOSITY | DISCOVERY | NOVELTY





Damola Richard Salvador

OUTSTANDING YOUNG CREATIVE ADVERTISING PERSONALITY OF THE YEAR

Damola Richard Salvador is a firm believer in disruptive thinking. He is the CEO and Lead Strategist at Digisplash, a content-led, integrated marketing and award-winning advertising agency.

A marketing professional with over 12 years of experience, with strong creative and strategic skills, Damola's uncanny knack to interpret and distill brand needs has led to an admirable level of respect across industries.

Damola holds a BA (Honors) in Business & IT from the Dublin Business School, and an M.Sc. in Digital Marketing from the Digital Marketing Institute, Ireland. He is an associate member of Advertising Regulatory Council of Nigeria (ARCON), a member of the Chartered Management Consultants, a certified speaker, and a leader in the prestigious John Maxwell Leadership team.

Coca-Cola, Phoenix Browser, Diageo,

ABinBev, Suntory, The World Bank, Reckit Benckiser, Etisalat, Toyota, GSK, Mixta Africa, and Zedcapital Group, to mention a few are part of the brands that Damola has developed and run winning campaigns for.

As a thought leader that he is, Damola has spoken at various industry events, including past Creativity Week events and most recently was a panelist and speaker at the BusinessDay Top 100 SMEs event in Lagos.

Some of the awards he has led his teams to win include: Best Fintech Campaign of the Year 2019, 2018 Gold, 2022 Silver; Cannes Lions Award for Digital, 2022 Silver; Cannes Lions Award for Film, 2018; Pitchers Silver Integrated Campaign of the Year, 2018 Pitchers Bronze Integrated Campaign of the Year, Public Sector Campaign of the Year 2017, MADCON Top 100 Agencies in Dubai in December 2019 & 2022, Nigerian Marketing Award 2022 Digital Agency of the Year, among many others.



Dave Idahoise

OUTSTANDING EXPERIENTIAL MARKETING PERSONALITY OF THE YEAR

David Idahoise, is the Managing Director/Chief Executive Officer of Lagos based Route712 Experiential Agency.

Both in his professional and entrepreneurial odyssey, this experiential marketing prodigy has been a revolutionary of some sort.

He is a dynamic, bold, savvy, highly creative and skilled experiential/events marketer with strong commercial mind with experience in brand and segment marketing and management. His areas of expertise include, but are not limited to Brand and Consumer Marketing Management; Segment Marketing and Management; Experiential marketing concepts; Social and sponsorship marketing; New Product Development / launches

Presence field marketing and brands research; Events management.

In terms of specialties, Idahoise has much knack for Administrative support, Brand management, budgeting, Competitive analysis, Concept development, Leadership, Logistics, Market analysis, Idea generation, Research, Staff training & Motivation, Strategic, and Team management & Building.

He founded Route 712 over ten years ago and has attracted to the company some of the brightest minds in Nigeria's brand activation and marketing industry to keep it at the top of the experiential marketing space.

With a primary business objective to maximize budgets and reach a wider target audience for its clients, Route 712 has proven itself to be an invaluable partner to the most successful companies in Nigeria as their strategic experiential marketing solutions agency.

Before founding his own company, he had traversed the industry and garnered experiences and exposures, both local and international that prepared him for the roles he now plays, not only in his company but also in the entire industry and the larger society.

He was Operations/Business Development Manager at Oracle Experience, one of Nigeria's leading experiential marketing agencies between 2006 and 2008.

Before then, he had been General Manager, Operations at Mabatpro Agency; and Operations Manager (Activations) at ResQ Promotions (2005-2006). He is a graduate of Ambrose Alli University, Ekpoma, Edo State where he studied Biochemistry.

HOME OWNERSHIP NOW POSSIBLE

Apply to use up to 25% of your RSA balance
as equity contribution for mortgage



Switch to PAL today

Email

info@palpensions.com

Website

www.palpensions.com

f **t** **@** **in**

[@palpensions](https://www.facebook.com/palpensions)

Toll-free line 0800PALPENSIONS (0800 725 736 74667)



Rotimi Bankole BRAND PERSONALITY OF THE YEAR

Mr. Rotimi Bankole is a media and marketing communications expert with over 15 years' experience across media, creative and content development, public relations, events management and brand activation.

He founded SBI Media in 2013 as a strategic media strategy and buying agency. SBI Media is a member of the Masscom Global Network, a group over 40 agencies across Asia, Middle East and Asia Pacific region. As the West Africa strategic partner of Masscom Global, SBI Media has expanded into event and activations with Streams Communications and Media Network as well as Octageo Energy, an oil and gas marketing and sales company.

As an agency group, SBI Media is among the top 7 largest media agencies in Nigeria with billions of Naira in annual billings. As a globally-focused group, the agency has built a strategic consortium of management partners across Canada, Turkey, Europe and Asia to cooperate beyond borders.

SBI Media believes in leading and not stopping with far effective and cost effective strategies, we have become the toast of the mobile phone, startup, technology and financial services industry clinching more than and 51% of market share in the mobile technology category.

With top heads in business strategy in the likes of Samuel Odusami who is the group head, strategy and research, Alison Oyome, a business media planning expert who also the group Head Media planning, Adewale Adedeji, the group CFO and Kayode Olowoyeye, group BTL head, SBI Media is poised to build a next generation but sustainable marketing communications group in Africa and beyond.



Dozie Okafor OUTSTANDING MEDIA PERSONALITY OF THE DECADE.

Dozie Okafor is the Managing Director of PHD Nigeria. He started his career at OMD Nigeria in 2007.

A trained electrical engineer from the University of Nigeria Nsuka, and also an alumnus of the Lagos Business School, Okafor has worked at both OMD Nigeria and OMD Ghana across numerous brands. He then moved to PHD Nigeria to serve for 5yrs as the pioneer Head of Strategy and Planning. Most recently, he served as the IMC Lead for Coca-Cola Nigeria, West Africa Business Unit where he managed Regional Integrated Marketing Communication and Media/Assets Development.

Dozie returned to PHD Nigeria in June 2017 as Managing Director and has since continued reinforce its success.



Dozie Mbanefo LEADERSHIP AWARD IN OOH ADVERTISING. (OOH)

Engr. Dozie Mbanefo is the Managing Director/Chief Executive Officer of New Crystal Communications Ltd, a leading Out-Of-Home digitally wired agency in the competitive Nigerian Out-of-Home sector.

A trained Engineer with impeccable track records of out-standing performances in his chosen field, Mbanefo, who has put behind him over two decades of admirable years in the industry, is a proud holder of an MBA in Marketing and Advertising in Nigeria, UK and United States of America.

He has gathered a lot of experiences working on multinational and government accounts across several sectors and services ensuring that the accounts in his control have the best. He has also been involved in development of data and tools for accessing efficiency of out-of-home Advertising.

New Crystal Communications, the agency which he founded and leads, is a major outdoor advertising company with offices in major cities of Nigeria and advertising coverage reaching all the corners of the country and most West African countries.

Gentle, Suave and humane, Mbanefo, an avant-garde professional is one bold and audacious entrepreneur that his generation has bequeathed to the Nigerian advertising industry and enterprise. His passion for professionalism and excellence in any task he is committed has almost become an "obsession".

As of today, he remains a quintessential OOH practitioner whom all advertisers in the country would like to trust with their brands' exposure to the OOH. Yet, he remains loving, humble, and affable but extraordinarily outstanding in value creation and addition.



...always there for you.

**We provide
healthcare
that works
for you.**

Redefining Quality Healthcare

- **Corporate**
- **SME**
- **Retail**
- **School Health**
- **Medical Screening**
- **International Cover**
- **And lots more**



Reach us today

☎ 01 6339122, 0906 283 0752

✉ sales@phillipshmo.net / www.phillipshmo.net

🌐 phillipshmo.net





Felix King Eiremiokhae

LEADERSHIP AWARD IN EXPERIENTIAL MARKETING

Felix King Eiremiokhae is the Founder and Managing Director/CEO of Oracle Experience Limited.

Oracle Experience Limited is a multiple award-winning Advertising and Marketing Agency, which Dr. Felix King incorporated in 2004. The agency has grown to become a leading firm reputable for providing events, marketing, planning and sponsorship services to several local and multinational companies with satellite operations all across Nigeria and an operational branch in Accra, Ghana.

Dr. King, an entrepreneur and a philanthropist of note, is from a very humble background. He is a graduate of Business Administration whose life has been a true definition of the power of hope and faith. He grew up in a community where children going to school without shoes on their feet and feeding once a day was a normal thing.

Through faith and hope, Dr. King worked his way through every obstacle life threw at him in the quest to become successful in life. He is an entrepreneur who conceived the idea of owning his own businesses early in life.

In addition to Oracle Experience Limited, Dr. King, in 2014, incorporated Mayor Biscuits Company Limited (MABISCO), a confectionaries and Foods Company that produces, markets and distributes freshly baked biscuits across Nigeria. The company has, since 2020, been exporting its products to other African countries.

Dr. King is also a philanthropist

extraordinaire and due to his unalloyed love for the less privileged, in 2015, he with the support of his wife started the Felix King Charity Foundation (the Foundation), with the key objective of giving hope to poor and vulnerable widows and their children in communities across Nigeria.



Mark Mugisha

OUTSTANDING MARKETING DIRECTOR OF THE YEAR

Mr. Mark Mugisha, an ambitious, diligent, honest, and self-motivated marketing professional, has over 13 years' experience in the FMCG sector.

He was appointed as Marketing & Innovations Director for Guinness Nigeria on May 1, 2022.

Before joining the Nigeria team, he was Marketing and Innovations Director at Serengeti Breweries Ltd in Tanzania.

Mark joined EABL in August 2013 as Marketing Manager Value Portfolio from Unilever where he had worked in various capacities.

Mark holds degrees in International Business, Management, Marketing, and Related Support Services from Makerere University. He loves meeting new people. Mark is married with children and is a committed family head.

Nengi Akinola

OUTSTANDING MARKETING PERSONALITY OF THE YEAR



It is no gainsaying the fact that given her robust resume and career history, Nengi Akinola is not only an experienced and outstanding marketing professional, but is also a team leader.

With more than 12 years' experience in Brand & Strategic Management, Nengi is well honed in Marketing strategy, Brand Storytelling, Advertising, PR & Media Management, Digital Marketing, and Corporate Communications.

She has worked in many industries in Fintech, FMCG, Consumer Electronics, Pharmaceuticals, and Public sector.

Nengi began her career in Advertising at Insight Publicis, focusing on Account Management & Activations. She later moved to drive Brand Strategy & Consulting at GDM Group.

High points of her career trajectory include, starting and growing the global consumer electronics brand, OPPO from scratch in Nigeria in 2018, producing record-breaking marketing campaigns and penetration strategies that revolutionized marketing in the mobile phone landscape and delivered 3x marketing objectives for the business within the review period.

She was also directly responsible for the successful launch and sustenance of over 18 smartphone & IOT products in three years.

Nengi is presently leading Marketing & Branding in the Fintech Company, FairMoney, and is successfully driving the brand's transformation from a digital lending platform to the leading Credit-led digital bank for emerging markets.

She is also a recipient of the 40 Under 40 Women in Marketing 2021 & 35 Under 35 Top Marketing Professionals in Nigeria 2022 by Brand Communicator.

You need to talk to someone urgently?

and no money for therapy. No wahala!

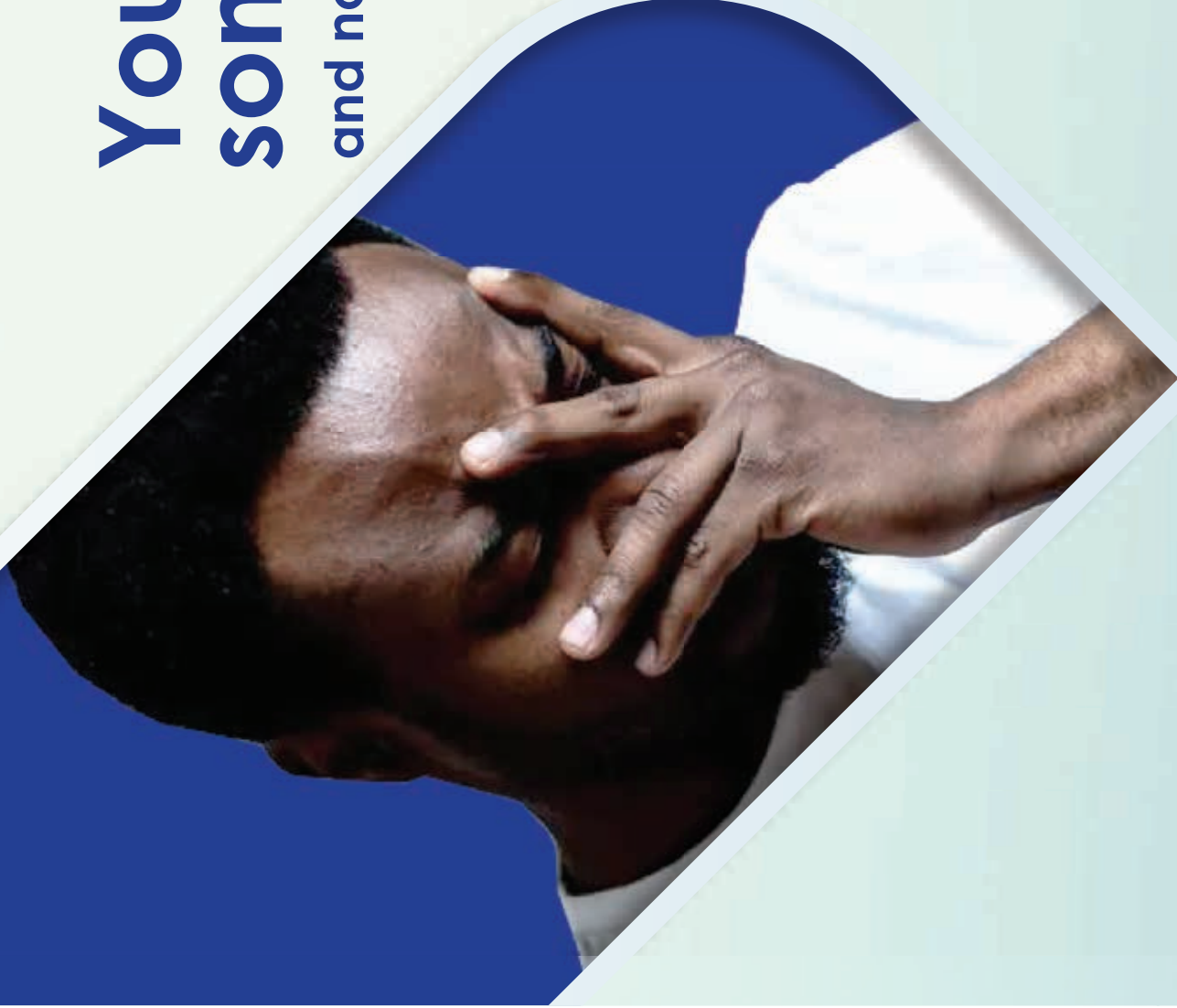
AROG



TRAUMA CARE FOUNDATION

...a place of succour

call in today, to book a free consulting and physiotherapy session with us.



 080 0110 02200 (Toll Free)
081 309 72946 (Call rate apply)

 arogifoundation@gmail.com

 www.arogifoundation.org



Israel Obatunde

OUTSTANDING CREATIVE ADVERTISING PERSONALITY OF THE YEAR

A highly acclaimed Creative Strategist and the Founder and Chief Creative Officer of Ideas Origin Media (IOM), Israel Obatunde has made a significant impact in the world of advertising.

Although initially set to study Psychology in the University, his passion for creativity quickly led him to the vibrant world of advertising, where he has found fulfillment and success.

Over the years, his exceptional work has garnered recognition on both international and local platforms, including prestigious awards such as Lürzer's Archive, New York Festival of Advertising, Loeries, African Cristals, and LAIF Awards.

Israel's dedication to originality and his holistic approach to solving communication challenges have left a deep resonance on global and local brands. He has worked with renowned companies like Facebook, DStv, Pepsi/SBC, Access Bank, Etisalat/9mobile, Globacom, BetKING, Suntrust, Kimberly-Clark, Coca-Cola, Mondelez, Smoov, and ArtSplit, among many others.

Prior to founding IOM, Israel honed his skills and expertise while working with top advertising agencies such as TBWA Concept, Insight Redefini, Ogilvy Nigeria, and X3M Ideas. In these places, he served as a Creative Director, Team Lead, and Concept Originator,

contributing to the success of numerous campaigns and projects.

In addition to his professional achievements, Israel was also selected as a Jury Member of the Pitchers' Festival of Creativity in 2022, highlighting his industry-wide recognition and influence. He is also an alumnus of Miami Ad School, Toronto, further enhancing his knowledge and expertise in the field.

With his extensive experience and proven track record, Israel Obatunde is undoubtedly an exceptional Creative Advertising Personality, deserving of the award.



Kemi Alegbeleye

OUTSTANDING MEDIA ADVERTISING PERSONALITY OF THE YEAR 2023

Kemi Alegbeleye is the current General Manager and Chief Operating Officer at Dentsu X Nigeria,

With an illustrious career spanning over 15 years in the fields of media and marketing, Kemi Alegbeleye is known for her unrelenting passion for delivering innovative and impactful solutions.

Her commitment revolves around aiding clients in achieving their business objectives and effectively connecting with their target audiences.

In her role as the General Manager and Chief Operating Officer at Dentsu X Nigeria, she leads a team of exceptionally skilled professionals responsible for devising and executing integrated campaigns across diverse channels and platforms. Her dedication to excellence in media and advertising has made her a standout personality in the industry.



Morayo Afolabi-Brown

OUTSTANDING TV HOSTESS OF THE DECADE

Morayo Afolabi-Brown is a seasoned Media Content Creator with 15 years experience in the industry and arguably one of the leading TV hosts in Nigeria.

She had previously worked at HiTV, Nigeria's foremost indigenous cable station as Commercial Director and Group Head, Content Development & Acquisition.

Morayo most recently worked as Deputy Director and then Director of Programmes at TVC, where she created and produced top rated daily content. In this role, she is responsible for creating and developing informative and entertaining programmes, revamping the local channel to drive revenue, supervising staff, and ensuring that every programme is marketable and can generate substantial revenue.

She also works as project consultant & coordinator to an American company that

MAXIMIZE PROFITS

WITH PLURAL VISIBILITY



Plural Media & Technologies Ltd
24, Ladipo Oluwole Street, Off Adeniyi Jones Avenue,
Ikeja, Lagos State.
Tel: +234 (0) 703 417 9954, +234 (0) 807 601 9298
Email: info@pluralmedia.net



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

is doing extensive work with Lagos State government on education.

Morayo is the convener and anchor of the number one breakfast chat show on Nigerian television, Your View on TVC, in which she has hosted over 1,800 episodes.

Amongst numerous awards, she was recently recognized as one of the top 25 most influential women in Journalism Africa (WIJA).



Omawumi Ogbe

OUTSTANDING PR PERSONALITY OF THE YEAR

Omawumi Ogbe is a PR and reputation management leader with several years of experience in the media and communication industry. She is the managing partner at GLG Communications, a leading PR and reputation management firm that serves global brands out of Lagos, Nigeria. She has a proven track record of delivering innovative and impactful PR campaigns that help clients get seen, heard, and loved by their target audiences.

Omawumi is a trained journalist, a TEDx speaker, and an experienced trainer. She holds a postgraduate degree in Media and Communication from Pan-Atlantic University, where she graduated as the overall best-graduating student. She is passionate about empowering individuals and organizations to achieve their goals through coaching, mentoring, and speaking.

Her leadership skills have led her team to win several awards, including "Best Innovation in PR" at the 2022 LaPRIGA Awards.

She is the first female President of the Life Coaches Association of Nigeria (LCAN)

and has received multiple awards and recognitions for her contributions to the media and coaching industry. Some awards include the 2019 Coaching Icon Award, the 2022 Leading Ladies Africa 100 Most Inspiring Women in Nigeria, and the 2022 class of 40 under 40 Most Influential People of African Descent by MIPAD.



Otis Ojeikhoa

OUTSTANDING EXPERIENTIAL MARKETING PERSONALITY OF THE DECADE

Otis Ojeikhoa is one of the leading lights in the experiential marketing sub-sector of Nigeria's integrated marketing communications industry.

A professional cum entrepreneur, Otis, as he is simply called, is the founder and Chief Executive Officer of Brands Optimal, a front running experiential marketing agency in Nigeria, with footholds in Nigeria and Ghana. The agency was founded in 2010 (but it started operations in 2015) on the principle of doing ordinary things in extraordinary ways.

Before founding his own company, this iconic experiential marketing practitioner had garnered over 15 years marketing and sales experience with nine of those years in Senior Management positions. He was Country Sales Manager at Kodak, and Managing Director at Brand Footprint.

It is on record that Otis designed and executed successful major brand building campaigns for such clients as P&G, Airtel, Cadbury, La Casera, SABMiller, PernodRicard, Diageo, Coca-Cola, Reckitt and Guinness from Strategy to Execution, Monitoring and Evaluation.

As should be expected of such a deeply experienced and vastly exposed egghead, Otis has been recognized, honoured and celebrated through several awards. These include, but are not limited to, Outstanding Experiential Marketing Personality of the Year and Outstanding Experiential Marketing Personality of the Decade awards which was conferred on him by MARKETING EDGE, Nigeria's Numero Uno and award-winning brands, advertising and marketing-focused magazine.



Ozone Mbanefo

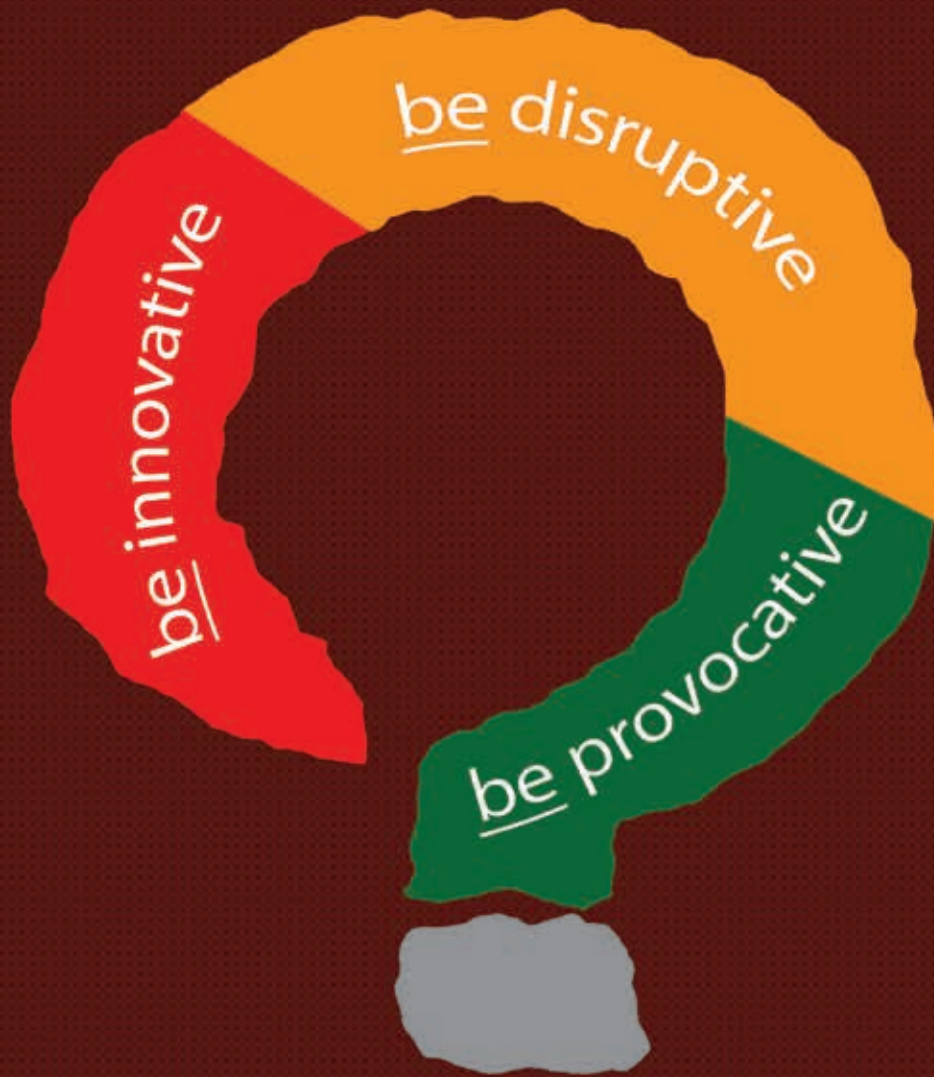
BRANDS ADVERTISING AND DIGITAL MARKETING ACADEMY ICON OF THE DECADE

Ozone Mbanefo is the Founder of Nigeria's foremost ad school of brands and marketing communications, Oxygen Academy, otherwise referred to as O2 Academy.

Having worked with leading advertising powerhouses like LTC/JWT, Insight Communications (now Insight Publicis), DDB Lagos, TBWA/Concept, Bate Cosse, and 141Worldwide (now NITRO 121), he has effectively honed his competencies to

Since 2006





Now is the time to
be extraordinary



ORACLEX

**NIGERIA'S LARGEST BRAND EXPERIENCE
MARKETING AGENCY**

ORACLE EXPERIENCE LIMITED

 @oracleexperience  @oracltube  www.oracleagency.com  Office@oracleagency.com

achieve an enviable position in the Nigerian IMC space.

This cerebral professional has worked on local and multinational brands like Fanta, Limca, Goldspot, Eva table water, Calypso coconut liquor, Shell, UBA, WEMA BANK, Knorr cubes, Close up, Lux Lipton, NB Plc corporate, Ecobank, Legend Extra Stout, Diamond Bank, LG Electronics, Sony Electronics, Conoil, Fidelity Bank, Glo, MTN, Etisalat (now 9Mobile), FSDH, Indomie, DStv, MultiChoice, British American Tobacco, Cadbury corporate, TomTom, Cadbury Bournvita, to mention a few.

With a clear understanding of the importance of human capacity building and personal development he decided to go the extra mile to empower a larger scale of the Nigerian youth populace. He assembled a team of advertising industry experts to start a 16-weekend hands-on programme that is designed to help each student generate content and create a career path for themselves in the brand communication world. Since 2007 till date, this initiative has produced hundreds of admen working in most of the reputable ad agencies across Nigeria.

Ozone is a motivator, a teacher and a mentor to hundreds of Nigerian youth. He believes in creating ample opportunity to every willing heart not out of charity but because it is the common good that holds us together.

According to him, the real value of life is determined not just by the value we carry but by the value we can add to other lives.



his depth of experience to bear on major iconic brands in the Nigerian competitive market.

He has been active in the promotion of brand ideas and also contributed significantly to the growth of the industry. He was one time a sub-editor with Daily Times and later dumped journalism to begin a career in advertising as Group Head, Client Service, Lintas Limited and later Client Service Director, Rosabel Advertising. From there he pioneered STB McCann Advertising in partnership with his colleagues at Rosabel.

He served as the Chairman Board of Directors at Zenith Bank Plc until June 16, 2014 and currently serves as its Non-Executive Director.

He was conferred with the national merit award of member of the Order of Niger, OON for his numerous contributions to the growth and development of the country.



Group, a leading marketing communications agency in West Africa. Since joining the agency in June 2012, he has played a key role in the company's success and has been instrumental in its growth and expansion.

In addition to his role at FK Group, Soji Odedina also serves as the Head Coach at FK Digital, where he leverages his extensive knowledge and experience to mentor and guide the team. His leadership and strategic vision have contributed to the company's success in the digital marketing space.

Prior to his current positions, Soji held various senior roles in renowned organizations such as British American Tobacco (BAT) and Ogilvy. As the Head of Business at BAT, he was responsible for overseeing the operations and trade marketing strategies for the 26 end markets in the West Africa Area. His contributions led to significant business growth and market success.

During his tenure at Ogilvy, Odedina served as a Business Director and played an integral part in the local Ogilvy network in Nigeria. He was also a Regional Leadership Team (RLT) member for Eastern Europe, Middle East, and Africa (EEMEA). Throughout his career, he has worked across various brands, including BAT, Etisalat, Western Union, First Bank, Cadbury/Kraft, and has achieved remarkable results in brand strategy development and client service.

With a strong track record of delivering successful marketing initiatives, Soji Odedina has earned a reputation as an exceptional leader and visionary in the industry. His ability to drive business growth and his passion for creating innovative and impactful marketing campaigns have set him apart as an outstanding experiential marketing personality.

Sir Steve Bamidele Omojafor

LIFETIME ACHIEVEMENT IN ADVERTISING

Sir Steve Omojafor, OON a renowned advertising practitioner, is the Executive Chairman, STB-McCann, Lagos.

Popularly known as Omo Jesu, Sir Steve Omojafor served as the President of the Association of Advertising Practitioners of Nigeria, (AAPN), now known as AAAN and Vice President of International Advertising Association IAA, Nigerian Chapter.

The MARKETING EDGE Hall of Fame honoree, has been a major pathfinder in the IMC industry and over the years has brought

Soji Odedina

OUTSTANDING EXPERIENTIAL MARKETING PERSONALITY OF THE DECADE.

Mr. Soji Odedina is a highly accomplished sales and marketing specialist with over 25 years of experience in the industry. His expertise in driving brand strategy and executing successful marketing campaigns has earned him the title of the Outstanding Experiential Marketing Personality of the Decade.

Currently, he is a self-employed Sales and Marketing Specialist at the First Katalyst



The
human experience company



Starcom|Media Perspectives

21, Oduduwa Street, GRA
P.M.B 21236, Ikeja, Lagos State, Nigeria.

☎ (+234) 803 577 1830

✉ info@mediaperspectivesng.com 🌐 www.mediaperspectives.ng



Tajudeen Adepetu

OUTSTANDING MEDIA ENTREPRENEUR OF THE DECADE

A highly accomplished and experienced executive in the media and entertainment industry, Tajudeen Adepetu is currently serving as the Group Managing Director and CEO of Group8 Limited. He has been in this position since January 2021.

Prior to this, he spent an impressive 28 years as the CEO of CMA Lagos, a prominent media and advertising company.

With his extensive knowledge and expertise, he has become a trusted figure in the industry, earning endorsements from numerous individuals who highly value his skills and abilities.

Mr. Adepetu's expertise spans across various areas within the media and entertainment field. He is a well-regarded authority in television production, having been endorsed by notable figures such as Femi Odugbemi and others who excel in this domain.

Additionally, he has garnered endorsements in video production, marketing strategy, broadcast, entertainment, public relations, and creative strategy.

His versatility and proficiency have also been recognized in film production, advertising, marketing communications, new media, digital media, event management, music, journalism, event planning, creative writing, and public speaking.

Furthermore, the media guru has been acknowledged for his entrepreneurial acumen, having received endorsements in entrepreneurship. He is also adept in various aspects of the film industry, including film production and social media marketing.

Other areas of his expertise include video, media relations, creative direction, video editing, radio, media planning, photoshop editing, creativity, social networking, blogging, online advertising, copywriting, and brand development.



Rotimi Olaniyan

LEADERSHIP IN EXPERIMENTAL MARKETING

Dr. Rotimi Olaniyan is an accomplished commercial strategy, marketing, and communications professional, management scholar, entrepreneur, and industry thought actor with over 30 years of relevant global experience gained while on roles across five countries and cultures.

He possesses functional competencies covering a broad spectrum of strategic, brand, and trade marketing management, integrated marketing communications, consumer insights, data, CRM, digital strategy, and marketing innovation.

Dr. Olaniyan is a strong rainmaker, a business founder, and a creative team leader who has partnered at the C-suite level to help build some of the world's most important global brands within MENA markets, as well as offer operating advice to start-up and scale-up venture teams around the world.

He is a practice-oriented business scholar and researcher involved in the UK higher education, currently serving as a senior member of faculty and course leader for the Full-time MBA, with teaching and module leadership responsibilities across executive education, postgraduate and undergraduate level 6 modules.



Titilola Adedeji

ENTREPRENEURSHIP BRAND PERSONALITY OF THE YEAR

Chronicling the career trajectory of Ms. Titilola Adedeji is a case study in deep-rooted perseverance, audacity, tenacity, innovativeness and pro-activeness.

With over 10 years' experience as a top notch-business negotiator and outstanding entrepreneur, Titilola Adedeji, founder and CEO, Tielle Global Limited, Curllla Enterprise Limited, and General Manager, Amber Energy Drinks Limited, also has cognitive experience in building successful business models, manufacturing, international procurement, providing exceptional customer experiences and managing HNIs.

It is on record that through this serial entrepreneur, Amber Energy Drinks Limited with its flagship brand took the nation's energy drinks sector by storms about three years ago and inspired a paradigm shift and instant disruptions in the sector as a result of which the sector has not remained the same again. She has been responsible for developing strategic direction for the brand since it was launched in the Nigerian market in 2020.

SUPA
KOMANDO
ENERGY DRINK

PERFECT



Lola, as she is simply called, is passionate about administrative projects and strategies that deliver solutions, growth and projections for the Amber brand in the competitive energy drink market. Her passion has combined with her training, experience and exposure to take the Amber brand to higher pedestals within just a few years.

Still, her interaction with people in different cultures and places has opened multiple and diverse opportunities for her to deliver on seemingly impossible targets. Admirably, too, Lola's informed and strategic approach to business as an entrepreneur is remarkable and exceptional as she constantly works with the mindset of a shrewd businesswoman; one who is visionary, focused and daring.

For instance, before her venturing into the corporate world, Titilola had experimented with her intellectual ability in different dimensions or, better put, had demonstrated her leadership qualities. At 16, she became the head teacher of a school. As shocking as this may sound, it's been due to the fact that Titilola always exudes an enduring sense of leadership and modesty.

In her words, "It's nice to hear people say it but for me, I don't take the praise or let it get to me. Yes, I was head teacher. I had to be the head teacher. So, I couldn't afford to be a 16-year-old. I had to be Miss Lola and I just dealt with it". She once stated that in an interview with THISDAY newspaper.

Lola has fittingly been able to navigate the corporate world as an icon after acquiring various degrees and certificates from universities across the globe.

Her journey into the world of intellectualism and knowledge began at Canterbury Christ Church University, the United Kingdom (UK) where she read Events Management; University of Cape Coast, Ghana where she earned another degree in Business Management Studies; all of those after Queens College, Yaba, Lagos which she attended for her secondary education.

For her professional education, she studied Leadership Essentials from IMD, Switzerland, and Disruptive Strategy from Harvard Business School.

Outside academics, she also earned two vocational education certificates in make-up application from Elite Pro, Spain, and Introduction to Cosmetology from Beauty Base, London, United Kingdom.



Tolu Medebem LEADERSHIP AWARD IN EXPERIENTIAL MARKETING

Tolulope Medebem is a shining star in the Nigerian experiential marketing firmament. She is currently the President of the Experiential Marketers Association of Nigeria (EXMAN) and Chief Executive Officer of Aster Integrated Marketing Limited, an experiential marketing agency which she founded years ago.

With almost three decades of professional expertise in brand management, marketing communications, sponsorship, strategic planning, public relations, and budget management amongst others, Medebem has made impressive contributions to the excellence of experiential marketing in Nigeria.

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

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

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

Medebem who holds a degree in Dramatic Arts from the Obafemi Awolowo University, Ile-Ife, in Nigeria, is also a graduate of the China European International Business School (CEIBS) / WELA Programme. She is also a fellow of the Chartered Institute of Management Consultants, Certified with the Chartered Institute of Marketing (UK), Advertising Regulatory Council of Nigeria (ARCON), Nigerian Institute of Management (NIMN). She became a facilitator for LSETF after undergoing training with LBS/Lagos State. She's also a Unido/HP certified trainer, and is currently volunteering with Lagos State as a facilitator for the RSW (ReadySetWork) programme.



Tolu Onile-Ere OUTSTANDING DIGITAL MARKETING PERSONALITY OF THE DECADE

Tolu Onile-Ere is the Managing Director of Playhouse Communication Ltd. He has over 25 years integrated marketing experience gained in top agencies in the UK & Nigeria across a range of renowned blue chip clients and brands, including Shell,



Where Ideas Take Flight

Ideas will remain seeds if not excellently executed.
We are the incubators to grow your marketing ideas from embryo to maturity.

Let's pilot you to a world where your creativity knows no bounds.

OCTOPUS
MARKETING



Nigeria
429, Oluwadamilola Fashade Street,
Omole Phase 1, Ojodu, Lagos

Senegal
Ouest Foire, Cité Sagel Sipres villa n°40,
Dakar

Cote d'Ivoire
Cocody Cité des arts, Villa D9,
Abidjan



www.octoplusgroup.com



octoplus@octoplusgroup.com



+234 809 020 0277, +234 909 090 4118

Adobe, Procter & Gamble, Stanbic IBTC & MTN Nigeria.

In 2011, he set up Playhouse which has become one of Nigeria's leading digital agencies working with leading brands including MTN Nigeria, Pernod Ricard, ExxonMobil, AAVA Brands (Lucozade) & Stanbic IBTC as well as the Federal Government of Nigeria. The agency has won a number of awards including The Marketing Edge Digital Agency of the Year 2019, 2021 & 2022 and The Marketing Edge Outstanding Digital Agency of the Decade, 2023.

Tolu's expertise is varied, but his real strengths lie as a digital evangelist, and as an advocate of thought leadership. Throughout his career, he has been heavily involved in a range of pioneering digital projects, which has given him a real passion for the possibilities digital offers.

Tolu has won The MARKETING EDGE Outstanding Digital Marketing Personality of the Decade, 2023.

Sola Oke

OUTSTANDING MARKETING PERSONALITY OF THE DECADE

Sola Oke, Managing Director, Pernod Ricard Nigeria & Western Africa, is a foremost business leader with over 20 years working experience in FMCG across General

Management, Business Development,



and Consumer Marketing.

Other areas of Sola's marketing exploits include Innovation/New Product

Development and Enterprise systems change management across Africa.

He began his career in IT working in various positions including SAP Process Lead in West Africa.

He later moved into marketing and played various roles including Head of Innovation, Marketing Director and then general management as Managing Director for leading wines and spirits companies across major markets in Africa.

As Managing Director for Pernod Ricard, Sola is responsible for Western

Africa, covering 22 countries across the region.

He holds a Master's degree in Computation from the University of Manchester, and Master's in Business Administration from the Cardiff Business School, University of Wales, among many professional accomplishments.



Adeola Amosun

OUTSTANDING YOUNG MEDIA PERSONALITY OF THE YEAR

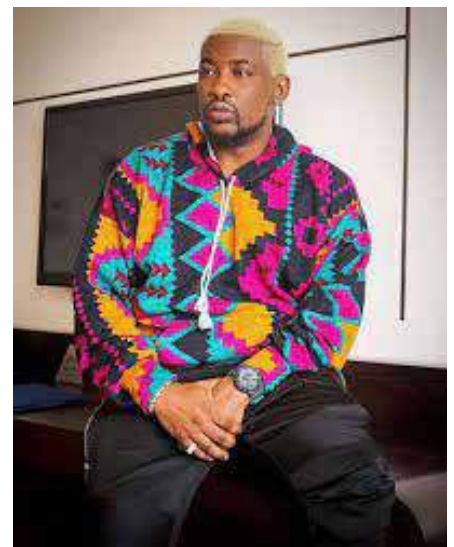
Adeola Amosun is the Group Media Manager of Tolaram and a stickler for results with strong proficiency in trendspotting, media planning/optimization and team-building. His leadership skills have been demonstrated through multiple projects even as he has led in-market and

across 6 African markets (Ghana, Kenya, Mauritius, Nigeria, Angola and CIV).

With over a decade experience across marketing communications, broadcast media and content writing, Adeola has collaborated with cross functional teams across Europe, Middle East and Africa building super brands and delivering solution-driven strategies for brands across multiple sectors. He was responsible for leading the agency's response team on Beiersdorf – Nivea yearly media audit with Accenture and Ebiquity for 5 years – delivering over \$90,000 in performance bonus to the agency.

In his career journey, he has been responsible for successful campaign launches for notable leading brands such as Pampers #MomsKnowBest campaign with Tiwa Savage, precipitated by the need to flip mums perception about the Nigeria made pampers, Johnnie Walker's White Walker Launch in Nigeria and several others.

Mr. Amosun has previously held several leadership positions such as the Head of Planning and Strategy at Carat Nigeria where he led a hybrid of strategies and planners to drive business growth for major brands across categories.



Oludotun Kayode

OUTSTANDING OAP OF THE DECADE

Popularly known as Do2Tun, Oludotun Kayode is a Nigerian on-air personality, video jockey, actor and media entrepreneur.

His career journey began after he

JAMESON[®]
IRISH WHISKEY



**STEP 1:
DISTIL**



**STEP 2:
DISTIL AGAIN**



**STEP 3:
DISTIL
ONCE AGAIN**

**TRIPLE
DISTILLED,
TWICE AS
SMOOTH.**

pioneered a dance group called Xtreme Dancers while in the university and featuring in music videos like D'Banj's Why Me and Same Ni by Dj Zeez.

Oludotun started his career in broadcasting in 2004 as an intern with Cool FM where he served for about five years before he began to host radio shows. He has since hosted numerous shows on Cool FM as well as on TV.

He was set on his ways to continue as a professional dancer when his University lecturer Mr. Nzeribe who saw his spontaneity and wittiness as a holy grail in broadcasting, and so offered him options of internship with three top radio stations at the time. Dotun chose Cool FM and since then, he hasn't looked back.

After over three years of internship, Dotun earned a chance to host a night show on radio themed "Sleep Talk", where he engaged late night radio listeners and shared with the depressed their worries. He has anchored several programmes that have helped to reposition him as a household brand among radio listeners.



Ziad Maalouf

OUTSTANDING MANAGING DIRECTOR OF THE DECADE

Ziad Maalouf is the Managing Director of Seven Up Bottling Company, where he reports to the Group CEO, and leads a team of 2500+ employees (All Pepsi portfolio), with an annual turnover of above \$500 million.

Through his innovative leadership skills, the 7UP MD has demonstrated his leadership prowess by founding and overseeing key positions across industries. These

include leading as the National Business Development Manager at Basamh Marketing Co., General Sales Manager at Lebanon Fruit Juice (Bonjus) and many more.

Maalouf brings with him more decades-worth of experience in business development, strategy and in several other segments of the industry. His understanding of the uniqueness of each brand has helped him to build and scale up businesses on the sustainable foundations of motivated teams, meaningful business relationships, and efficient systemic processes.



Temilade Ogunniyi

OUTSTANDING MARITIME PERSONALITY OF THE DECADE

The Commercial Manager of APM Terminals Apapa, Temilade is a hardworking, highly innovative and award winning maritime logistics professional.

The maritime expert holds a bachelor's degree in Economics and an MBA from the Business School Netherlands (BSN).

Her career spans across finance, IT and research while her maritime industry experience cuts across the two top-tier shipping lines and the largest container terminal in Nigeria.

In 2021, the Barge Operators Association of Nigeria (BOAN) conferred a special recognition award on Temilade for her "immense contribution to the development of container barging" at Apapa Port, Lagos.

She also won the 'Shining Star of the Year' and the 'Torch Bearer' awards at the 2022 Maritime and Offshore Award.



Lanre Ashaolu

OUTSTANDING OOH ADVERTISING PERSONALITY OF THE YEAR

Lanre Ashaolu is an industry expert and an advertising practitioner with broad experience across various sectors including manufacturing, real estate, telecommunications, and tourism with working experience on both the client and agency sides.

His key areas of strength include brand management, market research, consumer behaviour analysis, marketing strategy and outdoor advertising.

Ashaolu has close to two decades of experience in the outdoor advertising sector. His illustrious career has encompassed roles on both the client and agency sides of the industry.

He is the Chief Executive Officer of FPL Media, a dynamic marketing communication company headquartered in Lagos State. The agency has been a trusted partner, providing exceptional brand management, media consultation, advertising, and corporate branding solutions since its establishment in 2014.

The company's journey began with shareholders' funds and private equity, which it leveraged to develop innovative solutions and assist brands in attaining their marketing objectives.

Under Ashaolu's visionary leadership, FPL Media has continued to empower brands with strategic solutions, and solidified its reputation as a trusted partner in the dynamic marketing landscape.



In a world of fishes,
think like a Shark

We are a content driven full service advertising and marketing agency
that helps brands stand out in a crowded media ocean.

We do this with our approach to
#ThinkLikeaShark



DIGISPLNSH





Sanusi Olawale

OUTSTANDING YOUNG DIGITAL PERSONALITY OF THE YEAR

Sanusi 'Light' Olawale, a young multi-talented creative director, is the CEO/Creative Director at LightInc, a fast-growing Advertising agency in Nigeria.

He is a fast-rising leader, in the advertising industry known for his visionary approach. With a passion for creativity and a strong commitment to business growth, he is making a name for himself as an innovative force in the field. Wale has transformed the company into an industry trailblazer setting standards with groundbreaking campaigns.

Upon obtaining a B. Sc. Sociology in from the prestigious University of Lagos, Wale embarked on a journey that saw him rise through the ranks of advertising agencies. His early roles allowed his to combine talents with thinking resulting in campaigns that not only captured attention but also delivered measurable results, for clients. It was this integration of creativity and business acumen that caught the attention of industry leaders.

Before Starting LightInc, he worked with different Agencies such as D'mastermind, Brand Eye Media e.t.c thereby garnering experience in different business sectors such as Fast-Moving Consumer Goods (FMCG), Quick service restaurants (QSR), Telecommunications, etc.

Wale's visionary leadership has led to the creation of campaigns that have not only garnered industry awards but have also left

a lasting impact on society, his campaigns have sparked conversations, inspired change, and elevated brand recognition for clients across various sectors.

His thought leadership extends to advocating for ethical advertising practices, championing diversity and inclusion in the creative sector, and sharing insights on leveraging emerging technologies for storytelling, thereby winning accounts such as Ecobank, Golden Penny, Mr Biggs, Debonairs, The Place Restaurant, Somotex, Heirs Insurance, Leadway Insurance, Lucozade & Ribena, Fanmilk, Big Cola, Crusader Sterling Pensions, Rain Oil e.t.c

As both CEO and Creative Director, he continues to shape the future of advertising while leaving an indelible mark on the hearts and minds of his team, clients, and global audience.



Segun Aluko

OUTSTANDING EXPERIENTIAL MARKETING PERSONALITY OF THE YEAR

Segun Aluko is the Managing Director/CEO at BTL Solutions Limited, a leading experiential marketing agency based in Lagos, Nigeria.

He started the agency over 10 years ago after successful stint with Leo Burnett as GM of Leo Direct (BTL) and as senior management staff at Tequila.

A consummate entrepreneur and accomplished marketer with over 20 years' experience in TTL, Segun is a Member of the Institute of Direct & Digital Marketing.



Tosin Adefeko

OUTSTANDING PR PERSONALITY OF THE YEAR

Tosin Adefeko is a corporate executive and entrepreneur with over 25 years multi-sectoral experience in Nigeria.

She has led and delivered outstanding business results in financial services, print and broadcast media as well as marketing communications industries.

Tosin is the Founder/CEO, AT3 Resources Limited, an award-winning specialized communications consultancy focused on enhancing the productivity of key clientele which include global corporates like META (Facebook), local conglomerates and influential private clients using strategic communications.

The multi-disciplinary consultants at AT3 Resources are the go-to specialists for public relations, media interventions and special events.

Over the last decade Tosin has dedicated her work life to helping brands thrive in this 'Always On' world. Her work on META (Facebook), Coca-Cola, Procter and Gamble, Guinness, Microsoft, Nokia, NIBSS, Polaris Bank, Etisalat, British Airways, Ford, Radisson Blu, OLAM, CFM, and many others too numerous to mention, hasn't gone unnoticed. She was recently listed as one of the 'Top 50 Women in Marketing

CHIVAS REGAL



NEW REGALS

BE REAL BE REGAL



18+  ENJOY CHIVAS RESPONSIBLY

Communications by Brand Communicator magazine and one of the Top 100 Leading Ladies in Africa, 2022.

In 2023, she was named Outstanding PR Personality of the year by MARKETING EDGEM Nigeria's leading integrated marketing communications magazine.

The professional cum entrepreneurial Amazon is very passionate about gender inclusion/equality and female empowerment. As a member of Women in Management & Business, (WIMBIZ) - the foremost NGO for women in sub-Saharan Africa, she actively serves on a number of committees and has chaired the communications committee of the annual conference for three consecutive years, including the milestone 20th anniversary. Concurrently, she has also served for three years as Chair, Communications of the Central Organizing Committee for the Nigerian Economic Summit Group's (NESG) annual summit.

Tosin is a member of the Nigerian Institute of Public Relations, Chartered Institute of Public Relations UK and an Associate Member Institute of Directors.

She describes herself as dogged, focused and resolute in pursuit of her goals.

Her Social Media handles are: Instagram - @at3tosh; Twitter (now X) - @Toshat3; LinkedIn - Tosin Adefeko

AT3 Resources Limited – AWARDS:

- Brand Communicator, Outstanding Young PR Agency of the year – 2021
- MARKETING EDGE, Outstanding Young PR Agency of the Year – 2022
- Sabre Certificate of Excellence with META in Public Education - 2022
- International Public Relations Award in Technology - 2023

Dotun Babatunde

OUTSTANDING DIGITAL MARKETING PERSONALITY OF THE DECADE

Presently Head of Digital Marketing (B2C) at Olam Agri Nigeria, Dotun Babatunde, is a renowned creative and digital marketing communication professional.

He has garnered over 18 years' experience in a multi-channel environment across diverse sectors, segments and countries.

Dotun has also worked on digital



marketing campaigns for global and local brands such as Nigerian Breweries (Heineken), First Bank of Nigeria, Etisalat, Procter & Gamble, British American Tobacco, LG, Unilever, UBA, PZ Cussons, Society for Family Health, First Ally, Lumos, Dangote Flour Mills, Dangote Salt, Mantrac Caterpillar, Ecobank, Notore, and Lafarge, among others.

At Olam Agri Nigeria, he manages the B2C and Corporate Communications portfolio.

The versatile professional is also a co-founder of Lagos Digital Academy, a social enterprise that is deeply committed to teaching and inspiring a new generation of digital professionals and entrepreneurs.

He has been a key speaker at various conferences and seminars over the years, including Lagos Social Media Week, and O2 Academy.

Remarkably, Dotun is a regular facilitator with the Advertising Regulatory Council of Nigeria (ARCON).

In 2021, he was recognized by MARKETING EDGE magazine as the "Outstanding Digital Personality of the year".

He is married with two children and in his spare time he enjoys travelling, reading and watching movies.



Dorcas Mashingil

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

Dorcas Mashingil is the Senior Brand Manager, Ready To Serve (RTS) at Guinness Nigeria Plc.

In the past ten (10) years of her career in Guinness Nigeria, Dorcas has held several roles from Innovation Manager where she led and supported key innovation launches for big brands like; Orijin, Baileys Delight and the PET Line commissioning to support Guinness Nigeria APNAD expansion agenda.

She transitioned into core brand management in August 2020 as Brand Manager, Brown Spirits looking after Mr Dowells and Baileys Delight. During this period, she led the strategic development and deployment for the overall Brown Spirit Portfolio, driving consumer engagement and business growth for Guinness Nigeria

Over the years, Dorcas has continued to strengthen her functional and leadership capability with a keen eye for details and a deep understanding of consumer behavior. She has consistently achieved exceptional results on brands and projects she manages.

Indomie[®]

Instant Noodles

Tasty Nutrition. Good For You.

Show
some
Love





Chinedum Okereke

OUTSTANDING COMPANY CEO OF THE YEAR

experience in various sectors and categories, Chinedum was the first Managing Director of Suntory Beverages and Food (makers of Lucozade and Ribena) (2016-2018); Regional Supply Chain Head/VP (Africa & Middle East) GlaxoSmithKline Consumer (2013-2016); Site Director, GlaxoSmithKline Consumer Lagos (2009-2013); Head, Business Planning and Strategy, Coca Cola Nigeria Ltd (2006-2009). He was in Guinness Nigeria Plc from 1990 when he joined as a Management Trainee, and left after 15 years of meritorious service as the Head of Customer Service and Planning.


Chinedum is well known for driving businesses to grow above ordinary margins, excelling amid stiff competition and leading a giant workforce and clientele base in the Fast-Moving Consumer Goods (FMCG) sector.

He has successfully recorded a consistent revenue and profit growth throughout his career as a team member and a leader, empowering process improvement, driving workplace productivity, and leading service excellence.

Chinedum, a graduate of the University of Nigeria, Nsukka, equally holds a Post graduate Diploma in Chemical Engineering from the University of Benin, as well as a Master's Degree in Public Health and Environmental sciences from the University of Benin.

He also has a MBA from Pan African University (LBS), and is an alumnus of the Stellenbosch Business School, Cape Town, and Shanghai Business School, China, among others.

Mr. Chinedum Okereke, Managing Director, at The LaCasera Company Plc, is a business leader and turnaround expert per excellence. With over 30 years professional

Cont'd from pg 66 

ADVERTISING INDUSTRY REFORMS: Is ADVAN on ego trip with its legal action?

respecting the Nigerian Copyright Laws? What about the disrespectful way and manner that ADVAN members treat agencies and third party vendors?

Frankly speaking, it is good and commendable that ADVAN has gone to court, but its legal team should be ready to address some of the issues raised by ARCON. As it is popularly held, you cannot put nothing on nothing. The advertisers body cannot be mouthing on rooftops about defending the constitutional rights of its members without regards and consideration for the rights of others. This is a fact. The ADVAN group should be made to know that the rights of others start at the point where the rights of its members end.

If the advertisers body is sincere, why did it take it so long to approach the court? The group said it had carried out several dialogues with ARCON to review its position to no avail, but what has been the main issues at those dialogues? Were those so-called dialogues not hinged on pleading

with ARCON DG to drop reforms? If the answers are negative, let ADVAN address another press conference to tell the world the issues it has always raised with ARCON during the failed dialogues. Indeed, Dr. Olalekan Fadolapo has come out openly and severally that ADVAN had in the past mounted pressures on him to dump the reforms! Why should ARCON dump these reforms? Let ADVAN come out openly too to debunk claims by the ARCON DG.

While we commend the group for approaching the Nigerian Law Courts to resolve these issues, we also commend the bold and dynamic leadership of Dr. Olalekan Fadolapo at ARCON. We also salute President Bola Ahmed Tinubu for re-appointing the ARCON DG. His re-appointment by the special grace of God will enable him to see these reforms through.

All patriotic organizations, groups, individuals and corporations must and should of necessity key into the current reforms in the Nigerian advertising sector in

particular and all other reforms being carried out by President Tinubu-led government. It certainly can no longer be business as usual.

How will ADVAN members most of whom are conglomerates and multinational companies obey the laws in other climes and be looking for ways and means to circumvent the Nigeria laws? It cannot work! The advice to ARCON at this stage is to remain focus and steadfast. As it has promised, ARCON should with immediate effect enlist other federal agencies of government with a view to arresting all the "alleged unethical practices of ADVAN members.

No unethical practices should be covered and unreported. There is no way we can build a nation on deceit and self-righteous posturing of a few exploiters; it does not work like that. We can only wish ADVAN well in its new re-awakening. Indeed, interesting times are here. After all, in bad times, great opportunities may come.

Colgate®

CALCIUM IN CAVITIES OUT





GLAMOUR, PANACHE

AS CHIEF MRS. OLUBUNMI SARAH MODUPE AJAYI CELEBRATES GOLDEN JUBILEE

Amidst grandeur and grace, the 50th birthday of Chief Mrs. Modupe Oluwabunmi Ajayi, the beloved wife of Chief John Ajayi, Asiwaju of Ijan Ekitiland and Publisher/CEO of Marketing Edge Publications, was a momentous event

commemorated through a beautifully organized two-part celebration.

The sacred ceremony was nothing short of an inspiring spectacle filled with reverence and gratitude for the blessings that have graced her life's journey as the only surviving child of her mother, and the

remarkable life she has shared with her loving husband and children.

The 50th anniversary unfolded with a deeply spiritual and heart-warming thanksgiving mass held at the Catholic Church of Transfiguration in Arepo, Ogun State.



As the congregation gathered and the atmosphere resounded with songs of gratitude, filling the hallowed church with a profound sense of devotion, Most Rev. Dr. Peter Odetoyinbo, Bishop of the Catholic Diocese of Abeokuta, delivered a powerful message about the importance of gratitude and the gift of life, reminding everyone present that it's vital to express gratitude to the giver of life.

In his homily during the Mass, His Lordship reminded everyone that it's through grace that we reach the age of reflection, where we look back on our journey with both its challenges and triumphs. He stressed that living to celebrate 50 years is a grace, a precious opportunity to reflect on one's life journey, the ups and downs, and the experiences that have brought them to where they are. Bishop Odetoyinbo eulogised the celebrant as a virtuous woman who is deeply committed to the Catholic faith after her conversion from Islam to the Catholic faith. She described her as a great mother who is ever so humble and devoted in all she does praying God to continue to bless her and prosper her in good health of mind and body even as she celebrates many more years and decades on earth in good health of mind and body. Amen.

In a touching tribute, Chief Mrs Ajayi eulogized her family, who stood by her through life's challenges as she took the stage to sing praises to God, her husband, and father as well as her children, acknowledging their integral roles in her journey to success. She recounted her life's journey as the sole surviving child of her late mother among seven siblings.

The Thanksgiving Mass ended with a joyful and harmonious hymn, enveloping the church in an atmosphere of celebration and thankfulness. Those in attendance departed from the ceremony with a revitalized understanding of the significance of faith, family, and the everlasting strength found in gratitude.

Born five decades ago into the family of Pa. Mukaila Oguneye Dada and the late Mrs. Abike Dada, Chief Mrs. Ajayi hails from the vibrant community of Agbowo Ikosi in Epe, Lagos State. Her formative years were marked by leadership and academic excellence, serving as the Head Girl in Methodist Primary School and later as the Senior Girl Prefect at Ikosi Methodist High School. Her passion for education led her to Debis Computer College in Ikeja, Lagos, where she earned a diploma in Computer Science. She continued her educational journey at the

University of Lagos (UNILAG), earning her B.Sc. in Mass Communication. Her dedication during her youth service at Eko International Bank secured her a permanent appointment. Remarkably, she remained with the same institution, now Polaris Bank, for an impressive 19 years, concluding her tenure as a Branch Control Manager in 2021.

Her love story intertwines with Mr. John Ajayi, Publisher and CEO of Marketing Edge Publications, a prominent marketing and advertising publication in Nigeria. Their union is blessed with four lovely daughters.

Beyond her family life, Chief Modupe Oluwabunmi Ajayi is also an Executive Director in MARKETING EDGE Publications and Media Edge Limited. Her unwavering focus and dedicated work ethics have propelled her into the realms of sales and marketing. She is also a respected dealer and supplier of various essential products, including Bow Soya Oil, Amber Energy Drink, GP flour, sugar, rice, and more.

Her faith plays an integral role in her life, as she is a devout Catholic actively involved in the Catholic Women Organization (CWO) and the Divine Mercy Prayer Group.

CBN highlights benefits of portal for microfinance banks' licence application



The Central Bank of Nigeria has highlighted the benefits inherent in its recently unveiled online platform known as Licencing, Approval and Other Request Portal (LARP).

The apex bank launched the portal for the submission of microfinance banks license

applications to ease the process.

According to the statement issued by the CBN Director of Corporate Communication, Isa AbdulMumin, the new online platform is expected to replace the current manual process which will allow prospective MFB licence applicants to

submit their applications physically.

Highlighting some of the benefits of the online application system, AbdulMumin who revealed that the platform will soon be extended to other categories of licences cited simplified process, time savings, enhancement of communication and robust security measures among others as part of what applicants should expect.

“By digitising the application process, the Bank aims to improve accessibility, reduce paperwork, and expedite licence approvals, benefiting both applicants and the economy.

“Consequently, effective September 25, 2023, MFB licence applicants must submit both hardcopy and online applications (via the CBN

LARP) as part of a parallel run. The cover letter submitting the hardcopy application must also note a valid application reference from the online submission to be accepted.

“The parallel run will end on December 31, 2023, after which manual submissions of hardcopy MFB licence applications will no longer be required and accepted.

“From September 25, 2023, prospective MFB applicants are urged to log on to www.larp.cbn.gov.ng to submit their respective MFB licence applications. Help and detailed guidance are available within CBN

“LARP to assist users in navigating the new platform. A user guide can also be downloaded from the platform,” the statement read.

UBA joins global initiative for carbon accounting in banking

By Kingsley Odii



United Bank for Africa (UBA) Plc, Africa's leading financial institution, has been accepted as a member of the Partnership for Carbon Accounting Financials (PCAF). It is the only bank from West Africa among the 14 members of the global core team representing various regions.

This recognition reflects UBA's commitment to

sustainable finance, and as a core team member, the bank will contribute to the development of international accounting standards for the industry.

PCAF's CEO, Ace Robinson, applauded UBA and the new core team members for their outstanding contributions. He highlighted UBA as the only bank from West Africa on the global core team, emphasizing the bank's alignment with PCAF standards. “UBA stood out exceptionally after a rigorous application process, which attracted over 50 highly

qualified candidates from across the PCAF signatory community, said Robinson.

UBA's inclusion in this prestigious global team demonstrates its dedication to promoting the Carbon Accounting agenda. Chidozie Ezike, UBA's Head of Sustainability, expressed gratitude for the opportunity to serve as a PCAF member. He emphasized UBA's focus on inclusivity, social responsibility, decarbonization, responsible business practices, and strong governance.

Ezike stressed that sustainability is a strategic

priority for UBA, driving economic, social, and environmental value throughout the bank's value chain. He reiterated the bank's purpose-driven approach in ensuring Africa's long-term well-being.

Ezike said, “We remain a purpose-driven organization dedicated to Africa's long-term wellbeing and to generating social economic and environmental value, which is an outcome we regard just as important as our financial results.”

With UBA's participation in the PCAF global core team, the bank is set to deepen its engagement with the standards and contribute to greater international consistency and comparability in financed emission accounting.

CIBN tasks bankers on economic growth, development



The Chartered Institute of Bankers of Nigeria (CIBN) has charged banking professionals and leaders to chart a course that will leverage the vast potential inherent in Nigeria's economy.

The President/Chairman of Council, CIBN, Dr Ken Opara, made the call at the 2023 Fellowship Investiture of CIBN, recently in Lagos.

Opara noted that in a rapidly changing world, the success of nations was often determined by their ability to harness their inherent strengths and overcome their challenges.

The event had the theme: "Harnessing Nigeria's Economic Potential for Growth and Development: Strategic Imperatives".

According to him, Nigeria, with its abundant human and natural resources, possesses incredible economic potential.

The CIBN president noted that inequality, in terms of

income and opportunities, had remained high and had adversely affected poverty reduction.

"Lack of job opportunities is at the core of high poverty levels, regional inequality, and social and political unrest.

"High inflation has also taken a toll on household's welfare, pushing more people into poverty.

"Given these numerous challenges, it is abundantly clear that our journey toward harnessing Nigeria's economic potential for growth and development is marked by both promise and complexity.

"Addressing these challenges requires visionary leadership and collaborative efforts to transform adversity into opportunity.

"The path ahead demands resilience, creativity, and a commitment to shaping a brighter future for our country.

"Hence, it is incumbent upon us, as banking professionals and leaders, to chart a course that leverages the vast potential inherent in our nation's economy.

"We must explore innovative strategies and approaches that will drive sustainable growth, foster development, and ultimately

uplift the lives of all Nigerians," Opara said.

He, however, said unlocking this potential required strategic imperatives that would go beyond mere recognition but deliberate action and innovative thinking.

He said, "According to data released by the World Bank, Nigeria remains Africa's largest economy with \$477.4 billion in Gross Domestic Product.

"While Nigeria has made some progress in socio-economic terms in recent years, its human capital development ranked only 150 out of 157 countries in the World Bank's 2020 Human Capital Index.

"The country continues to face massive development challenges, including the need to reduce its dependence on oil for exports and revenues, diversify its foreign exchange sources, close the infrastructure gap, build strong and effective institutions, address governance issues, and strengthen public financial management systems."

Prof. Joseph Nnanna, the Chief Economist, Development Bank of Nigeria Plc, while speaking on the theme, said the multidimensional concept of growth and development encompasses far more than mere economic indicators.

"Nigeria's overreliance on oil export has rendered its growth trajectory susceptible to endogenous and exogenous shocks in global oil prices, leading to economic instability.

"However, amidst these challenges lies a path forward, through strategic imperatives that can unlock Nigeria's vast economic potential.

"Economic diversification emerges as a crucial avenue, leveraging the untapped potential of non-oil sectors to promote inclusive sustainable growth.

"Also, human capital development takes centre stage, acknowledging that education and health are at the core of economic growth.

"Lastly, infrastructure development stands as another cornerstone, underscoring the importance of building a modern and efficient infrastructure network," Nnanna said.

These strategic imperatives, he said, were not standalone solutions and would need to be complemented with addressing policy implementation, resource allocation, corruption, and leadership.

"In doing so, Nigeria can move beyond the constraints of its past, harness the strength of its resources, and emerge as a beacon of inclusive growth and development on the African continent," he stressed.

FirstBank pledges support for mining sector

Felicia Nwosu



As part of its effort to diversify the nation's economy, legacy and iconic financial institution, First Bank of Nigeria, has pledged its support towards the growth and development of the mining sector to help unlock and harness its immense

opportunities for economic growth

Disclosing this during the Nigeria Mining Week held in Abuja, Temitayo Osundusumu, the group head, Corporate Banking, Energy (Upstream and midstream), First Bank, while reaffirming the bank's position towards the sector, said the financial institution, over the years, is poised to support the mining sector like the other extractive industry, Oil & Gas industry.

The bank also lauded the sector for its strategic move in

birthing a vision with a seven-point agenda, as well as putting the artisans and small-scale miners together in a well-organized manner to ensure self-sufficiency.

Osundusumu expressed optimism that the mining sector is set to unlock a lot of opportunities for the country. Recalling its past achievements while decrying the prevailing impact of the sliding economy, the group head noted that many years back, mining used to contribute up to four to five per cent of GDP, but now the

industry is barely contributing up to 0.3 to 0.4 per cent.

"Over the years we have supported this industry and we have been a part of this conference for seven years consecutively. What we plan to do is work with the various stakeholders, the government, other financiers, development organizations, to see what financing we can give to the sector to unlock the opportunity."

According to the business leader, the world is moving into a cleaner energy era where some of these minerals will be the focal point all over the world. The seasoned professional said FirstBank is committed to working with all the players to ensure how to tap into this vast resource for the development of the country.

HPN Technology introduces K11 Pro smart POS terminal

By Zion Rufus



HPN Technology Limited has unveiled the K11 Pro Smart POS Terminal, a groundbreaking innovation that promises to empower in-store merchants with a range of cutting-edge technologies for unparalleled performance. The facility offers a superior and efficient way to conduct transactions while ensuring the highest levels of security and ease of use.

The K11 Pro is poised to redefine the landscape of transaction processing in businesses, featuring a potent processor that guarantees lightning-fast transaction speeds. Its expansive 6-inch screen not only augments the user experience but also positions itself as a versatile tool for merchants. Moreover, its sleek and elegant design not only enhances the aesthetic appeal of any business setting but also harmonizes seamlessly with daily operations for maximum efficiency.

During an interview with journalists regarding this cutting-edge terminal, Mr. Adeleke Adetula, Director of Operations at HPN Technology Limited, elaborated on its

key features. He emphasized that the K11 Pro leverages a state-of-the-art processor that ensures frictionless and swift transaction processing, enabling merchants to cater to their customers with unprecedented speed and efficiency.

“We all know that time is of the essence in the world of commerce, and this terminal is here to provide that competitive edge that businesses deserve. With the K11 Pro, you can serve your customers with unmatched efficiency and precision. We believe in not only delivering unmatched functionality but also enhancing the overall look and feel of your storefront. It’s a marriage of form and function, creating a beautiful synergy that is immediately noticeable,” he added.

Another remarkable aspect of the K11 Pro Smart POS Terminal is its 6-inch display, providing a clear and immersive user interface that simplifies transaction management, report viewing, and customer interaction, thus enhancing the operational experience.

This innovative solution

was meticulously crafted with in-store merchants in mind, offering an intuitive and user-friendly interface that minimizes the need for extensive training, allowing businesses to adopt it seamlessly.

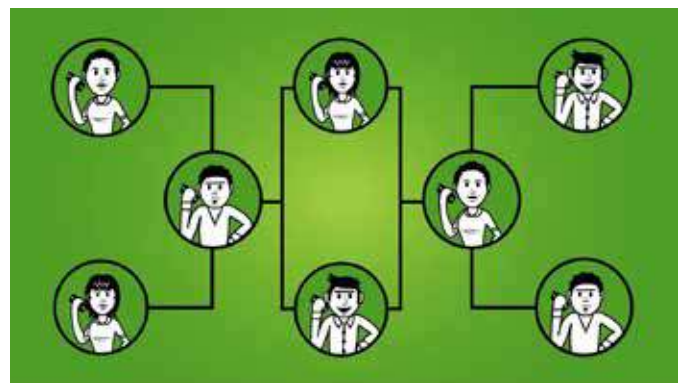
Additionally, the K11 Pro doesn’t compromise on connectivity, offering a range of options including Wi-Fi, Bluetooth, and 4G. This versatility means merchants can process transactions from anywhere their business takes them, ensuring an unbroken workflow.

Crucially, the K11 Pro Smart POS Terminal places a strong emphasis on security. It incorporates built-in encryption and adheres to industry standards, assuring both businesses and customers of data protection and peace of mind.

The launch of the K11 Pro Smart POS Terminal ushers in a new era for in-store merchants, offering a superior and efficient way to conduct transactions while ensuring the highest levels of security and ease of use.

New calls, text tariffs begin

By Ralph Tathagata



From November 1, 2023, Nigerian telecommunication companies and service providers such as MTN, Airtel, Globacom and 9mobile will charge a uniform call rate of N50 per minute for Closed

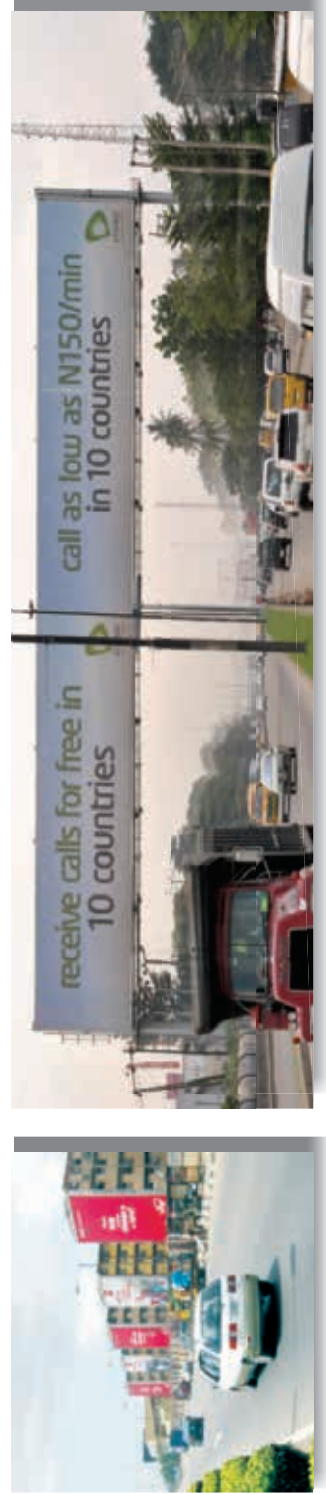
User Group (CUG) services.

It would be recalled that these telecom service providers offer CUG services that allow enrolled customer group members to enjoy lower call rates and free on-net calls by paying monthly access fees.

The BIG Picture



You'll discover when you talk to us that more innovative media options are now available to reach your customers. Put your brand in our hands and we'll put it in their sight. If none exists, we'll create a new one. That is why we bear the name Invent Media.



INVENTMEDIA LTD.
RC 188619

10-12, Somorin Okeowo Street, Off Ketu-Oworonshoki Expressway,
Ifako Bus Stop, Ifako, Gbagada, Lagos, Nigeria.
Tel. +23408157440663, 0803343079, 0803203835.
E-mail: infos@inventmediatd.com
www.inventmediatd.com

Giving the directive, the Nigerian Communications Commission (NCC) also banned telecom companies from bundling data with CUG plans.

Garba Danbatta, the Executive Vice Chairman of the NCC, specifically said: “CUG rental/access fee must not be bundled with data, VAS, or other ancillary services. This directive effectively limits CUG plans to providing voice calls and text messages only.”

The NCC boss noted that, in addition to the call rate cap of N50 per minute for voice calls, it has set the price for text messages at N4 per SMS. Also, the minimum access fee for prepaid and postpaid CUG services has been established at N400, with a maximum price of N500 monthly.

The NCC equally introduced specific pricing thresholds for calls and text messages within and outside a CUG.

While streamlining CUG services, the NCC limited them to six subscriber categories, including large corporate organizations (with a limit of 30,000 phone lines), government agencies (20,000), not-for-profit organizations (10,000), duly registered residential estate associations (2,000), and micro, small, and medium enterprises (MSMEs) (200).

CUG is a supplementary service provided by the mobile telecom operators to mobile subscribers who can make and receive calls from any member associated within the group. This service is applicable for SMS as well.

AI-powered marketing strategies deliver over 50% surge in ROI despite ethical concerns

By Zion Rufus



While the integration of artificial intelligence (AI) into marketing strategies might not be progressing as rapidly as some had anticipated due to ethical concerns, it's clear that those who embrace this technology are reaping substantial rewards.

According to Algomarketing's Global Marketing Operations, AI & Automation Index, companies incorporating AI in their marketing efforts are witnessing significant increases in their return on investment (ROI).

The survey, which engaged more than 300 global marketing leaders from companies with 10,000-plus employees, explored the current landscape of AI and automation in marketing operations, shedding light on challenges, opportunities, and aspirations within the industry.

One of the most prominent challenges companies are facing is the delay in AI implementation due to concerns about bias and fairness. A staggering 77.5% of firms admitted that ethical apprehensions have impeded their AI and automation

adoption, with nearly one-third (32.7%) stating that these delays have been substantial.

Financial constraints also emerge as a significant obstacle, with 51.3% of global marketing leaders citing cost as a major challenge in adopting AI. Furthermore, 44.4% expressed difficulties in finding individuals with the necessary skills in marketing and AI to spearhead these projects.

Nonetheless, the study reveals a silver lining. A striking 23.2% of major global enterprises reported an impressive 75% increase in return on investment from marketing expenditures through AI implementation. A majority of respondents (68%) attested to achieving an ROI boost ranging from 50% to 74%, while not a single company reported an increase of less than 50%.

The research also delves into the global adoption of AI marketing tools. Surprisingly, US-based marketers appear to be lagging behind their counterparts in other regions. Only 26.7% of American marketers and 14% of Singaporean marketers have integrated AI tools in their strategies over the past three

years. In contrast, 54.5% of Australian marketers and 45.3% of British marketers have actively embraced AI.

Notably, Australia and the UK stand out when it comes to budget allocation for AI adoption, with 65.5% of Australian respondents and 62.5% of UK respondents committed to increasing spending in 2024. Moreover, these two regions are leading in hiring additional AI talent, with 69.1% in Australia and 48.4% in the UK, compared to just 40% in the US.

Algomarketing's CEO, Yomi Tejumola, emphasized the untapped potential of AI and automation within in-house marketing operations teams at some of the world's largest enterprises. He noted that despite initial AI investments, many companies continue to rely on traditional marketing approaches. Tejemola stressed the importance of transitioning towards more autonomous marketing strategies enabled by AI, which can independently interpret data, make decisions, and execute actions with minimal human intervention.

As the survey suggests, companies that harness the power of AI in their marketing endeavors are experiencing remarkable leaps in ROI, despite the challenges they face. This showcases the transformative potential of AI in the marketing landscape, where data-driven strategies are becoming the driving force behind decision-making and action execution, ultimately leading to substantial financial gains.



STAY CHARGED **ON THE GO!**

GET JUICEUP EMERGENCY PHONE CHARGER

@JUICEUPCHARGER

www.juiceupcharger.com



PRE-CHARGED, READY TO GO!



NO EXTRA CABLE NEEDED



4 HOURS OF STANDBY POWER



Minister tasks stakeholders on local ways to tackle oil, gas sector challenges

By **Ibidunni Banjoko**



The Minister of State Petroleum (Oil), Heineken Lokpobiri

The Minister of State Petroleum (Oil), Heineken Lokpobiri, has tasked stakeholders in the Nigerian oil and gas industry to develop home-grown solutions to the low oil output, and crude oil theft among other issues confronting the industry.

Lokpobiri said this recently at the 2023 3rd Biennial International Conference on Hydrocarbon Science & Technology (ICHST).

The minister said Nigeria has been a big player in the oil and gas industry both in Africa and globally, adding that for the country to sustain its place as a major player in the sector, industrial players need to update their knowledge and keep up with trends.

Lokpobiri said, “My expectation is for us to come up with our home-grown

solution to address our problem in the petroleum industry. You will agree with me that in Nigeria today, we have so many problems developing the oil industry beginning with pipeline vandalism, oil theft, low productivity and we can’t even meet our OPEC quota.

“As a ministry, our expectation is that all the agencies in the ministry, beginning with PTI to PTDF to NNPC, to NUPRC to NMDPRA and all parastatals will be able to collaborate going forward to be able to evolve relevant technology that we need to be able to address our local oil production problems; our local gas production problems. Nobody will come here and find solutions to our own problem.”

He charged industry

experts to develop solutions to tackle oil theft, and low crude production among others, and not to “copy other people’s work and ideas that are not relevant to solving our problems in the country.”

This is as the Nigerian National Petroleum Company Ltd has said that it will play a leading role in bridging the human capacity needs of the country’s energy sector along with the Petroleum Industry Act.

Director of NNPC Limited Academy, Folashade Adekeye, who spoke on the theme “The Future of the Oil and Gas Industry: Opportunities, Challenges and Developments”, said the NNPC has entered partnerships with reputable institutions organisations and professional bodies to equip players within and outside the industry for the challenges ahead.

Adekeye said, “For us in the NNPC Academy and RTI (Research Technology and Innovation) division, we are excited to be part of the success story as sponsors and partners in this year’s conference which is focussed on the sector’s challenges and opportunities.

“With the passage of the PIA and the need to prepare the workforce in the energy sector, stakeholders, and the public on emerging trends, NNPC Academy is poised to play a leading role in human capacity development.

“We are into partnership with reputable institutions,

organisations, and professional bodies in equipping players within and outside the industry for the eventual challenges ahead. Our partnership and collaboration with PTI through ICHST will spur innovation and expansion in the energy sector.

“It will focus on the most recent trends, techniques and legislations influencing the future of the energy sector. It will highlight how the energy sector may transition to a more sustainable energy mix, while balancing environmental and social concerns in the context of the fast-evolving energy landscape.”

The executive secretary of the Nigerian Content Development and Monitoring Board (NCDMB), Simbi Wabote, said in his address that human capital is vital to the successful operation of the oil and gas industry, adding that this is why the industry should focus on local content development.

Wabote said prior to the enactment of the Nigerian Oil and Gas Industry Content Development Act 210, the country’s oil and gas industry was dominated by skilled manpower headed by expatriates while Nigerians played majorly in the unskilled areas.

He said after the enactment of the Act, there were improvements in the number of skilled Nigerians in the oil and gas industry.♦

DAAR COMMUNICATIONS PLC





FirstBank
Since 1894

FirstBank celebrates annual *Week of Kindness*, partners NCF on trees planting

In furtherance of its leading role in promoting socio-economic development, Nigeria's premier and leading financial inclusion services provider, FirstBank has announced the commencement of its Annual Corporate Responsibility and Sustainability Week.

For the past seven years, FirstBank colleagues and customers come together to participate in global annual volunteer (Start Performing Acts of Random Kindness) SPARK initiative, to give back to and foster positive change within the communities where they live and work.

This has seen an impact of over 200,000 lives across eight countries, over 103 charities supported as well as over 121,015 volunteer hours achieved.

The activities of the 2023 edition, which is scheduled for 23 to 28 October 2023, include Tree Planting, Women Empowerment, SPARK Schools Engagement, Orphanage Homes, the less privileged engagement, and Kind Comments Day.

In partnership with Nigeria Conservation Foundation, FirstBank employees and partners will progress its planting activity which targets 50,000 trees over a three-year period from 2023.

Tree planting is one of FirstBank's initiatives to reduce its carbon footprints and promote environmental sustainability as part of its overarching sustainability and ESG (Environment, Social & Governance) strategy and in alignment with the Nigeria Conservation Foundation's Forest Programme – Green Recovery Nigeria (GRN) which is designed to help increase Nigeria forest cover from its current state of about 4-7% to 25% by 2047.

Additionally, in line with FirstBank's commitment to achieving the United Nations Sustainable Development Goal 5 (SDG) of women empowerment, the Bank will support cancer foundations focused on

women and skills acquisition for women on 25 and 26 October 2023.

As a member of UN Women, FirstBank employs the relevant women empowerment tools to empower women



internally and externally as well as partner with International Women Society to drive skills acquisition.

The Kind Comments Day is an advocacy campaign encouraging staff, customers, and other stakeholders to say kind things about one another. It focuses on inspiring and encouraging people to be deliberate about the use of kind words in relation to others.

On 27 October 2023, staff of the Bank will visit schools for the SPARK School Engagement. This activity is aimed at engaging school students through the Bank's employees on financial literacy and inculcating and equipping young people with entrepreneurship skillset and mindset to inspire self-belief despite the increasingly daunting economic challenges while preparing them for the future of

work.

Rounding off the 2023 CR&S Week will be visits to Orphanage Homes, the less privileged engagement which will hold on 28 October 2023. Orphanages, including the Internal Displaced Persons (IDPs), will be visited in six geopolitical zones in Nigeria as well as other SSA markets.

"At FirstBank, we are committed to promoting the culture of kindness as it continues to engender positive relationships with our host communities. By making kindness a way of life, we build stronger communities, foster empathy, and create a positive ripple effect that extends far beyond this week, said Ms. Folake Ani-Mumuney, the Group Head, Marketing and Corporate Communications for FirstBank.

It's great to see our volunteers demonstrate their continued commitment to positively impact our communities. In the spirit of kindness, I encourage everyone to join us in celebrating the FirstBank Corporate Responsibility & Sustainability week as we make kindness a part of our daily lives, interacting with one another in impactfully memorable ways," she concluded.

FirstBank has continued to receive awards and recognition for its consistent positive impact and performance from reputable companies globally. Amongst these awards and accolades are the Most Socially Responsible Bank (2018) (International Finance Banking Awards); CSR Bank of the Year (2020) Business Day Banking & Other Financial Institutions (BAFI) Awards; Market Leader Nigeria (CSR) Euromoney Market Leaders 2022; Best CSR Bank Nigeria (2021) (Global Banking and Finance magazine); Excellence in Women Economic Empowerment (2019) (Central Bank of Nigeria); Market Leader Nigeria (ESG) Euromoney Market Leaders 2022.




SCAN
TO ACCESS OUR
E-Brochure

BAT Nigeria appoints Fisayo-Okusanya as marketing chief

By Felicia Nwosu



As part of its support towards the furtherance of Diversity, Equity and Inclusion (DEI) agenda and also promoting diversity through workplace policies, the British American Tobacco Nigeria has appointed Kikelomo Fisayo-Okusanya as the Marketing Deployment Director for the West and Central Africa Cluster.

Her expertise, according to the company, lies in combining creativity with tech, and this appointment serves as a testament. Kikelomo's

name is now in the BAT's book of record as the second woman to join the cluster's leadership team. Before now, she was formerly occupying the seat in her role as the Area Head of 360 Activation & Marketing Operations.

A seasoned marketing professional with over two decades of experience in the marketing landscape, Kikelomo joined BAT Nigeria in 2003 as a Trade Marketing Representative. In 2016, she assumed the role of Area Head for Activation and Shopper Marketing.

Since then, she has been setting new bars and benchmark while breaking new boundaries in the industry through her impressive and operational excellence. These rare accomplishments have no doubt, earned her the special recognition as the Area Head for 360 Activation & Marketing Operations in 2021, a position she held until recently.

In this capacity and with a career that has been marked with notable achievements, she left her indelible mark by pioneering an immersive virtual reality market experience and orchestrating a major overhaul of the Marketing Skills and Development unit.

Her distinctive ability in building exceptional brands, merged with her rare competence and passion, has today, emblazoned her career into a recognizable trait.

Launching Kikelomo's appointment, Yarub Al-Bahrani, the Managing Director of BAT Nigeria, affirmed that her strategic insight and creative prowess perfectly align with the company's vision of strong brand building and sustained growth. He also acknowledged that the award-winning company is committed to upholding and implementing the policies of DEI.

"British American Tobacco Nigeria is committed to a better tomorrow and fostering an inclusive work environment that encourages different perspectives and ideas, ultimately leading to better decision-making and business outcomes," he said.

Omnicom names Lubar DDB's Global CEO

By Joseph Ekeng

In a strategic move aimed at further solidifying its position in the global advertising and marketing industry, Omnicom has announced the elevation of Alex Lubar to the role of Global CEO of DDB Worldwide. This change in leadership comes as Omnicom's Chairman and CEO, John Wren, seeks to steer the company toward a future of continued success.

Lubar, who has a storied career in the industry, was appointed President and Chief Operating Officer of DDB Worldwide in October 2022. Prior to that, he spent a decade at McCann, where he held various leadership roles, including President of McCann North America, Head of McCann's Asia Pacific region, and CEO of McCann London.

Wren expressed his confidence in this strategic move, stating, "We are pleased to announce these changes as DDB has reclaimed its title of being one of the top creative agencies in the world, including 2023 Cannes Network of the Year." He also acknowledged the contributions of the outgoing Global CEO, Marty O'Halloran, who will now serve as Chairman. "Marty's dedication to DDB has made him an integral part of the network's culture and operations," Wren said. "With extensive global leadership credentials within the industry, we are confident that Alex, supported by Glen, will continue to elevate the network and build upon its legacy of creative excellence."

Lubar, who is clearly enthusiastic about his new role, shared his vision, saying, "Since its inception, DDB has unlocked the power of human emotion to make millions of different people change how they behave, feel, and transact with brands and businesses around the world." He added, "I am honored to have the opportunity to lead Bill Bernbach's legacy into the future with such a talented global staff and leadership team who all share the same vision."

Glen Lomas, who has been appointed Global President and Chief Operating Officer in partnership with Lubar, brings unparalleled international client experience to the table. Having been with DDB since 1995 and serving as CEO of Europe, Middle East, and Africa (EMEA), he has a deep understanding of the network's dynamics and a proven track record of success.

Lomas expressed his dedication to the role, stating, "It has always been a privilege to work at DDB, and it is a great honor to take on this role." He emphasized the enduring culture of creativity at DDB, saying, "DDB has always been where brilliant, unpretentious people turn up each day to apply their creativity to solving problems."

Outgoing Global CEO Marty O'Halloran, who has led DDB for nearly four decades and steered the network to remarkable achievements, including the 2023 Network of the Year at Cannes, expressed his gratitude for the opportunity to lead DDB over the past four years. "The talent across our regions is incredible," O'Halloran said. "As part of this orchestrated succession plan, there is no doubt in my mind Alex will continue to lead the DDB network to new heights."

These changes mark a significant moment in the history of DDB Worldwide and Omnicom as they continue to shape the future of advertising and marketing. DDB Worldwide, part of the





Once upon a
Brand.

**Let us create an epic
brand story for you**

Fluid - Flexible - Futuristic



📍 No. 9 Olayeni Abiola Street
Opebi Salvation, Ikeja

☎ +2348082701999, +2347011111121

🌐 www.brandsoptimal.com

bo
brands optimal

Omnicom Group, boasts a global presence with approximately 10,000 employees across over 140 offices in more than 60 countries.

Omnicom, a leading global marketing and corporate communications company, provides a wide range of services to over 5,000 clients in more than 70 countries. The company's commitment to excellence and innovation in the industry remains unwavering as it looks to the future under the leadership of Alex Lubar and Glen Lomas.

Tinubu names Egerton-Idehen as NIGCOMSAT chief

By **Abimbola Mohammed**



In a bid to improve Nigeria's satellite communications, digital infrastructure as well as the communication sector, President Bola Ahmed Tinubu has appointed Jane Nkechi Egerton-Idehen as the MD/CEO of Nigeria Communications Satellite Ltd (NIGCOMSAT).

Egerton-Idehen made this known on her X (Twitter) handle, while appreciating the president and Minister of communications for the trusting her with the position.

The post read: "I'm honoured and delighted to share my new role as the MD/CEO, Nigerian Communications Satellite Ltd (NIGCOMSAT). Thanks to His Excellency, President Bola Tinubu for this appointment. It's day one again, and I'm committed to improving Nigeria's satellite communications and digital infrastructure."

In her new role, she will be working towards improving Nigeria's satellite communications and digital infrastructure. With the country's growing population and economy, it is crucial to have a robust and reliable communication network.

She added that NIGCOMSAT has been at the forefront of providing satellite-based solutions for telecommunications, broadcasting, and broadband services. I am eager to lead this organisation towards even greater heights and make a positive impact on the nation.

Expressing her appreciation, the new boss said: "I would like to extend my sincere gratitude to His Excellency, President Bola Tinubu for entrusting me with this important role and to the Honourable Minister of Communications, Innovation and Digital Economy, Dr 'Bosun Tijani, who extended the invitation to join his incredible team in delivering the mandate and, whose work I greatly respect. I would also like to express my sincere gratitude to my predecessor, Engr. Tukur Mohammed Lawal, for his valuable contributions to NIGCOMSAT. The organization's journey continues, and I am excited to build on the foundation he has laid."

She added that, "over two decades ago, I began my career journey as a teleport engineer in a Satellite Communications company. My father always asked about how I could harness this technology to impact the wider community. Fifteen years later, I got the opportunity to manage the West African operations for another satellite company. Now, over two decades later, I've come full circle as I have been given an opportunity to contribute to my home country, Nigeria and make a remarkable difference and impact, the highest highlight of my journey so far.

"I am delighted and honored to share with you that I have

been appointed as the MD/CEO of the Nigerian Communications Satellite Limited (NIGCOMSAT) by the Federal Government of Nigeria."

"I am eager to collaborate and contribute to the future of NIGCOMSAT. I am also grateful to the board of NIGCOMSAT for their support and confidence in me. I look forward to working closely with them and the talented team at NIGCOMSAT to achieve our goals. It's day one once again, and I am fully committed to the tasks ahead. The journey continues, and I look forward to the challenges and opportunities that lie ahead. I am committed to making a positive impact in Nigeria's technological landscape. Let's work together towards a brighter and more connected future for our nation. Thank you for your support and well wishes, she said.

RedWolf appoints Peter Adesanya Dep. Group Head, Digital Strategy

By **Zion Rufus**

The RedWolf Company has appointed Peter Adesanya as its Deputy Group Head, Digital Strategy as it aims to further enhance its digital prowess and create breakthrough strategies to navigate the ever-changing digital landscape. The RedWolf Company is renowned for its innovative approach to marketing and consistently setting new standards in the industry.



Peter Adesanya brings to the role a wealth of experience and expertise, having previously served as the Manager of Digital Strategy at All Seasons Zenith, a prominent independent media planning and buying agency. Throughout his career, he has developed a reputation as a creative and strategic thinker, with a proven track record of executing successful campaigns for high-profile clients.

As Deputy Group Head, Digital Strategy at The RedWolf Company, Peter will spearhead innovative strategies in the ever-evolving digital landscape. He will be tasked with leading the digital strategy team in navigating the intricate ecosystem of digital marketing, where elements such as Social Media, SEO, Content Strategy, and Analytics converge to create impactful campaigns.

With over a decade of experience in digital media, Peter Adesanya has established himself as a strategic visionary with a proven track record of executing successful campaigns for prestigious clients.

His impressive portfolio includes collaborations with industry giants like Hewlett Packard Enterprise (operated by Selectium), and renowned FMCGs such as Grand Oak and Nestle.

His academic journey has been equally distinguished.

He holds a B.Sc in Marketing from the University of Calabar and a Mini-MBA from the International Business Management Institute (IBMI) in Berlin, Germany. Furthermore, he earned a Masters in Business Administration (MBA) *from Nexford University*, specializing in Enabling eCommerce.

Beyond his professional pursuits, Peter is a published author, reflecting his commitment to knowledge sharing.

GLO WIRELESS BROADBAND SOLUTIONS

*Connect effortlessly,
Live seamlessly*



60GB
BONUS DATA
on Mifi @
N12,000

180GB
BONUS DATA
on Router @
N19,000

CONNECTS UP TO 32 WIFI ENABLED DEVICES



Faster Downloads & Uploads

Seamless Video Calls

Faster Music & Movie Streaming

Faster Gaming Experience

Available at Gloworld shops nationwide

Visit ***hsi.glo.com***
to subscribe to a data plan



Unlimited



**The Best Technology,
The Best Oil.**



Keeps Engines Performing Like New.

Mobil™

The world's leading synthetic motor oil brand

For more information, kindly visit www.11plc.com

11

MARKETING EDGE

BEHOLD NIGERIA'S **OUTSTANDING BRANDS AND PLAYERS @ EDGE AWARDS**

EDITION 83