

MARKETING EDGE

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**Golden Penny Soup
Festival 2.0
Heats Up Ibadan**

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with imprints on Nigeria's
corporate landscape**

**World Milk Day 2024:
Peak Milk Walks the Talk**

**Nigeria media space
grapples with dwindling
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**Pernod Ricard entrusts
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Golden Penny Soup Festival 2.0 Heats Up Ibadan

Golden Penny Soup Festival 2.0 transformed the Ibadan Recreation Club into a culinary haven on July 27th, drawing over 8,000 attendees, sponsored by Golden Penny Semovita - My Soup's first choice. The event celebrated Nigerian cuisine with various soup stalls featuring favorites like Egusi, Banga, Ila Alasepo, and Efo Riro, all paired with Semovita.

Beyond the food, the festival offered a diverse lineup of activities. Cooking competitions and dancing contests entertained the crowds, while masterclasses led by renowned chefs Geena, Amaka, and Dee provided culinary education. A dedicated Kids' Arena ensured fun for all ages with bouncing castles and face painting.

The event's atmosphere was further elevated by hosts KieKie and Password, along with musical performances by Crayon and Segun Johnson. Lucky attendees won prizes including cash, kitchen appliances, and product hampers in a festive raffle draw.

With its successful second run, the Golden Penny Soup Festival has established itself as a vibrant celebration of Nigerian culinary traditions, music, and community spirit.

You can follow Golden Penny Semovita - 'My Soup's first choice' on Facebook @goldenpennysemovita and @gpennyswallow on Instagram & Twitter.



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Ours, a Journey of continuous learning, adaptations

Eunice Braimah



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, and other materials to MARKETING EDGE should be delivered by hand or via e-mail to editor@marketingedge.com.ng. Every efforts have been made to ensure the correctness of all information, MARKETING EDGE is, therefore, not responsible for advert errors or omissions.

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In times of high inflation, rising costs and declining sales will constantly put a wrench in the marketing strategies of brands and businesses.

For marketers, however, marketing and inflation are not necessarily adversaries. Spreading their budget evenly across the buyer journey will aid the marketers' ability to deliver on their full ROI potentials. When consumers' purchasing powers seem limited, the marketing team can develop strategies and campaigns that would add value to the mix.

While the ongoing supply chain disruption due to the war in Ukraine, the rising cost of fuel and gas are continuing to compound the cost-of-living crisis across the world, Nigeria has some unique challenges that are impacting her economic climate and consumer spending.

Headline inflation was at 34.17% in June 2024, just as imported food inflation at the time too was 36.38%, obviously a higher rate in the country.

But general food inflation was much higher at 40.87% at the same period this year.

Increase in inflation rate makes consumers to be price conscious and brands to adjust prices to remain afloat, but as prices of goods and services keep increasing daily, food inflation hit harder on consumers.

The increase in the pump price of petroleum products- PMS, diesel, JetA1 and even cooking gas - keep causing some multiplier effects on the economy and seriously negating the purchasing power of consumers.

In this edition of *MARKETING EDGE*, readers are feted with a potpourri of reports and stories that touch the heart of the industry.

What's more, advertising costs are on the increase and so are the prices of goods and services.

But as it's usually the case in an economic downturn as this, brands generally deprioritise advertising spending and even go sometimes to the extent of cutting marketing budgets.

However, research has shown that it is not a profitable strategy, having been noted that even if the cost of advertising has risen, brands and business owners best combat inflationary effects with advertising and enhanced marketing, with uncertainty rising and consumer spending becoming much less considerable, an opportunity for consumer brands in particular to either contribute to economic stability, and be seen to be demonstrating more genuine support for consumers rather than being seen as

further eroding consumer confidence through such missteps or inaction.

Thanks, however, to AI as the marketers' way of getting data is fast changing with the Work Innovation Lab's 2023 report, hitting on the State of AI at Work now, claiming that 30 percent of workers are already using AI for data analysis and 62 percent of them want to be using it for data analysis.

With the power of AI, driving marketing analytics, CMOs can learn about their target audience, identify trends, predict behaviours, and optimise their marketing campaigns faster with more accuracy than they may have been without the AI assistance.

Much more note worthy remains the fact that as inflation continues to rise, consumers' concerns keep evolving with a recent consumer insights analysis conducted by Ogilvy Consulting, giving this backing with the revelation that many of the issues facing consumers before now are either persisting or have become more acute, stating further that there is still a palatable sense of existential fear and dread amongst a segment of consumers as budgets get more tightened.

General frustration, according to the analysis, is even more broadly felt along with falling trust and a rise in the "us versus them" mindset with a cross segment of consumers' concerns evolving as inflation heightens.

Unfortunately, however, majority of brands still rely on feel-good messaging and price-based promotions as first responses, but as recent reports would indicate, such efforts alone no longer go far enough to make the difference required to retain loyalty and maintain or grow consumer share of the wallet, meaning that brands that successfully want to weather this period of high inflation and change consumer outlook should go beyond traditional promotions and messaging strategies and more than ever before embrace value-based innovations to deliver meaningful and more positive impactful effects on consumers, the business and the brand itself.

As the times are being marked by so much uncertainties, innovative marketing stands as the unwavering cornerstone to shape the narratives, build communities and ensure that brands and businesses not only survive the challenges of 2024, but flourish in the face of unprecedented opportunities.

Happy reading.



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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, NGE

MARKETING EDGE

EXECUTIVE DIRECTOR
Modupe Olubunmi Ajayi

GENERAL EDITOR /GROUP COO
Amos Oladele

MANAGING EDITOR/DIVISIONAL DIRECTOR
Ralph Tathagata

DIVISIONAL DIRECTOR (MARKETING)
Anietie Udoh

ASSOCIATE DIRECTOR SPECIAL PROJECT (MARKETING)
Nkiru Judith Obeki

GENERAL MANAGER (MARKETING)
Ogechi Odigbo

DEPUTY GENERAL MANAGER (MARKETING)
Bukola Bababunmi

COMPANY SECRETARY
Barr. Akinnisola Kokumo Felix
Chambers: Felix Akinnisola - Olubodun & Co.

PRODUCTION EDITOR
Godwin Ifijeh

ASSISTANT EDITORS
Jolaoso Alabi, Zion Rufus, Seun Johnson

COPY EDITOR
Linda Temienor-Vincent

REPORTERS/CONTENT WRITERS
Oluwaseyi Lawal, Abimbola Mohammed, Felicia Nwosu

MARKETING EDGE ON TV PRESENTER/ANCHOR
Olubukola Omoniyi

CONTRIBUTING EDITOR
Olopade Emmanuel

EDITORS-AT-LARGE
Baba Awopetu, Joseph Ekeng

REPORTERS/RESEARCHERS
Phil Sholapo, Anne Olubukola Ajayi

MARKETING EXECUTIVE
Olamide Rotimi-Thomas

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, Oluwabanmi Ibitoye

CONSULTING GRAPHIC DESIGNER
Eddie Nwayen

CONSULTANT PHOTOGRAPHERS
Dapo Adeseko, Wale Wahab

EDITORIAL ADVISERS
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Chuddy Uduenyi, Ade Ogidan

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

PORT HARCOURT
Biodun Ajibola, 08023432446

ABUJA
Gbenga Adeosun, (Associate Director), 08033020395
Charles Adebawale, 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
08023243054, 08105315254, john@marketingedge.com.ng,
08023039359, editor@marketingedge.com.ng,
info@marketingedge.com.ng, www.marketingedge.com.ng

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Jack Daniel's media account moves to Starcom Media Perspectives



Jude Odia

In a significant shake up within the advertising industry, Starcom Media Perspectives has reportedly secured the highly sought-after media account of Jack Daniel's in Nigeria, according to an unnamed source familiar with the new development. This marks a strategic shift by Brown Forman Corporation, the parent company of the iconic whiskey brand, as they prepare to deepen their

footprint in the Nigerian market space.

Brown Forman, a global leader in the spirits and beverage industry, has traditionally entrusted Publicis Media with managing its brands across key markets, particularly in Europe and other parts of the world. But, the arrangement had not been extended to some markets in Sub-Saharan Africa until now. Citing the success, Publicis, its media agency sparked in similar markets, Brown Forman has decided to expand its partnership to include Nigeria.

The move is seen as a bold step by Brown Forman to go into Nigeria's burgeoning spirit market. The company is keen to apply the same global best practices in brand management that have fueled its success elsewhere, with the aim of achieving substantial growth in Nigeria.

According to the source, Brown Forman and the Agency network have already invested in extensive training for the Starcom Nigeria team, sharing sophisticated frameworks and strategies that are unique to the business.

"The idea is to bring those global standards to Nigeria and ensure consistency in brand management, as it drives local growth," the source explained.

As Starcom Media Perspectives prepares to roll out anticipated media campaigns, the Nigerian market is poised for what could be a transformative outing by Jack Daniels, guided by the expertise of one of the country's leading media agencies. This development underscores the agency's growing clout in the advertising sector and sets the stage for a new chapter in Brown Forman's operations in Nigeria.

Nigeria's print ad market to gross \$45.64 million this year

By Felicia Nwosu

The print advertising market in Nigeria is poised for substantial growth, with ad spending forecasted to reach \$45.64 million by 2024, according to a report by Statista. This growth trajectory highlights the enduring importance of print advertising in a rapidly digitalising world, being driven by cultural preferences for tangible marketing materials and the sector's ability to adapt and innovate.

Newspaper Advertising stands out as the largest segment within Nigeria's print advertising market, and it's projected to reach a market volume of \$30.06 million

in 2024. Despite the global trend towards digital media, Nigeria's print advertising

market remains resilient. The number of readers in Nigeria is anticipated to reach 77.9 million by 2029, demonstrating the sustained relevance and reach of print media in the country. On average, ad spending per reader in the Newspaper Advertising market is projected to be \$1.06 in 2024, underscoring the value placed on print media by advertisers, aiming to connect with a broad audience.



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Digital economy to generate N18.3bn by 2026 – Tijani

By **Seun Johnson**



The digital economy has been projected to generate about N18.3 billion by 2026.

This was disclosed recently in Abuja by the Nigerian Minister of Communications, Innovation and Digital Economy, Bosun Tijani while speaking at a stakeholders meeting on the National Digital Economy and e-Governance Bill.

The meeting was organised by the Senate Committee on Information, Communication Technology and Cyber Security and the House of Representatives Committee on Digital Information and Communication Technology.

The Minister, who praised the proposed legislation, revealed that if passed into law, the bill would help Nigeria to fully harness the potentials in the digital

economy.

He explained that the ICT sector contributes about 13 -18 percent of the Nigeria's GDP. According to him, the sector contributed about 16.6 percent of the GDP in the Fourth Quarter of 2023.

He said, "The digital economy recorded about N5.49 billion in revenue in 2019. This sector is projected to generate up to N18.3 billion by 2026.

"Nigeria is one of the top two destinations of foreign direct Investment by technology staff in Africa. Last year, we recorded about two billion dollars in FDI o tech startups."

While speaking on the proposed bill, Tijani stated, "it will support the growth and transformation of Nigeria's economy through the application and

use of the digital economy in all facets of life in Nigeria. it will create the enabling environment for fair competition to promote innovation, growth, and competitiveness of the Nigerian economy."

According to the Committee chairman on ICT, Stanley Olajide, the proposed legislation has the potential of transforming the nation's digital economy and positioning it for sustainable development.

Olajide explained that the bill, which has undergone the first reading in the National Assembly, aims to provide a legal framework for the development and regulation of the Nigerian digital economy.

"It is going to be very inclusive. We recognise the importance of stakeholders to ensure a collaboration legislation that would reflect the needs and aspirations of Nigerians.

"This event marks the beginning of a series of engagements with various stakeholders and the general public.

"It is a comprehensive legislation that seeks to establish a regulatory framework for the digital economy, digital literacy, skills development, enhanced cyber security, and encourage innovation and entrepreneurship. It has the potential to unlock Nigeria's digital potential and improve the lives of Nigerians."

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▶▶ Nigeria's print ad market to gross \$45.64 million this year

When compared globally, Nigeria's print advertising market is a significant player, although the United States leads in ad spending with a forecasted \$9,611 million in 2024.

However, Nigeria's market is set to contribute meaningfully to the global print advertising landscape, with its unique dynamics and growth potential attracting significant interest from investors and industry players.

Several factors are driving the growth of Nigeria's print advertising market. Cultural preferences for physical marketing materials play a crucial role, with many consumers in Nigeria, valuing

the tangibility and credibility of the print media. Additionally, substantial investments in research and development and the adoption of innovative advertising techniques are helping to sustain and grow the market.

The future of print advertising in Nigeria looks promising, with the market's value expected to significantly boost the overall sector.

Globally, the Print Advertising market is projected to reach an impressive \$9.18 billion by 2031, with a remarkable compound annual growth rate (CAGR) of 7.58% from 2023 to 2031. This exceptional growth underscores the immense potential

of the print advertising sector, attracting considerable interest from investors and industry stakeholders.

According to the report, strategic foresight and agility will be key in navigating the dynamic market landscape to ensure long-term success and to secure a significant share of the market. As the Print Advertising market in Nigeria and the world as a whole gear up for robust growth, its importance in the advertising ecosystem remains strong, offering extensive opportunities for innovation and expansion.

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IMC leaders must prioritise talent management - Amobi

By **Seun Johnson**

Funke Amobi, the deputy head of Operations at Stanbic IBTC Bank, has charged leaders in the Integrated Marketing Communications industry to embed talent management as a core business capability.

While speaking at a summit held in Lagos recently, Mrs. Amobi highlighted the effectiveness of talent management in driving innovation, competitive advantage enhancement and ensuring sustainable



growth in the IMC sector.

According to her, attracting, developing and retaining a top talent is no longer a supplementary function but a strategic imperative. She stressed the need for organisations to prioritise talent management as a way of adapting to changing market demands and technological advancements.

“IMC leaders must recognise that their people are their greatest assets. Investing in talent development not only boosts employee engagement and productivity but also fosters a culture of continuous learning and creativity,” she said.

Speaking further, Amobi who is an honorary professorial Fellow at the Lancaster University Management School and Chartered Fellow of the Chartered Institute of Personnel Development, UK, argued that talents must be specifically defined in order not to miss one.

In her words: “In defining a talent, you must understand the identity of, who a talent is, and you can identify talents at

different stages within an organisation. You must have a clear talent philosophy before you start building talent pipelines. You must address your business needs. You must address your strengths. You must have a strategic intent and ensure that you are able to deliver on that.”

The corporate amazon, who underscored the role of leadership in setting the tone for talent management practices, advised IMC leaders to lead by example and demonstrate a commitment to their team's growth and well-being.

She explained that leadership is about nurturing potential and inspiring excellence, noting that when leaders invest in their teams, they build a loyal, high-performing workforce that can propel the organisation towards its goals.

She concluded her presentation by calling on the industry leaders to integrate talent management into their strategic planning and recognise it as a crucial component for long-term success and industry leadership.

Nigerian online food delivery market to reach US\$5.70bn by 2029

By **Oluwaseyi Lawal**

The Nigerian Online Food Delivery market has been projected to grow at an annual rate of 15.03% from 2024 to 2029, that would result in a market volume of US\$5.70bn by 2029.

By 2024, this market is expected to achieve a revenue of US\$2.83bn, in line with a standard research platform, Statista report.

The online food delivery market in scope here include meals and groceries ordered online and directly delivered by restaurants, retailers or platforms, no matter if ordered via a platform (e.g. Chowdeck, Glovo) or a restaurant/retailer website (e.g. Domino's, The Place) and online meal and grocery order and delivery



both carried out by a platform (e.g. Mano, Price pally).

In the Grocery Delivery market, a revenue growth of 28.7% is anticipated in

2025. In 2024, the Grocery delivery market is projected to have a market volume of US\$2.01bn. In global comparison, China is expected to generate the highest revenue in the Online Food Delivery market, reaching US\$448.90bn in 2024. The Average Revenue Per User (ARPU) in the Grocery Delivery market is projected to be US\$60.54 in 2024.

In the Meal Delivery market, the number of users is expected to reach 61.3m by 2029. By 2024, the user penetration rate in the meal delivery market is estimated to be 14.5%.







The online food delivery market in Nigeria has witnessed significant growth due to the increasing demand for

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Ideas Origin Media inducted into AAAN, poised for greater impact in Africa

By Zion Rufus

Ideas Origin Media, a rising star in the advertising industry, has been officially inducted into the fold of the Association of Advertising Agencies of Nigeria (AAAN) at its 51st Annual General Meeting (AGM) held at Park Inn, Abeokuta, Ogun State.

The induction exercise, which took place on the third day of the AGM/Congress, was marked by pomp and pageantry and attended by key industry stakeholders, executives, and government representatives, who all witnessed the significant milestone.

Since its inception in 2022, Ideas Origin Media has rapidly distinguished itself by reshaping brand narratives and enhancing consumer connections. Led by visionary CEO, Israel Obatunde, the agency, affectionately known as “The Originals,” has made significant strides in providing innovative strategies and unique creative solutions that help brands stand out in their respective industries.

Now a proud member of AAAN, Ideas Origin Media is poised to become even stronger and more impactful. The support, collaboration, and resources available through AAAN will undoubtedly amplify the agency’s capabilities, allowing it to scale new heights and drive even greater innovation in the advertising industry.

Driven by a deep understanding of consumer dynamics, Ideas Origin Media’s approach is built on meticulously gathered



insights as it continues to leverage on originality, data-driven creativity, and innovative storytelling to enhance brand visibility and resonance in today’s interconnected world.

According to Israel Obatunde, the CEO of Ideas Origin Media, the agency’s commitment to a culture of risk-taking and collaboration, coupled with client-centric strategies and continuous skill development, has ensured that “we deliver tailored and impactful creative solutions.” As part of AAAN, this commitment is set to grow stronger and enable Ideas Origin Media to deliver even more transformative results for its clients.

Central to Ideas Origin’s operational ethos is the acronym CANVAS, which stands for Creativity, Ambition, Novelty, Versatility, Accountability, and Support. These values, Obatunde notes, guide the agency’s mission to drive meaningful change in the advertising industry, even as it continues to foster a culture of transparency and adaptability that ensures prompt, top-tier deliverables.

This new chapter heralds greater collaboration, enhanced creativity, and expanded reach, ensuring that the agency continues to set new standards and redefine brand communication in Africa and beyond.

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▶▶ Nigerian online food delivery market to reach US\$5.70bn by 2029

convenience and variety in food choices. The food delivery services industry is changing at a never-before-seen rate due to urbanisation, shifting consumer habits, and technological convergence. Prominent entities like Jumia food, Chowdeck and Glovo have made a significant impact by meeting the growing need for quick meal delivery services.

Due to the fast-paced urban lifestyle in places like Lagos, Abuja, and Port Harcourt, there is an increasing need for quick and easy meal options, which is

why families and working professionals find online food delivery to be a desirable choice. The ordering process for meals has been made more efficient by advances in mobile apps and payment methods, which have improved user satisfaction.

Although challenges such as poor road infrastructure and traffic congestion in major cities that challenges timely food delivery, trust and security concerns regarding food safety, payment security, competition and market saturation leading to price wars and thin profit margins have

played a big role in trying to cripple the market.

Companies that can invest in strong infrastructure and adjust to changing customer wants will become leaders in this fast-paced sector as the market grows. The goal of internet food delivery in Nigeria in the future is to redefine the way Nigerians experience and enjoy their meals, and not just to make things more convenient.



Edge Awards :

MARKETING EDGE publication rebrands signature award for bold new identity

By **Seun Johnson**

In a bold and decisive step that highlights its unwavering commitment to championing innovation, excellence beyond borders, across industries and public sector governance, MARKETING EDGE, Nigeria's leading marketing and advertising publication, which also covers the entire Nigerian economic and corporate eco-system, has rebranded its prestigious annual award, labelling it, **EDGE AWARDS**.

Not only that, the authoritative media platform with special focus and commitment to the entire Nigerian Integrated marketing Communications sector, has also patented and registered the **EDGE AWARDS** as a corporate entity with unrivaled brand equity with the Corporate Affairs Commission.

This rebranding is expected to bring a fresh identity, a wider coverage as well as respectability to the signature award, which has been in existence for over a decade and widely regarded as one of the most coveted honour in the Nigerian Integrated Marketing and communications space.

The rebranded EDGE AWARD which marks a new chapter in MARKETING EDGE's creative corporate journey in its 21 years of market leadership, remains a benchmark for celebrating excellence beyond borders.

Over the years, the company has been celebrating and inspiring the best in the industry, while also serving as a catalyst in the dynamic and evolving nature of today's business and the various dynamics that are shaping the global economy and fast-paced world.

This transformation of the MARKETING EDGE Award to the 'EDGE AWARD' is more than just a name change. It is a move that marks a significant shift in the focus and scope of the annual event and a calculated effort to celebrate brands, agencies, and individuals who exemplify excellence through groundbreaking ideas, impactful campaigns and strategic vision.

Besides, the rebranding effort speaks to the magazine's well known resilience, doggedness and avant-garde innovation in the midst of all odds.

Speaking on this new development, Publisher/Chief Executive Officer of MARKETING EDGE, Chief John Ajayi noted: "For over a decade, MARKETING EDGE has been in the forefront of celebrating marketing excellence in Nigeria. This year's edition, slated for the 28th of September 2024, is therefore, carefully designed to encapsulate the future of the industry, emerging trends, and the creative genius that drives the sector. It also extends coverage to other areas of economic lives as a business magazine of repute and renowned pedigree."

According to the Publisher, "the renaming as EDGE AWARDS with a customised plaque symbolising victory and success, perfectly aligns with the modern marketing landscape, where brands, agencies and personalities, need to stay ahead of the curve to remain relevant.

The CEO noted that the term, "EDGE " is symbolic, representing the competitive advantage and innovative edge that brands, corporate players and gladiators as well as marketers must possess in today's rapidly changing environment.

"The EDGE AWARD reflects MARKETING EDGE's broader mission and vision, which is to provide a platform, that honours and inspires players, who have made their marks not only in marketing and advertising community, but also in politics, entertainment, and other fields."

"By expanding the award categories to encompass diverse sectors such as the Oil and Gas, ICT, Insurance, Air Transport, Politics, Road Transport, Construction, Real Estate, Health Care and Infrastructure, among others, the EDGE AWARD aims to recognise and celebrate excellence across a broad range of industries.

The decision to rebrand this signature award is coming at a time when the marketing industry is undergoing rapid transformation, both locally and globally. The EDGE AWARD will therefore serve as a beacon of possibilities in the industry, recognising the creative efforts that truly push beyond boundaries.

As brands, agencies and personalities navigate the complexities of the Nigerian market and societies, balancing traditional values with the cutting-edge technology, the EDGE AWARD will continue to offer a prestigious platform to celebrate those, who successfully merge innovation with strategic, tactical and insight-driven initiatives.

This latest move will not only reposition the award in the eyes of industry stakeholders, but emphasise MARKETING EDGE's role as a thought leader in the integrated marketing communications space.

It will also continue to serve as a guiding light for brands seeking to stay competitive and relevant in a marketplace that thrives on innovation and excellence.

While marketing and advertising landscape continues to evolve, the EDGE AWARD will remain in the forefront, recognising those who dare to lead with bold ideas, creative strategies, and break new grounds.

"We are poised for internal creative disruption of our business as the only way to predict our future is to create it," the publisher noted.

AAAN elects Adisa 20th President, new leadership emerges

By **Ralph Tathagata**

Lanre Adisa, the Managing Director/Chief Creative Officer of Noah's Ark, has been elected the 20th President of the Association of Advertising Agencies of Nigeria (AAAN).

Adisa emerged president recently at the 51st Annual General Meeting/Congress of the association in Abeokuta. He will lead the AAAN Executive Board over the next two years and is succeeding Mr. Steve Babaeko, whose two terms had ended.

Adisa promised to build on the current successes recorded by the association and move it forward in the right direction.

Adekoyejo Abiola of Imaginarium emerged Vice President while Creativexzone's Mr. Sola Adegrioye will serve as Treasurer. Other members of the new board include Mrs. Fumibi Fayo-Adeleye of Prize Communications and Mr. Sam Ochonma of The Hook Creative Agency, who emerged Publicity

Secretary and Assistant Publicity Secretary respectively.

Babaeko, under whom the association gained significant relevance over the last four years, will serve as an ex-officio member along with Miss Funke Adetola of Dentsu, Mrs. Bisi Olusanya of Prima Garnet, Ms Marie Awolaja of Oglivy Nigeria, Mr. Omoraro George of Rage Media and Raphael Idu of Poke Limited.

The AGM/Congress, which began with a courtesy visit to the Alake of Egbaland, Oba Adedotun Gbadebo Aremu 111, came to a close with a Gala and Award Night at which three of the industry's brightest lights and five legends were recognised.

The Rising Star Award went to Popoola Oluwatobi of The Hook Creative Agency and Williams Jonah of SO&U. The Trailblazer Award was won by Kayode Ololu of OneWildcard.

The Legend of Advertising Award,



which recognised stellar contributions to the profession, went to Mr. Tunde Thanni, Managing Director/CEO of Explicit Communications; Elder Chris Doghuje, former Chairman of the Advertising Practitioners Council of Nigeria; Otuna Tunde Adelaja of Rosabel, Elder Dele Adetiba, former CEO of Lintas; and Mrs Omowunmi Owodunni, former Managing Director of STB-Mcann.

W' Bank injects over \$200m into Ekiti development initiatives

By **Seun Johnson**



The World Bank has said that it injected over 200 million dollar into Ekiti State's development initiatives.

This was recently disclosed by the bank's country director, Dr. Ndiame Diop.

While emphasizing the importance of effective collaboration with the state Ministries, Departments and Agencies to ensure the successful implementation of the initiatives, Dr. Diop hinted that about 60 million dollars of the total amount had already been disbursed to execute

projects in healthcare, education, women empowerment and sanitation.

His disclosure followed the appeal made by the State Governor, Biodun Abayomi Oyeibanji, for enhanced collaboration with local and international development agencies to foster comprehensive economic growth in the state.

Governor Oyeibanji made the call during a strategic meeting with heads of development agencies held at the Transcorp Hilton in Abuja.

The Governor highlighted Ekiti State's focus on partnerships that emphasize cooperation and resource sharing rather than mere aid.

According to him, the present administration's commitment to transparency, accountability and creation of favourable business environments

underscore the state's high rankings in transparency, ease of doing business and safety.

While outlining Ekiti's 30-year development plan and urging development partners to invest in key sectors, such as infrastructure, agriculture, healthcare, and education, the governor assured potential investors of the state's dedication to mobilising resources and support to drive growth in these critical areas.

Governor Oyeibanji further used the occasion to give an update on the status of the Ado Ekiti airport project, noting that it is on track to commence commercial operations by the end of the year, but pending certification by relevant aviation authorities.

Also speaking at the event, the State Commissioner for Budget, Economic Planning and Performance Management, Mr. Niyi Adebayo, highlighted areas Ekiti has competitive advantage and outlined the state's collaboration needs.

Similarly, the Director General of the Office of Development Partnerships, Mr. Biodun Oyeleye, provided an overview of the administration's six-pillar development agenda, detailing key areas for potential involvement by development agencies.



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REDEFINING SUCCESS WITH BOLD MARKETING APPROACH



Engr. Patrick Anegebe, *Managing Director/CEO, Intercontinental Distillers Limited*

Intercontinental Distillers Limited (IDL) traces its roots back to 1749, when two Italians, Justerini and Brooks, came together to form a wine and spirit business, called J&B.

After several ownership changes, it evolved into International Distillers Nigeria Limited (IDNL) in 1983, beginning production in 1984 with Eagle Aromatic Schnapps. Over the years, IDNL expanded its product portfolio, introducing popular brands like Chelsea London Dry Gin in 1987, and transforming later into IDL in 1997.

Today, IDL produces and markets a wide range of leading beverages, including Eagle Aromatic Schnapps, Chelsea Dry Gin,

Veleta Fruit Drink, Squadron Dark Rum, Action Bitters, Derok café Liquor, Ivory Cream and Teezers, operating from a state-of-the-art facility in Ogun State.

With a robust network across Nigeria, IDL's success is being driven by experienced professionals and commitment to quality fervently reinforced by its NIS ISO 9001:2015 certification achieved in 2017.

Engr. Patrick I. Anegebe, the Managing Director of Intercontinental Distillers Limited (IDL), is a distinguished leader in the Nigerian beverage industry, well known for his visionary approach and innovative strategies. Under his leadership, IDL has not only expanded its product portfolio, but has strengthened its position as a market leader in the Fast-Moving Consumer Goods (FMCG) sector.

Engr. Anegebe has been instrumental for the success of IDL's flagship products, including Eagle Aromatic Schnapps, Chelsea London Dry Gin, Veleta fruit drink and Action Bitters, which have all become household names across Nigeria and beyond.

With a career marked by commitment to excellence, Engr. Anegebe has overseen the modernisation of IDL's production facilities, ensuring that the company meets the highest standards of quality and efficiency. This dedication to quality was recognised when IDL achieved NIS ISO 9001:2015 certification in 2017, further cementing its reputation as a trusted producer of premium beverages.

Under Engr. Anegebe's guidance, IDL has also expanded its distribution network, and ensuring that its products are accessible to consumers across Nigeria and the West African sub-region as a whole. His leadership is characterised by a deep understanding of the market, a passion for innovation, and a relentless pursuit of growth, all of which have contributed to IDL's enduring success and influence in the industry.

His forward-thinking mindset led to the introduction of Teezers, the new sparkling drink on the block that has rapidly captured the attention of the Ready to Drink (RTD) market.

With its vibrant appeal and strategic marketing campaigns, Teezers is quickly becoming a favourite among consumers, adding a fresh and dynamic edge to IDL's portfolio.

Teezers



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Vision for the RTD Market:

What is Intercontinental Distillers Limited (IDL)'s vision for the Ready to Drink (RTD) market, and how does Teezers, your latest product, fit into this vision?

At IDL, we don't just follow market trends, we set them. We want to lead the RTD market by offering innovative, high-quality beverages that cater for the evolving tastes of our consumers. We see Teezers as a flagship product that embodies this vision. It's designed to appeal to a broad audience, especially the younger demographic, looking for fun, flavourful, and adventurous drink that fits seamlessly into their lifestyle. Building on the success of our established market leaders, such as Action Bitters, Chelsea Dry Gin and Veleta Fruit Drink, which have set the standard in their respective categories, Teezers represents the next step in our commitment to delivering exceptional products that resonate with today's consumers.

Introduction to Teezers:

What is Teezers, and what makes it a unique offering in the RTD segment?



Teezers is a vibrant, ready-to-drink alcoholic beverage that comes in refreshing flavours like Apple, Orange, and Lemon/Lime. What makes it unique is its blend of quality ingredients, the bold and fresh taste, and the way it resonates with a sense of adventure and fun. It's not just a drink; it's a lifestyle choice that reflects the dynamism of today's consumers.

Marketing Success:

The recent aggressive marketing campaign for Teezers has significantly boosted brand awareness. What strategies were most effective, and how have they impacted the product's reception?



Our marketing strategy for Teezers was meticulously crafted to create a powerful brand identity that not only resonates deeply with our target audience but also builds a strong sense of community around the product. We strategically designed our marketing mix to engage consumers across multiple touchpoints, ensuring that Teezers is present where our audiences are most active and receptive. The response has been nothing short of extraordinary, with Teezers rapidly gaining brand recognition and receiving overwhelming positive feedback from consumers.

This strategic approach is positioning Teezers as the go-to brand in the sparkling alcoholic drink segment, reinforcing our commitment to delivering quality and innovation. At IDL, we pride ourselves on a consistent track record of maintaining exceptional brand quality and impactful promotion. Moving forward, we are dedicated to not only sustaining this momentum but also enhancing the consumer experience by offering even more exciting and memorable marketing activities that connect with our community on a deeper level.

And let's be honest, we're just getting started. If you think Teezers has already made a splash, just wait until you see what we've got in store next—let's just say, it's going to be a fizzy ride! We're here to make sure Teezers is not just a drink, but the life of the party.

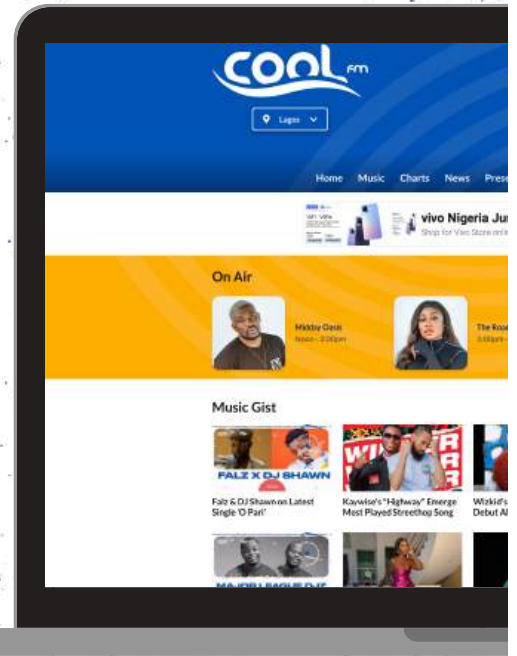
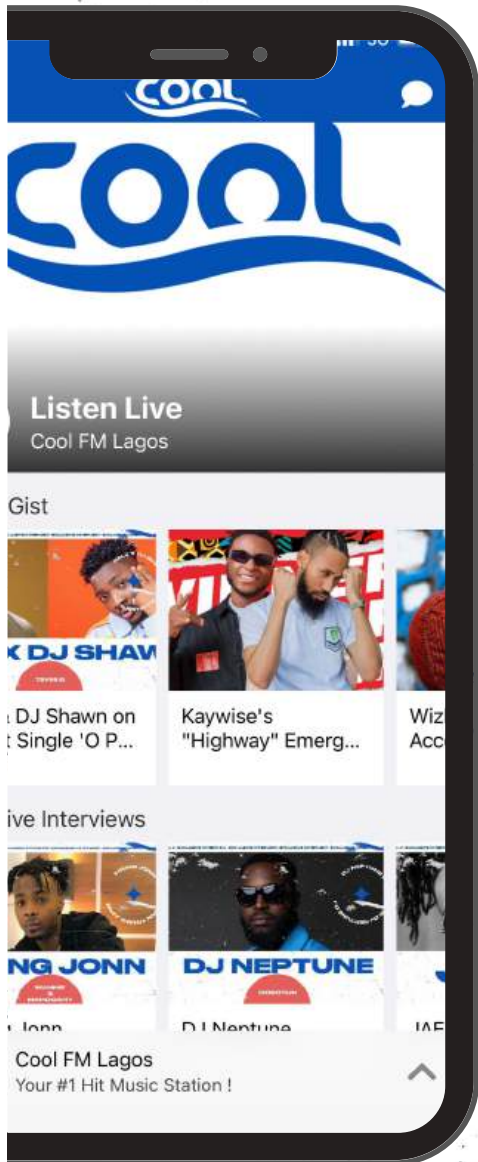
Future Plans:

What are IDL's future plans for Teezers, and how do you see the product evolving within the RTD market?

Looking ahead, we plan to expand the Teezers product line with new flavours and possibly explore different packaging options to meet the diverse needs of our consumers. We're also exploring new markets to introduce Teezers to a broader audience. As we continue to innovate and grow, our goal is to solidify Teezers' position as a leading brand in the RTD market, not just in Nigeria but across the continent of Africa as a whole.



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NIGERIA MEDIA SPACE GRAPPLES WITH DWINDLING AD REVENUE, REGULATORY SCRUTINY – REPORT

By **Ralph Tathagata**

Reuters Institute Digital News Report 2024

Reuters Institute Digital News Report 2024 has revealed that Nigeria's media landscape has been grappling with challenges, including dwindling advertising revenues, greater regulatory scrutiny, and threats to press freedom, adding that the social media are now widely used for news, with misinformation and hate speech presenting integrity concerns. The report mentioned that the country's media space features a blend of traditional and digital platforms with over 80 locally owned digital news outlets or startups.

This year's report reveals new findings about the consumption of online news globally. It is based on a YouGov survey of more than 95,000 people in 47 countries, representing half of the world's population.

The report x-rayed the growing importance of platforms in news consumption and production, including more visual and video-led social media such as TikTok, Instagram and YouTube. It explored audience attitudes towards the use of AI in news, the role of creators and

news influencers, how much people pay for news and more.

According to the report, in Nigeria, traditional media such as television and the print have been losing reach and influence in recent years as digital and social media plays a bigger role in shaping public discourse. Even so, there are still around 100 national and local print titles of which the best known include *The Punch*, *The Nation*, *Vanguard*, *The Guardian*, and *The Premium Times*.

"National broadcasting media in Nigeria, including both public and private entities, still remain primary sources of information for many Nigerians and often benefit from a perception of trust and credibility among viewers. The Nigerian Television Authority (NTA), as the country's largest public broadcaster, maintains a wide reach through its network of stations across Nigeria. Private broadcasters like Channels Television, Arise TV, TVC News and the African Independent Television have gained prominence for their objective journalism and comprehensive

coverage of news events, domestically and internationally. In response to the changing consumer preferences and technological advancements, Nigerian broadcast channels have embraced digital platforms to expand their reach and engage with audiences more effectively. Many of these national broadcasters now offer live-streamed channels on platforms like YouTube. Additionally, several broadcast channels operate 24 hours a day, ensuring continuous coverage of breaking news and events," the report said.

It, however, stated that in recent years many Nigerians have been turning to online sources, being driven by the increasing use of smartphones by one of the youngest populations in Africa.

"Our survey shows that nine in ten (91%) of our respondents access news online each week from traditional websites, apps or social media platforms.

"Platforms like Facebook (75%), YouTube (70%), Instagram (58%), Telegram (53%), and TikTok (46%) have become popular and many use them to access bite-sized news updates and interactive content tailored to these mobile users. Additionally, podcasting has gained traction with popular news shows like Nigeria Politics Weekly and Nigeria Daily. Furthermore, media organisations are increasingly leveraging on artificial intelligence (AI) to enhance content personalisation, to assist with fact-checking, and for customer support. Legit.ng, which is one of the leading digital-born brands in Nigeria, uses AI to curate personalised news feeds, while organisations like Dubawa and The Cable employ AI to combat misinformation. These innovations underscore a paradigm shift in audience engagement and content delivery within the Nigerian media landscape.

"The publishing industry faces significant economic challenges from dwindling advertising revenues, prohibitive

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licence fees, and rising costs linked to the devaluation of the naira. The National Bureau of Statistics reported a headline inflation rate of 32% in February 2024, exacerbating production costs, squeezing profit margins for media companies, and leading to layoffs. Salary arrears for journalists can reach months or even years, according to the human rights group RSF, and the economic weakness of news organisations makes them vulnerable to undue influence by politicians and business people,” it stated.

“As businesses cut advertising budgets, several publishers, including *THISDAY*, *The Guardian*, and *Vanguard* have introduced subscription models for their e-paper editions, but with charges as low as \$0.30 per week. Revenue is limited and the exact number of subscribers remains undisclosed. Grant support from international organisations or non-profits such as the Nigeria Media Innovation Programme and the MacArthur Foundation helps support sustainability in the short term, but can’t be relied on over time. Initiatives include mentoring and capacity-building for digital startups and innovation as well as training support and advice on digital transition for the sector overall.

“Beyond economic pressures, press freedom violations abound in the aftermath of last year’s general elections. These include physical attacks on journalists, bombings of broadcast stations, 161 and government sanctions against media houses. Lawsuits against media organisations and journalists often stemming from allegations of defamation or privacy violations are not uncommon. Organisations like Socio-Economic Rights and Accountability Project (SERAP), Committee to Protect Journalists, and civil society organisations (CSOs) are actively engaged in legal battles to safeguard journalists’ rights and media freedom.

The proliferation of misinformation, fake news and hate speech on social media that was also a feature of the recent elections pose significant challenges to media integrity and ethical journalism standards. But newly proposed legislation, such as the National Broadcasting Commission (NBC) Act Amendment Bill, and the Social Media Bill have also raised concerns about censorship, prompting pushback from journalists and CSOs, advocating for a free media environment,” the report concluded.

SO&U: An avant-garde creative powerhouse with Imprints on Nigeria’s corporate landscape

By **Ralph Tathagata**

Building a brand, be it product, corporate or personality brand, doesn’t happen overnight. It takes a lot of work to forge strong relationships with consumers/ clients/ people, and much of that work is done through market and brand positioning.

When it comes to building its corporate or product brand, even if a company has an internal team to help tell its story, it’s likely it will need an external creative support to craft and execute its marketing strategy.

Thirty four years ago, in the creatively vibrant and culturally rich city of Lagos, Nigeria, an agency registered its presence on a tiny spot of the country’s advertising map. Today, SO&U, the then miniature agency, has risen to become one of the most respected marketing and communications agencies in the West African region.

With a history of exponential growth despite encountering the usual vicissitudes of Nigeria’s business environment, SO&U properly and justifiably boasts of substantial experience in telecommunications, banking, FMCG, public and other sectors of the economy, having previously worked and still working with powerful brands like MTN, Globacom, First Bank, Guinness, Access Bank, Indomie, Ovaltine, CFAO, NSIA and many others.

Recently, M&C Saatchi Africa, a global marketing agency, won the MTN Group global account. By that win, the Udem Ufot-led SO&U also became the agency of MTN Nigeria, effective from January, 2025. It would be recalled that SO&U was one of the agencies that worked on MTN’s account when the telecom company initially entered the Nigerian market.

To cement the relationship between SO&U and M&C Saatchi Africa, Jacques Burger, recently visited SO&U for the long-anticipated MTN onboarding process.

What’s more, SO&U has produced some of the best brand advertising campaigns in Nigeria since its 34 years of existence in Nigeria’s Integrated Marketing Communications sector. Whether in partnership with other agencies or alone, the creative powerhouse has produced some of the most memorable campaigns that Nigerians have ever experienced.

SO&U revolutionised the way the banks were being advertised in their campaigns from the glorified press releases and announcement of lending rates to more compelling emotive copy. From GTBank to Access Bank, the agency has been delivering

testimonials of high performance. Its early work in other areas of financial services, including the hilarious VT Leasing’s “Patient Dog Eats No Bone” strengthened its mastery of financial services communications in Nigeria. The agency’s Guinness Stout “My Friend Udem” was one of the most successful campaigns ever ran in its time. The Agency earned itself the enviable position of being the longest running Agency on the Guinness FES account after Loewe Lintas with almost 15 years on the business before losing the brand to international alignment. SO&U has been on the Malta Guinness brand for over 20 years now, and currently handles Dubic Malt as well as Captain Morgan on the Guinness portfolio.

The Agency worked on the Globacom account for over eight years, arguably the longest tenure of any creative agency on that business. The quality of its Globacom advertising has continued to position Glo as a great Nigerian brand.

Currently, the SO&U Group is made up of over 80 people with a wide range of skills, who guarantee their clientele high value in brand strategy, concept development, digital marketing, design, media planning and buying, research, public relations, events management, activations and audio-visual production.

Known for its total commitment to the growth and success of brands in its custody, skilled and innovative workforce, SO&U boasts a unique blend of cultural sophistication and global best practices that have captured the attention of advertisers and businesses alike. With a track record of producing award-winning jobs, the creative agency’s involvement ensures that every client’s project will be executed with the utmost professionalism and creativity.

At each epoch, like its counterparts in other parts of the world, technology has disrupted Nigeria’s creative industry. The ability to remain future-proof, adapt to changes and stay ahead of the ramifications to those disruptions is what has distinguished SO&U among other agencies over the years.

As SO&U forges strongly ahead towards its fourth decade as a creative powerhouse and integrated communications group, the Agency remains passionate about inspiring the world with its passion and ideas, building brands that transform businesses and situations.

Omnicom unveils ArtBotAI, industry's latest creative engineering solution

By Ralph Tathagata



Omnicom, a leading provider of data-inspired, creative marketing and sales solutions, has launched ArtBotAI. The latest offering is its next-generation intelligent content platform, which now leverages on Gen AI large language models.

ArtBotAI's footprint stretches across North America, LATAM, EMEA and APAC.

According to Omnicom, ArtBotAI solves a common CMO dilemma, especially how to efficiently optimise creative digital content at scale without sacrificing quality. ArtBotAI's intelligent content orchestration platform, leveraging on Gen AI models powered by Omni,

assembles clients' digital assets, to create and deliver high-quality personalised experiences.

Commenting, Paolo Yuvienco, Chief Technology Officer, Omnicom, described the original idea behind ArtBotAI as "Elegance at scale".

"Brands are demanding more customised content at scale, but their content studios and one-off tools slow down, get more expensive, and lose out on quality and performance when they try to do more with them. There's never been a core product that could integrate their creative assets, templates, MarTech, AdTech, AI, and first and third-party data. ArtBotAI replaces a messy ecosystem with

something simple, beautiful and powerful to serve our client's content needs," he said.

Also commenting, Alissa Hansen, Omnicom's Chief Product Officer, who leads ArtBot and will oversee the global roll-out of ArtBotAI, said, "Our clients want to maximise the value of their content as well as the precision and performance of their media investments" Hansen continued, "This meticulously crafted offering will allow us to do just that. With the ability to adapt to existing client technology and powered by Omni, ArtBotAI will use creative engineering to deliver scaled content of the highest quality and provide a 360 view of content performance."

As the next iteration, ArtBotAI embeds Gen AI capabilities into the platform to drive more efficiency and effectiveness when assembling clients' content digital assets. Its Gen AI functionality comes from LLMs housed within Omni, which are a result of partnerships orchestrated at that enterprise level with the likes of Adobe, Amazon, Getty, Google and Microsoft (OpenAI).

Its development is part of Omnicom's strategy to infuse Gen AI into every facet of its business to make its people more effective, its operations more efficient and to drive transformative outcomes for clients.

Cross-channel ad software market gears up for growth with 9.2% CAGR

By Felicia Nwosu

The cross-channel advertising software market is on the verge of remarkable expansion projected to achieve a steady compound annual growth rate (CAGR) of 9.2% from 2024 to 2031. This significant growth forecast, disclosed by Reliable Research, indicates the

increasing importance and effectiveness of cross-channel ad software in the digital marketing landscape.

According to the report, the projected growth rate of 9.2% over the next seven years reflects the market's potential and the increasing reliance on sophisticated

advertising tools. The adoption of cross-channel advertising software is expected to expand significantly among marketers, being driven by the need to stay ahead in a competitive digital landscape

Available data revealed across board how Cross-channel advertising



software is currently redefining the way advertisers reach their audiences by leveraging on multiple channels such as social media, search engines, display ads, and email marketing, a technology that enables marketers to create seamless and personalised experiences for consumers.

It also emphasised on its ability to manage and optimise campaigns across diverse platforms to ensure that advertisers can maximise their reach and impact while keeping costs low.

The research body notes several key factors that are propelling the growth of the cross-channel advertising software market such as rising demand for personalised advertising as a primary driver, as consumers increasingly expect tailored experiences. Additionally, it stated that the global shift towards digital marketing is accelerating, with businesses recognizing the need to establish a strong online presence to stay competitive.

Maintaining that technological advancements are also playing a crucial role in the integration of artificial intelligence and machine learning capabilities into advertising software, it averred that this will be enhancing targeting precision and campaign optimisation.

It further explained that the growing importance of mobile platforms is driving the adoption of mobile-focused advertising solutions, and advanced data analytics tools are becoming crucial for measuring campaign performance and making

informed decisions.

Expressing an increasing optimism, it envisaged that the future of the cross-channel advertising software market looks exceptionally promising, with technological innovations continuing to evolve that advertisers are better equipped to deliver omnichannel marketing experiences that resonate with consumers. Businesses are increasingly investing in these technologies to enhance their advertising strategies, ensuring they can effectively reach and engage their target audiences.

The report, therefore, projected that with advancements in AI, ML, and data analytics, coupled with the rising demand for personalised and mobile advertising, the market is set to flourish. The period from 2024 to 2031 will be marked by significant developments and opportunities for businesses to harness the power of cross-channel advertising and achieve greater marketing success.

Advertising spend on TikTok decreases over talks of potential ban

By **Oluwaseyi Lawal**

With the possibility of a TikTok selloff or ban in the U.S., the ByteDance-owned social media platform is experiencing a recent drop in advertising spend.

As initially reported by Adweek, major advertising partners are starting to brace for the potential disappearance of the popular video-sharing app.

MediaRadar data indicates that TikTok's ad-spending growth has slowed since the introduction of the selloff bill in March, though overall figures remain positive.

Ad spend on the platform increased by 19% in March, 11% in April, and just 6% in May.

Several major brands have significantly reduced their investments in TikTok. Target has decreased its ad spend by 30%, DoorDash by 25%, Bayer by 20%, and Procter & Gamble by 10%. DoorDash was one of TikTok's top advertisers in 2023, alongside Amazon, Apple, Comcast, and Disney. These companies collectively spent \$284 million over the year.

Sensor Tower data indicates that the average daily ad spend on TikTok dropped by 2% month-over-month in April, suggesting a potential industry shift

as brands redirect their ad budgets from TikTok to other social platforms, poised to benefit from TikTok's decline or potential ban. Likely alternative platforms include YouTube, Instagram and Facebook, which have already integrated short-form video features similar to TikTok's, along with ad products attractive to brands.

A study from last year revealed that YouTube was the most popular platform among U.S. teens, a notable finding gave TikTok's recent decline among younger users.

According to YouGov, TikTok users aged 18 to 24 have decreased by 10% since 2022 (from 35% to 25%), while users aged 35 to 44 have increased from 16% to 19% over the past two years.

YouTube continues to introduce new in-stream shopping tools to help brands and creators sell products on the platform, a major objective for TikTok as well. Meanwhile, Meta has been enhancing its algorithm through significant artificial intelligence investments, likely aiming to capture market share from TikTok regardless of a potential ban.

TikTok has officially opposed the sell-off bill, claiming that the legislation, which requires web hosting services and



app marketplaces to stop distributing the app unless ByteDance divests within a year, amounts to unconstitutional censorship. The outcome of this issue may hinge on the 2024 presidential election.

President Biden has already shown support for a sell-off or ban, but if Donald Trump is re-elected in November, his opposition to the bill could benefit TikTok.

While some major brands are reducing their ad spend on the app, smaller brands might develop short-term strategies to fill this gap and maintain engagement until a final decision is made regarding TikTok's status. The situation remains uncertain.

Informa set to acquire Ascential, owner of Cannes Lions, for \$1.6bn

By **Ralph Tathagata**

Informa, a British publishing business intelligence and exhibitions group based in London, with offices in 43 countries and engaging about 11,000 employees, said it had reached a deal to buy Cannes Lions Festival owner, Ascential, for 1.2 billion pounds (\$1.6 billion).

Informa announced the deal alongside its first-half results that showed underlying operating profit growth of 18.8% and revenue growth of 11%.

Shares in Ascential, which also owns the Money20/20 fintech events, jumped 26% to 565 pence in early deals, just shy of the 568 pence per share cash offer.

Informa, which also upgraded its annual profit expectations, recovered early losses to trade broadly flat.

It said it would expand both events and accelerate growth, helped by its data

platform and understanding of both the marketing and fintech sectors.

According to Stephen A. Carter, Informa's Chief Executive Officer, both companies delivered double-digit growth in the first half of this year and were confident about their prospects.

"Powerful brands serving specialist markets are doing extremely well," he said in an interview.

"We're not buying this business for cost reduction, we're buying this business for growth."

Informa's offer is a 53% premium to Ascential's closing price of 371 pence on Monday.

Informa said the deal would boost adjusted earnings per share by at least 5% in the first full year based on strong revenue growth and 12 million pounds of cost savings.

Citi analysts said the "fairly significant synergies" and the expected quick earnings boost would help assuage investors' concerns about the size of the deal.

"Net/net, we think this will be, if not well received, then certainly received more favourably than feared," they said.

The company said its annual adjusted operating profit would be above the top of current guidance, which stands at 970 million pounds, and could be up to 1 billion pounds.

Source: Reuters

Coca-Cola launches new can design, celebrates Olympics' united spirit

By **Ralph Tathagata**

To celebrate the upcoming 2024 Paris Olympic and Paralympic games, and foster a global spirit of unity, Coca-Cola has launched a new stylish design.

The new packaging communicates a motif of the gentle hug, inviting the world to embrace Olympics' spirit of unity and teamwork.

The new can designs created by artists Laura Normand, Aurélie Durand, and Bruno Mangyoku exude sleek graphic artworks that form an embrace when two cans are placed together, while bringing it to life through physical togetherness.

Also, the latest initiative is accompanied by a beautiful ad campaign, featuring champion Olympic swimmers Tatjana Schoenmaker, Lilly King, Annie

Lazor and Kaylene Corbett. Despite their natural sporting rivalry, the emotionally uplifting ad showcases the women, coming together in a celebratory embrace, marking the inclusivity and supportive spirit of the Olympics and the magic of human connection.

According to Coca-Cola, the new Coke cans are a symbol of the world reuniting after a tumultuous past few years of isolation and social distancing due to the COVID-19 pandemic. This year's games, the brand noted, mark the welcome return of community and inclusivity.

In addition to the cola giant's 'It's Magic When the World Gets Together' campaign, Coca-Cola's new can designs are a simple yet effective embodiment of the Olympics' united spirit.



Pernod Ricard entrusts \$120 million EMEA media account to Carat

By Felicia Nwosu



Pernod Ricard, a major player in the spirits and wines industry, has entrusted its expansive media account in Europe, Middle East, and Africa (EMEA) region to Carat, a prestigious Dentsu agency to elevate its industry standing.

Annually, according to COMvergence, an agency research firm, Pernod Ricard

dedicates a staggering \$120 million to measured media within the EMEA region, which has stood out as a testament to its dedication. This monumental investment highlights Pernod Ricard's determination to uphold its leadership in the fiercely competitive spirits and wines sector.

Renowned for its luxurious brands and steadfast market presence, Pernod

Ricard has continuously showcased its unwavering commitment to enhancing media strategies and engaging with audiences on a profound level.

Previously, this media account was managed by several prominent incumbents, including GroupM, Havas, Omnicom, and MG. As part of the new strategic alignment, Dentsu's iProspect will maintain its current assignment in Spain, which will be further fortified by Carat's expertise.

Eric Benoist, Global Chief Marketing Officer for Pernod Ricard, commended the transition: "After evaluating the needs of the Pernod Ricard Europe Entities, we decided on transition to Carat as our media partner, progressively onboarding across markets, starting July 2024. Carat will focus on strengthening media strategies and efficiencies to drive audience engagement across our renowned brands."

This strategic decision underscores Pernod Ricard's forward-thinking approach in refining its media operations and reinforcing its esteemed market position, to ensure sustained growth and prominence in the global marketplace.

MTN, Piggyvest, others make 2024 CNBC's top Fintech companies

By Kola Bola

Seven African companies have been listed as part of the 250 leading fintech companies in the world.

The listing annually conducted by an American news and business channel, CNBC, in its World's Top Fintech Companies 2024 report, listed MTN, Piggyvest, Flutterwave and Kuda.

The report done in partnership with market research firm Statista, highlighted relevant Key Performance Indicators (KPIs) for over 2,000 eligible companies

between March and May 2024.

The companies were segmented into eight different categories, which are alternate finance, banking solutions, business process solutions, digital assets, financial planning, neo-banking, payments and wealth technology.

Among the top 250 firms, five Nigerian companies made the list. Kuda featured in the neo-banking category; Palmpay, Flutterwave, MTN Momo were listed in the payment segment; Piggyvest was

included in the financial planning category.



London International Awards announce 2024 Integration and Direct Jury

By Amos Oladele



London International Awards (LIA) has announced its 2024 Integration and Direct Jury. Making the announcement on its site, the organisers stated that the 13-man Jury would be led by Susan Credle, Chair of FCB and Creative Advisor to IPG as its President.

They further stated that “Susan will lead a jury of creative luminaries onsite at Encore @ Wynn, Las Vegas for all rounds of judging”; adding that Credle and her elite jury members would view every piece of work entered into the Integration and Direct competitions; with each entry subjected to close examination and an animated exchange of viewpoints and perspectives to carefully choose the 2024 Winners and Finalists that will set the creative benchmark for the industry.

It would be noted that Credle is one of the most recognised and respected creatives. She has helped shape the industry with many trailblazing ideas in her career, which has spanned over 30 years.

In accepting the role as Jury President

for both Integration and Direct, Credle said, “The jury room is only as good as the jurors in that room. The Integration and Direct Jury this year is outstanding. I cannot wait for the discussions around the work. It will be a master class.”

This year marks the first time that LIA is introducing the Direct competition. Both Integration and Direct campaigns evolve based on the interaction of people and the different touch points. Integration is Innovation, Influence and Impact.

Direct Marketing is one of the most effective tools to establish a connection with the target consumer. While the Direct competition is the newest competition in LIA, its history dates back to the latter half of the 19th century with catalogues that were sent to consumers as the oldest form. Today, social media has emerged as the most modern form. Social media platforms now allow for more specific targeting, narrowing down the prospects by age, demographics, and interests, among others.

The full list of the 2024 Integration and Direct Jury include:

Jury President – Susan Credle, Chair of FCB and Creative Advisor to IPG; Pancho Cassis, Partner/Global CCO, DAVID; David Kolbusz, Chief Creative Officer,

Orchard, Brooklyn; Ben Lilley, Creative Chairman, HERO McCann, Melbourne; Fan Ng, Chief Creative Officer, BlueFocus; Allison Pierce, Chief Creative Officer, VML, Kansas City; Ali Rez, CCO – Middle East, North Africa and Pakistan, IMPACT BBDO; Chaka Sobhani, President/Global CCO, DDB Worldwide; Kate Stanners, Chairwoman/Global CCO, Saatchi & Saatchi; Aaron Starkman, Global Chief Creative Officer, Rethink; Nicoletta Stefanidou, Chief Creative Officer, Tinker Tailor, Zürich; and Ricardo Wolff, Executive Creative Director, Innocean Berlin, Berlin.

Barbara Levy, President of LIA, said, “The call to action is such an integral part of Direct. The effectiveness of direct marketing is easier to track. You can see the return on investment or lack of it quite immediately, unlike other forms of advertising. It is always wonderful to have Susan preside over a jury room. Discussions will be robust and insightful to ensure that only the best work gets awarded.”

According to the organisers, Judging in Las Vegas commences on 29th September and will be completed on 7th October 2024.

Hot drinks sales drop as brands focus on lighthearted marketing

By Felicia Nwosu



The hot drinks industry is experiencing a significant decline in sales due to ongoing economic

hardship, according to a report from Euromonitor International. The report also revealed that new product launches have decreased annually since 2021, with 2024 continuing this trend.

It mentioned that early-year launches are already behind those of 2023, driven by higher interest rates, SKU rationalisation, and inflation-related consumer cutbacks.

It disclosed that, in response to these challenges, hot drinks companies are shifting their branding strategies to focus on fun and lighthearted marketing.

The report further noted that this approach aims to make grocery shopping less stressful and more enjoyable for consumers dealing with increased anxiety.

Euromonitor affirmed that despite the economic downturn, wellness remains a top spending priority.

Meanwhile, the research body averred that products with functional benefits such as energy boosts, mental health support, and gut health are driving category growth.

In addition, it maintained that, additionally, there’s a glaring shift towards ready-to-drink (RTD) formats, often categorised as soft drinks, which are gaining popularity in the market.

Overall, the report concluded that the hot drinks industry is adapting to economic adversity by innovating in product offerings and consumer engagement strategies.

World's 10 largest market capitalised media companies in 2024

By Zion Rufus

In 2024, media convergence has transformed how the world's largest media companies operate, fundamentally changing how we create and consume content. Unlike in the past, today's media giants blend digital and traditional content seamlessly, connecting with us on various devices and offering personalised experiences while unlocking new revenue streams.

This shift is evident across the media industry, encompassing advertising, broadcasting, news, print, digital media, music and movies. Many companies even extend beyond traditional media, providing software solutions and lobbying services. This interconnected landscape has enabled media companies to grow even bigger and stronger. Here's a look at the top ten media companies by market capitalisation as at June 2024, according to Investopedia.

Apple (AAPL): \$3.22 Trillion
Apple, founded in 1976 by Steve Jobs and Steve Wozniak, leads the media industry with a market cap of \$3.22 trillion. Originally a tech giant, Apple has integrated streaming and news services, transforming into a tech-media hybrid. Notable acquisitions include Beats for \$3 billion and Shazam for \$400 million. Its media services, such as Apple Music, Apple TV, Apple Books, and Apple News contribute significantly to its success. In 2023, Apple attained a 3% increase in net sales to record \$383.3 billion.

Netflix (NFLX): \$290.80 Billion
Netflix has revolutionised the media since its inception in 1997. Transitioning from a DVD-by-mail service to a streaming giant, it boasted 260 million subscribers by the end

of 2023. Much of its \$33.64 billion in revenue came from streaming, with an additional \$82.8 million from DVD rentals. Netflix continues to dominate the streaming market, setting industry standards.

Walt Disney (DIS): \$181 Billion
Disney, with a market cap of \$181 billion, generated \$88.90 billion in revenues over the past year. Founded in 1923, Disney is a global media powerhouse with subsidiaries spanning TV, radio, cable networks, theme parks, resorts and studio entertainment. The launch of Disney+ in 2019 added to its extensive media portfolio, attracting 196.4 million subscribers by early 2022.

Comcast (CMCSA): \$153.64 Billion
Comcast, established in 1963, holds a market cap of \$153.64 billion and generated \$121.5 million in revenue recently. Its business spans five segments: cable communications, NBCUniversal media, studio production, theme parks and European telecommunications through Sky. Comcast's strategic acquisitions, like the \$39 billion purchase of Sky have solidified its industry position.

AT&T (T): \$137.02 Billion
AT&T's \$101 billion acquisition of Time Warner in 2018 expanded its media footprint, adding brands like HBO, CNN, and Warner Bros. In 2015, it acquired DirecTV, to enhance its digital TV services. With revenues of \$122.4 billion in 2023, AT&T remains a formidable player in both telecommunications and media.

Sony (SONY): \$103.66 Billion
Sony is renowned for its electronics and music but also excels in game and network services, music, pictures and electronics solutions. With



\$11.53 billion in revenue for the fiscal year 2022, its media segment includes motion pictures, TV productions and media networks, making it a diversified media leader.

Thomson Reuters (TRI): \$75.80 Billion
Thomson Reuters, a Canadian media giant, operates in legal, corporate, tax, and news segments. Competing with Bloomberg, it's Reuters news service provides crucial financial information. In 2023, it reported revenues of \$6.8 billion, driven mainly by its legal professionals' segment.

Charter Communications (CHTR): \$43.05 Billion
Charter Communications expanded its media presence by acquiring Time Warner Cable in 2015 for \$78.7 billion. Operating under the Spectrum brand, it serves 32 million customers. With a market cap of \$43.05 billion and 2023 revenues of \$54.60 billion, Charter remains a key player in media services.

Fox (FOX): \$15.48 Billion
Fox's market cap of \$15.48 billion reflects its slimmed-down operations after selling its entertainment business to Disney for \$71.3 billion in 2017. Now focusing on news and select media assets like Fox News Channel and Fox Business, Fox reported \$14.9 billion in revenues in 2023.

Paramount Global (PARA): \$7.24 Billion
Formed from the merger of Viacom and CBS in 2019, Paramount Global operates diverse entertainment brands like Nickelodeon, MTV and Paramount Pictures. With revenues of \$30.15 billion in 2022, it provides content across digital, film, and television, making it a significant media entity.

These ten companies not only dominate the media landscape but have continued to innovate and expand, shaping media consumption globally.

Google's shift on third-party cookies, Navigating new era of digital advertising

By Anietie Udoh

In a significant turn of events, Google has announced that it will not entirely phase out third-party cookies from its Chrome browser, a move that has been the subject of much speculation and concern in the digital advertising world. On July 22, 2024, the tech giant confirmed that it would retain third-party cookies functionality for users who choose not to disable them, marking a strategic shift in its approach to balancing user privacy with the needs of advertisers.

This decision, while notable, was not entirely unexpected. According to Forrester's 2024 Marketing Survey conducted prior to Google's announcement, over 60% of marketers expressed scepticism that Google would fully deprecate third-party cookies. The reason was clear, Google's advertising ecosystem is deeply reliant on cookies, so, removing them without a robust alternative would have had significant repercussions.

However this doesn't mean a return to the status quo for digital marketers. Google's revised approach provides a temporary reprieve but does not eliminate the industry's gradual shift away from third-party tracking. The announcement grants marketers more time to explore and assess alternative strategies, though uncertainty remains, regarding the long-term replacements for third-party cookies.

The Context of Google's Decision

Google initially announced in 2020 its intention to phase out third-party cookies by 2022, aligning with similar moves by Apple and Mozilla. Currently, Chrome dominates the global browser market with a 65% share, followed by Apple Safari at 18% and Mozilla Firefox at 3%, this dominance reinforces Google's influential position in digital advertising, a reality underscored by a U.S. judge's recent ruling that Google's monopoly in the search engine market is "illegal."

While Apple and Mozilla have already enacted their cookie restrictions, Google's decision to delay creates a unique challenge for marketers. As Lolu Akinwunmi, a prominent industry analyst, notes, "Marketers must adapt quickly to this



evolving landscape. Google's decision to maintain third-party cookies for now, doesn't mean they will last forever. The industry is still moving towards a future with less dependence on invasive tracking."

The Changing Landscape of Cookies

Third-party cookies has long been a cornerstone of digital advertising as it enables businesses to track users across different websites and deliver personalised ads. However, their effectiveness comes at the cost of user privacy, a trade-off that regulators in the European Union and the United States have increasingly scrutinised. The introduction of regulations such as the General Data Protection Regulation (GDPR) and the Digital Services Act (DSA) highlights a broader shift towards greater transparency and privacy in online activities.

"Cookies have become symbolic of the privacy invasion that many consumers feel," explains Tim Cook, Apple's CEO, who has been vocal about the need for less intrusive advertising models. "Technology does not need vast troves of personal data stitched together across dozens of websites and apps in order to succeed."

Despite the regulatory pressures and changing consumer sentiment, third-party cookies continue to drive significant advertising revenues for platforms like Facebook, which estimates that personalisation contributes to 50% of its ad revenues. Yet, the winds of change are blowing, and as Google adjusts its stance, the entire ad tech industry is forced to re-evaluate its strategies.

The Future of Digital Tracking

In response to these challenges, Google has introduced the 'Privacy Sandbox,' an

initiative that seeks to replace third-party cookies with new technologies that protect user privacy while still delivering effective advertising. This includes federated learning, a method that aggregates and anonymises data on individual devices. Google's early tests indicate that advertisers could retain "at least 95% of the conversion per dollar spent when compared to cookie-based advertising," using this new approach.

Other industry players are also exploring alternatives. Facebook, for example, is testing "aggregated event measurement," a methodology similar to Google's cohort-based federated learning. Meanwhile, retailers like Amazon and Walmart are poised to leverage on their vast troves of first-party data to offer compelling advertising solutions within their ecosystems.

Preparing for the New Reality

As the industry navigates this transition, marketers are advised to shift their focus from individual user tracking to contextual advertising. This involves understanding broader customer behaviors rather than following each step of an individual's journey. For instance, automotive brands might target consumers based on the content they engage with during their path to purchasing a vehicle, such as car reviews or related videos.

Moreover, building strong relationships with customers and responsibly managing first-party data will become increasingly vital. Marketers should embrace 'data privacy by design' principles, ensuring that their digital platforms are built with privacy considerations at the forefront.

"There's no need to panic," reassures Akinwunmi. The key is to stay customer-centric and prioritise privacy. If marketers do that, they'll be well-positioned to thrive in this new environment."

While the future of third-party cookies remains uncertain, one thing is clear, digital marketing is entering a new era, one where privacy and transparency are paramount. Marketers, who adapt to these changes, will not only survive but potentially thrive in the evolving landscape.

Samsung Galaxy Z Fold 6, Z Flip 6 elevate Galaxy AI to new heights



L-R: Nathan Lee, Business Manager Mobile experience, Samsung West Africa; Joy Tim Ayoola Group Head, Mobile experience, Samsung West Africa; Sungwon Jung, Chief Executive Officer, Samsung West Africa; Oge Maduagu, Head of Marketing, Samsung West Africa and Stephen Okwara, Product Manager Mobile Experience, Samsung West Africa during Galaxy's Unpacked held in Lagos recently

Samsung Electronics Co. Ltd. recently announced its all-new Galaxy Z Fold6 and Galaxy Z Flip6, just as with Galaxy Buds3 and Galaxy Buds3 Pro at the Galaxy Unpacked in Lagos.

Whether using Galaxy Z Fold's large screen, Galaxy Z Flip's FlexWindow or making the most of the iconic FlexMode, Galaxy Z Fold6 and Flip6 will provide more opportunities to maximise AI capabilities.

Built on the foundation of Samsung's history of form factor innovation, Galaxy AI uses powerful, intelligent, and durable foldable experience to accelerate a new era of communication, productivity, and creativity.

Galaxy Z Fold6 and Flip6

According to TM Roh, President and Head of Mobile eXperience Business at Samsung Electronics, "Samsung's long history of innovation has allowed us to lead in the mobile space, creating the foldable form factor and ushering in the mobile AI era. Now, we are excited to bring these two complementary technologies together and unlock new possibilities for users around the world. Our foldables meet the unique needs of every user and enhanced now by the power of Galaxy AI, Samsung is delivering an experience like never before."

Galaxy Z Fold6: Large Screen Productivity Elevated by AI

The Galaxy Z Fold6 offers a range of AI-powered features and tools that maximise the large screen and significantly enhance productivity like the Note Assist on Samsung Notes which offers translation, summaries and auto formatting for simple and easy meeting notes.

A newly added Composer from Samsung Keyboard generates suggested text based on simple keywords for email and supported social media apps. For social media in particular, the Composer creates text that reflects your tone by analysing previous posts.

Additionally, the S Pen experience is expanded further to meet with Galaxy AI on the Galaxy Z Fold6's screen. All-new Sketch to image allows you to create more sophisticated art pieces by generating image options when you simply sketch or draw on the photos in Gallery or Note screen.

The Galaxy Z Fold6 enables you to evolve the way you work, play, and stay informed thanks to Samsung's longstanding partnership with Google.

The latest Google Gemini app is fully integrated on the new Galaxy Z series, providing your own AI-powered assistant right on your phone.

Live Translate, which translates phone calls directly on your device in real-time, is also now being extended beyond Samsung's own native calling app to a selection of popular third-party apps.

Not only does Galaxy Z Fold6 allow you to create content, it allows you to enjoy it too. Galaxy Z Fold6 offers an upgraded gaming experience, anchored on its powerful chipset and 1.6x larger vapor chamber for the ability to game for longer, while still maintaining performance. Vivid, life-like graphics are supported by Ray Tracing and are brought to life on a 7.6-inch screen that offers a brighter display of up to 2,600nit to deliver more immersive gaming.



Galaxy Z Fold6 and Flip6

Galaxy Z Flip6, Creating Unique Experiences, Customised to You

The Galaxy Z Flip6 is not just optimised for portability, but it offers a range of new customisation and creativity features so that you can make the most of every moment.

The 3.4-inch Super AMOLED FlexWindow has been enhanced yet again, enabling AI-assisted functions without even needing to open the device. And for those communications on-the-go, you can reply to texts with Suggested replies which analyses your latest messages to suggest a tailored response.

It wouldn't be Galaxy Z Flip without a variety of ways for you to customise your device either. With the AI-powered Photo Ambient, a wallpaper can change in real-time based on the time and weather. You can also easily create a unified look and feel with suggested screen layout options by analysing your wallpaper, such as moving the clock and changing the frame colour to ensure the background image stands.



L-R: Nathan Lee, Business Manager Mobile experience, Samsung West Africa; Joy Tim Ayoola Group Head, Mobile experience, Samsung West Africa; Oge Maduagu, Head of Marketing, Samsung West Africa, and Stephen Okwara, Product Manager Mobile Experience, Samsung West Africa, during Galaxy Unpacked held in Lagos recently

Creativity also goes beyond FlexWindow. FlexCam continues to offer the most versatile camera experience and unlocks new creative options. With the new Auto Zoom, FlexCam automatically finds the best framing for your shot by detecting



Galaxy Unpacked 2024

the subject and zooming in and out before making any necessary adjustments. That way, you don't have to choose between your friends or an incredible backdrop, being in the shot, and it's all hands-free.

New 50MP Wide and 12MP Ultra-wide sensors provide an upgraded camera experience with clear and crisp details in pictures.

Nightography, enhanced with video HDR allows you to capture more brilliant videos, even in dim lighting, and goes further by partnering with popular social apps as well.

The night capturing feature is now available in-app on Instagram, so, you can take amazing photos at night and message or share them directly from within the app.

Galaxy Buds3 Series: Expanding the Connected Experience through Galaxy AI

With the power of Galaxy AI, the Galaxy Buds3 series brings a new communication experience. If you're attending a class in a foreign language, you can turn on the Interpreter in Listening mode on Galaxy Z Fold6 or Flip6 with Galaxy Buds3 series plugged into your ears.

Not only is the Galaxy Buds3 series created to provide the premium audio experience, but it is also designed to do more with less for people and the planet.

Availability

The Galaxy Z Fold6, Z Flip6 and Galaxy Buds3 series will be available for pre-order from, July 10, and general availability, July 24.

Galaxy Z Fold6 is available in Silver Shadow, Pink and Navy while Galaxy Z Flip6 is also available in Silver Shadow, Yellow, Blue and Mint colour options so you can get a colour that best suits your style. The Galaxy Buds3 series offers an ultra-sleek, modern and comfortable design available in two colours, Silver and White.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, home appliances, network systems and memory, system LSI, foundry and LED solutions and delivering a seamless connected experience through its SmartThings ecosystem and open collaboration with partners.

For the latest news, please visit the Samsung Newsroom at news.samsung.com.



World Milk Day 2024: Peak Milk Walks the Talk

When it comes to household brand names, Nigeria's favourite dairy nutrition giant, FrieslandCampina WAMCO needs no introduction, especially with its flagship brand, Peak Milk.

As a market leader, Peak Milk has since 1954 been nourishing the country's teeming consumers.

A full indigenous business, first incorporated as an entity in 1973 and known as WAMCO, an acronym for West African Milk Company, it became Friesland Foods WAMCO Nigeria Plc in 2005 and FrieslandCampina WAMCO Nigeria Plc in 2009.

Ever since, with many advances in dairy technology, FrieslandCampina WAMCO has been enhancing the nutritional profile of its dairy brands to serve Nigerians better. The development of lactose-free options and probiotic-rich dairy items are just a few examples of how the dairy giant has been innovating to meet diverse nutritional needs of its loyal consumers.

To further enhance its sterling equity, market share and consumer loyalty, FrieslandCampina WAMCO Nigeria marked the 2024 World Milk Day with a campaign, tagged, "Ideal Peak Breakfast Affair," aimed at highlighting the importance of a wholesome relationship with breakfast.

Held on 1 June, the nutritional powerhouse engaged its consumers with captivating activities that are still echoing through the length and breadth of not just the dairy sector; but across the entire Fast-Moving Consumer Goods (FMCG) and the larger Nigerian economic landscape.

What's more, since the global event was inaugurated in 2001, FrieslandCampina WAMCO's Peak Milk has always led the way in driving national and global attention, while underscoring milk as food and celebrating World Milk Day. Peak, the dairy king, has also creatively and innovatively led the way in sensitising Nigerians on the importance of milk as food via campaigns, activations and events, all of which always resonate positively with consumers, stakeholders and the general public.

In addition to being ambassadors of sustainability in the dairy chain, FrieslandCampina WAMCO equally champions the vital role of milk in the lives of Nigerian consumers towards a healthier, more sustainable future while consistently providing high-quality dairy nutrition and inspiring them to reach for their Peak. Little wonder it has remained Nigeria's number one milk brand.

From the inaugural celebration in 2019, Peak has marked this great event with activities that promote connection and drive brand memorability with consumers. Packed with a balanced blend of essential nutrients, Peak provides the right nourishment for a fit and active life.

Walking the talk, the Peak Brand hosted employees to a nutritious breakfast session in an atmosphere of cheer and fun to mark this Year's World Milk Day. During the session, the Managing Director emphasised the company's unwavering commitment to nourishing Nigerians with quality dairy nutrition. Members of staff were engaged with fun games and teasers around Dairy, further reinforcing the brand's message on what constitutes a healthy and nutritious breakfast.



From sport to culture, seasonal celebrations (Christians and Muslims) and family setting, Peak Milk has created some of the most memorable commercials to register its iconic status in the minds of Nigerians. The advert, “Papilo, I know say one day you go make us proud”, starring Kanu Nwankwo, the football legend, remains evergreen in the memory of millions who were old enough to witness it at the time.

To also demonstrate its unalloyed commitment to the country, FrieslandCampina WAMCO Nigeria has continued to invest in the Nigerian dairy sector as it has been sourcing raw milk locally for manufacturing for over 12 years. As the highest off-taker of fresh milk produced locally from five states in Nigeria, the company is currently running several factories, including the evaporated milk factory, powder factory, yoghurt factory and mobile yoghurt factory. The yoghurt factories are running on local milk, which goes to prove that some brands in its portfolio, are 100 percent made-in-Nigeria.



Three Crowns Milk emphasises nutritious, sustainable dairy practice

Milk has been known as nature's most complete food for millennia, playing an important role in the diet of over six billion people in the world. Milk minerals are crucial for human health and development as well as in dairy processes. They play a key role in healthy human nutrition and development throughout life, but especially in children. Dairy products are rich in nutrients that are essential for healthy bones, including calcium, protein, vitamin D, potassium and phosphorus.

It has been over 35 years in delivering complete nourishment, encouraging and empowering Nigerians to live healthy lives, and Three Crowns milk, the first dairy brand to be endorsed with the Nigerian Heart Foundation's 'Heart Check' logo is still waxing strong.

Launched into the Nigerian market as evaporated milk in 1988 from the stable of FrieslandCampina WAMCO, the dairy brand with low cholesterol, 28 vitamins and minerals needs no introduction to Nigerian households.

As the 2024 World Milk Day was celebrated globally on June 1, Three Crowns Milk also emphasised its commitment in the dairy industry to reducing its environmental footprint while providing nutritious food and sustainable livelihoods. The leading dairy brand that has been consistently nourishing Nigerian mums and their families for over 35 years, providing essential vitamins and minerals that support their wellbeing also commemorated annual occasions by serving healthy meals across key Nigerian cities to reaffirm the importance of milk in daily nutritions. This year's event engaged local communities, emphasising the nutritional benefits of milk by educating people on the need to incorporate milk in their diets and culturally relevant meals.

Three Crowns Milk equally engaged employees of FrieslandCampina WAMCO in fun and exciting activities. The celebration included health and wellness activities, such as fitness sessions and health talks, promoting the benefits of milk consumption. The brand also engaged



the online community and spurred conversations on the benefits of milk across social media platforms.

On the occasion, Roger Adou, the Managing Director, reiterated how important milk is for a healthy diet, especially in African countries, where malnutrition is still prevalent. He

commended consumers, who entrust their loyalty to provide the right nutrition every day while reaffirming his commitment to 'Do Dairy Right' as a business.

Chioma Otisi-Igwe, Marketing Manager of Three Crowns Milk, expressed her satisfaction with the initiatives, emphasising that FrieslandCampina

WAMCO has established a sustainable dairy value chain that enables consumers to enjoy accessible dairy products that offers great taste and essential health benefits, to enhance their overall well-being.

Three Crowns Milk's achievement with World Milk Day 2024 highlighted the brand's dedication to sustainability and community participation. Through its initiatives, it has demonstrated the significance of sustainable dairy practices, as well as the beneficial role that brands can play in creating a healthier and more sustainable future.

Notably, the brand's commitment to sustainability spans beyond World Milk Day.

Three Crowns Milk has taken several initiatives to raise its environmental impact and encourage ethical dairy practice. Friesland Campina, its parent company, has invested in cutting-edge dairy farms technology that encourages animal welfare and uses sustainable agricultural practices. The organisation also helps local dairy farmers by offering training and tools to boost production and sustainability.

Milk is indisputably important for its nutritional value as well as its economic influence, which supports livelihoods and communities. In addition to recommitting its dedication to encouraging milk consumption, promoting sustainable dairy practices and acknowledging dairy farmers' vital contributions, Three Crowns also informed Nigerian consumers that embracing the benefits of milk means investing in a healthier, more prosperous future for everyone and generations to come.

Committed to providing healthy nutrition for families, Three Crowns, a brand on the stable of FrieslandCampina WAMCO, the first company that went into local dairy development in 1984, boasts a brand trajectory that runs thus:

1988 – Three Crowns Milk was launched in evaporated format only with the brand communication hinged on “Top it up deliciously”

1992 – The brand re-launched its products with an improved formulation, which was communicated as “Richer, Thicker & Creamier”

1997 – The brand progressed to communicating, “Put sunshine in your life” and introduced its filled milk powder into the market.

2011 – The brand communication was premised on Building Strong Families and introduced its LUPP 30g Evap sachet.

2015 – Three Crowns Milk Brand was repositioned in January 2015 on the premise of “Healthy Mums, Happy



Families” and launched the “Don’t you wish” campaign. The communication positioned the brand as the only milk brand that healthily cares for mothers to enable them to take better care of their families. Three Crowns Milk also launched new products (380g Powder, 14g Powder sachet & 55g Evap sachet) to increase its portfolio in both Evap & Powder segments.

2018 – Three Crowns Milk celebrated 30 years of catering to the heart of mums and the family in addition; the brand was endorsed by the Nigerian Heart Foundation (NHF) as the number 1 heart-friendly Milk.

2021- Three Crowns Milk launched the thematic campaign “Heart of the Home”. This campaign was hinged on celebrating mums and what they are to the family assuring them that, “we’ve got their heart”.

2023 – Three Crowns Milk introduced

its entry Tetrapak, now 59g, into the portfolio; “Smallie” with the message “Treasure in Smallie Pack,” which shows there is value in something little.



Payaza Africa

revolutionises the payment industry with a new brand identity, innovative solutions

Payaza Africa Limited, a leading payment service provider, has rebranded with a fresh logo and a revamped website to mark a significant transformation in the industry. The rebranding event occurred at The Hall Lagos on July 5, 2024 to showcase Payaza's new direction and innovative offerings.

Their new offerings streamlined financial operations with instant payouts, global collections, short-term financing and secure tuition fee payments. These services embrace to businesses of all sizes, industries and locations, ensuring that they thrive in today's dynamic environment.

Their platform is designed to support businesses at all growth stages, providing them comprehensive control over financial operations. As businesses expand, Payaza ensures seamless scalability.

Across Africa, Payaza Africa Limited is swiftly emerging as a transformative force, reshaping the payment gateway industry with unparalleled efficiency, relentless innovation and unmatched cost-effectiveness. At its core, they are committed to pioneering payment solutions that drive businesses forward. Their services, encompassing payouts and collections cater for contemporary business needs and facilitating instant and cross-border fund transfers.

They empower Small, Medium and Large Enterprises (SMEs) with versatile payment options and comprehensive collection solutions. Their suite includes Direct API Integration, Dashboard access, Payment Pages, Payment Links and Branches, equipping businesses with the digital tools needed to thrive in the tech-driven era.

Payaza Africa simplifies the journey beyond domestic borders by offering international payment collection services. Businesses can leverage on options such as Card Acquiring and Virtual Card Issuing and turning global expansion dreams into reality.

Beyond, being a payment gateway, they are a potent catalyst for growth. Payment Links facilitates effortless payment collection, while business loans offer financial lifelines to enterprises with robust payment flows on their platforms.

"Your peace of mind is our priority," said Payaza Africa's CEO, Seyi Ebenezer, underscoring their commitment to fortified protection for financial data. Their checkout solution optimises online payment reception, enabling businesses to manage collections and settlements from a single dashboard, regardless of the location.

While commenting on the company's renewed mission and vision, Seyi said: "Our mission is to be the most trusted African payment gateway and, to enable seamless transactions across Africa through innovation, reliability and employee growth and satisfaction."

Seyi emphasised the critical role of payments in the future of banking and businesses across Africa, highlighting Payaza's presence in 19 countries, including the USA, Canada, Nigeria, Ghana, Ivory Coast, Liberia, Zambia, Zimbabwe, Kenya, Tanzania, Uganda and Rwanda, amongst others.

"Payaza Africa is more than a payment platform; it is an umbrella that covers multiple innovative payment solutions". We are excited about the future and committed to providing innovative, reliable and secure payment solutions that empower businesses and individuals across Africa and beyond," he said.





Distributors, consumers applaud Seaman's Schnapps for innovation

By **Seun Johnson**

The relaunch of Seaman's Schnapps' new refresh look has been greeted with widespread applause from distributors and consumers, who described the initiative as a bold step forward in maintaining the brand's deep-rooted heritage.

The new refresh look was unveiled at a grand and colourful ceremony held in Marriott Hotel Ikeja, Lagos recently with a view to appealing to its loyal customers and checkmating the spate of adulteration and imitation in the gin market.

The new identity has however generated excitement and reactions within the market as distributors and consumers of the brand believe that the new look will attract a broader audience.

According to one of the distributors, Mrs Oshokoya Grace, the fresh look has a way of rejuvenating the brand's image and sales.

"The new design is sleek and modern, which I believe will appeal to younger

consumers without alienating the older generation, who have trusted the brand for years. It is a smart move that will make our job easier in promoting the product," she said.

Another distributor, Mrs Durojaye Adedugbe, noted that the rebranding of Seaman's Schnapps would strengthen customer loyalty, noting that the brand has always been about quality and tradition.

"I'm very confident that our loyal customers will appreciate the brand's effort to stay relevant and this will translate to sustained demand."

Adedugbe, however, anticipates a spike in sales following the relaunch. She claimed that the rebranding would bring renewed interest and with the brand's strong reputation, she expects the new look to boost sales significantly.

On her part, Mrs Alade Eyiunmi stated that the new look was "a stamp of authority and most importantly security."

She said, "What Seaman Schnapps has

done will make it easier for us distributors to educate the consumers, wholesalers and retailers about the product."

For the consumers however, the move is a blend of tradition and modernity.

They expressed admiration for the brand's ability to innovate and evolve with times "The new packaging is beautiful and feels premium, but what I love most is that it still feels like the Seaman's Schnapps I've known for years. It's a perfect balance of old and new," said Chief Adedayo Ajipe.

On his part, Olayinka Fatola, who expressed a bit of wariness about the new look, said he has always loved the classic look of Seaman's Schnapps because it reminds him of family gatherings and important ceremonies but hopes the content in the bottle remains the same because that's what truly matters to him.

Also a younger consumer, Adesola Akande, who expressed admiration for the aesthetic appeal of the new design said the new look is stylish and this will make people like him more inclined to buy it, especially for gifting.

"It feels more like a premium product, which is great for special occasions," he remarked.

Other consumers, however, highlighted the sense of pride in the brand's evolution. According to them, seeing Seaman's Schnapps evolve gives them a sense of pride and loyalty to its patronage.

They noted that the brand cares about staying relevant and connecting with all generations, which is very important.

For many years, Seaman's Schnapps has maintained a storied history as a Spirit drink that represents unity, respect and a link that connects generations together. Be it wedding or naming, inauguration or felicitation, its bottle has regularly taken its place of honor on the high table at every celebration or festival.

The relaunch of its new refresh look on Monday became an eloquent testimony of the brand's commitment to evolving with the times while staying true to its root.



UBA @75

Decades of modernising legacy systems, banking innovation

By **Ralph Tathagata**

Nigeria's banking industry has experienced considerable transformation for over a century. From how customers access banking services to how banks handle financial transactions, technology has played essential roles in modernising the country's banking landscape. Like other customer-centric businesses, the path to a profitable and resilient future for banks hinges on innovative business models.

However, many banks that began the journey several decades ago have disappeared with the legacy systems as a result of sweeping changes occasioned by technological revolution. To remain competitive in the contemporary market, banks must leverage on new technologies to enhance their services, delight customers and reduce costs.

Recently, the United Bank for Africa (UBA) commemorated its 75 years of transformative corporate and retail banking existence. Having commenced operations in 1949 as British and French Bank Limited (BFB), then and later incorporated as a limited liability company in 1961, the journey of UBA has been that of success stories but not without some roller coaster rides.

UBA was the first bank in the Nigerian banking industry to offer an Initial Public Offering (IPO) in 1970, the first to be listed on the Nigerian Stock Exchange (NSE) and the first to open a branch in the USA and London, according to the bank. UBA also pioneered Automated Teller Machines (ATMs) as well as mobile and chatbot banking in Nigeria.

Of all the roller coasters, the most remarkable paradigm shift in the corporate existence of the bank occurred in 2005, during banking consolidation under the leadership of Charles Soludo as the Central Bank of Nigeria (CBN's) Governor. The initiative witnessed the merger of UBA and the defunct Standard Trust Bank owned by Tony Elumelu. Thereafter, the UBA Group was born.

While the corporate brand name UBA was retained, the then logo of Standard Trust Bank was adopted as the new trademark with Mr. Elumelu, emerging as the new chief executive officer of the transformed financial institution.

The bank, with over seven decades wealth of experience in retail and corporate banking, innovative cross-border payments, trade finance and investment banking, has been on the trajectory of progress in the last seventy-five years of operation.

With its core values anchored on Enterprise, Excellence and Execution, the African and global bank has been consistently providing stellar customer experience with



innovative and convenient digital services that meet and even exceed the evolving needs and expectations of today's customers.

As contemporary customers expect banking services to be fast, reliable, and available 24/7, UBA has proven records of keeping up with these demands while improving its services and meeting expectations. Its modernisation policies has helped the bank become more agile, with the ability to instantly respond to customer needs and changing market demands.

What's more, UBA's solis and ubiquitous brand presence in Africa and other parts of the world was demonstrated in its recent performance on a record customer deposits of N18 trillion shareholders' fund of N2 trillion and customer base of about 45 million across the continent.

In addition to its commitment to innovation and digital transformation to drive operational efficiency, UBA has demonstrated unflinching dedication to corporate social responsibility and its role in facilitating trade and investment between Africa and the rest of the world.

Due to the availability of its online banking, the bank recently witnessed an unprecedented growth in its digital channels as Semrush data ranked it number one, with 2.36 million visits in June 2024. A system of average monthly visitors was used to rank the websites of commercial banks and other financial services organisations, UBA came top of the ranking.

In conclusion, UBA has continued to leverage modern technologies to modernize its legacy systems. These technologies have helped it to enhance scalability, provide security and flexibility, while keeping customer user experience at the forefront of the modernisation processes. The new systems are easy to use, intuitive, and seamless across different channels.

A DECADE OF DEDICATION

How Guinness Conquered Football in Nigeria



From Record Jersey to Roaring Crowds

How Guinness Became a Nigerian Football Legend

Nigeria, a vibrant nation woven from over 300 ethnicities, finds a powerful unifier in football. For over a decade, Guinness has fuelled this passion, carefully curating unforgettable football experiences.

The premium beer brand, Guinness, has unified people through its power of **goodness and communion** and has been a catalyst behind some of the best football moments to live in shared optimism. Guinness saw not just a game, but a beating heart, a chance to unite this diverse nation under the banner of the beautiful game. In 2013 the brand, in a record-breaking feat unveiled the world's largest Nigerian jersey – a powerful symbol of unwavering support for the Super Eagles. This wasn't just a jersey; it was a battle cry.



Guinness knew support went beyond a giant piece of cloth. They launched the "**Fly with the Eagles**" campaign, whisking **200** lucky fans on an all-expenses-paid trip to cheer on the Nigeria team in South Africa. The roar of the crowd, the shared hope, the electrifying energy – it was a journey etched in memory, culminating in a glorious victory – the AFCON 2013 trophy hoisted high!



The love for football, particularly the Premier League, burns bright in Nigeria. Guinness recognized this and became the **official broadcast partner with Multichoice or SuperSport**. Every electrifying goal, every nail-biting save, was beamed directly into homes across the nation, but the story doesn't end there.

"**Every Minute Made of More**" consumer promotions and celebratory ad campaigns kept the excitement bubbling throughout the 2015 football season.

Guinness wasn't just about the big leagues, but also believed in nurturing local talent. In 2017, an icon walked onto Nigerian soil – Thierry Henry. His presence ignited a fire in young players' hearts, a testament

to Guinness' commitment to growing the beautiful game from the roots up. The following year (in 2018), Guinness partnered with Rio Ferdinand, another legend celebrating the unwavering spirit of Nigerian fans with a country wide tour – a spirit truly "Made of More."

Fast forward to 2019. Guinness wasn't satisfied with just watching the game; they wanted fans to experience it. Enter **Guinness Night Football** – a multi-sensory extravaganza of nighttime five-a-side matches across Uganda, Kenya, Cameroon, and of course, Nigeria. This wasn't just any tournament; it was a celebration of passion, featuring teams battling it out under the floodlights, culminating in a final night in Lagos with celebrities like Rio Ferdinand and others not just cheering but joining in the five a-side games with fans. The night wasn't complete without the electrifying performances of top African artists, blending music and football for a memorable experience that resonated deep within the soul.



Even during the grip of the pandemic, Guinness remained steadfast. They renewed their partnership with SuperSport, ensuring Nigerians wouldn't miss a single Premier League moment. What more you would ask? In 2022, in the spirit of fandom, Guinness surprised **20 superfans** with a trip to witness the magic of the EPL live in London.

Because fans deserve more, **Guinness Matchday**, launched in September 2023 to deliver epic live football viewing experience to fans across major cities in Nigeria in events with Giant screens, 360 surround sound and supercharged celebrations of culture through Music and Fashion.



The resounding success of the event transcended simply watching the game. It was about immersing yourself in the atmosphere, the shared passion, and the electricity of live football. Over **500,000** fans were directly reached, with a staggering **1.4 million** live radio community tuning in weekly to the Guinness Matchday Review Radio shows. The digital footprint exploded, reaching an incredible **61 million** and generating **11.5 million** engagements.

Guinness' commitment extends beyond one-off events. Partnerships with giants like **MTN** and **Showmax** ensure fans enjoy data discounts and free access to live matches, extending the reach of the beautiful game further than ever before. This dedication to creating unforgettable experiences is what truly sets Guinness apart. Understanding that football is more than just a game; it's a shared passion that binds Nigerians together.



This is just one chapter in the incredible story of Guinness and Nigerian football fandom. Looking to the brighter future, weaving the magic, stitching football even deeper into the very fabric of Nigerians, Guinness announced its **first-ever four-year global football partnership with the Premier League** to kick-off 2024/25 season.

Guinness will use its distinctive marketing, creative advertising, and history of activating world-class sports sponsorships to create fun and engaging fan experiences. The partnership will look to continue to support and uplift the football community, on and off the pitch, and inspire new connections between its own consumers and passionate Premier League fans in Nigeria and around the world.

Lucy Pearson highlights British Council's profound contributions

By Felicia Nwosu



Lucy Pearson, the Country Director of the British Council in Nigeria, has shed light on the organisation's profound contributions to Nigeria's educational and cultural sectors over the past 80 years.

Pearson, who has led the British Council in Nigeria for a decade, emphasised that while many Nigerians associate the British Council primarily with examinations, its impact extends far beyond that.

Lucy described the British Council as the UK's leading cultural relations organisation, which focuses on educational opportunities and the arts.

"We are the leading organisation for cultural relations and educational opportunities. We've been in Nigeria for 80 years, this year, we're just celebrating our 80th anniversary and we work across education but also very much in the arts and culture and in English language programmes. Working with the education system right from basic education through to higher education, but our primary focus in Nigeria is on the youth. People between ages 18 and 34, creating skills and capacity and life-changing opportunities for the young people of Nigeria", she asserted, reflects on her tenure, and expressed how privileged she is to lead the British Council in Nigeria.

She recounted several highlights, including hosting an event for King Charles, then Prince Charles in 2018, and being recognised by the Universal Basic Education Board for supporting Nigeria's basic education system. She also spoke about the partnerships developed with the National Universities Commission (NUC) to enhance higher education in Nigeria.

Lucy acknowledged that her journey in Nigeria was not without challenges, primarily due to the country's diversity and complexity.

The lover of Nigerian people, however, said she overcame

these challenges by building strong relationships with local partners and stakeholders, understanding the cultural nuances, and tailoring the British Council programmes to meet the needs of different regions.

It is glaringly visible that under her leadership, the British Council evolved into a stronger, more confident organisation, deeply rooted in values like equality, diversity, and inclusion.

Through her foresights, she introduced an internship scheme that prioritises young people from minority groups including people living with disabilities, ensuring that everyone has the opportunity to work in an international organization.

In terms of impact, Lucy highlighted the British Council's role in developing capacity and skills in the education and arts sectors. She affirmed that, from training teachers to supporting creative talents and entrepreneurs, the British Council has played a significant role in enhancing the lives of many Nigerians. Lucy pointed to initiatives like pop-up showcase events for artists and the digital pivot during the COVID-19 pandemic as examples of the British Council's adaptability and commitment to creating opportunities.

As Lucy sets for transition to a new role in the British Council, she emphasised that Nigeria will always hold a special place in her heart, expressing deep admiration for the Nigerian people, and describing them as warm, resilient, innovative, and entrepreneurial.

When asked about her favorite Nigerian dish, Lucy humorously confessed her love for Jollof rice, though she admitted she had not yet mastered cooking it. She will miss the people, their warmth, their dancing, and the overall vibrancy of Nigeria the most. Summing up her experience in Nigeria, Lucy described it as "life-changing, fun, and no wahala," reflecting her deep connection to the country and its people.



WE ARE THE LEADING ORGANISATION FOR CULTURAL RELATIONS AND EDUCATIONAL OPPORTUNITIES. WE'VE BEEN IN NIGERIA FOR 80 YEARS, THIS YEAR, WE'RE JUST CELEBRATING OUR 80TH ANNIVERSARY AND WE WORK ACROSS EDUCATION BUT ALSO VERY MUCH IN THE ARTS AND CULTURE AND IN ENGLISH LANGUAGE PROGRAMMES. WORKING WITH THE EDUCATION SYSTEM RIGHT FROM BASIC EDUCATION THROUGH TO HIGHER EDUCATION, BUT OUR PRIMARY FOCUS IN NIGERIA IS ON THE YOUTH. PEOPLE BETWEEN AGES 18 AND 34, AND CREATING SKILLS AND CAPACITY AND LIFE-CHANGING OPPORTUNITIES FOR THE YOUNG PEOPLE OF NIGERIA."



DEEDEE REALTY AND INVESTMENTS LIMITED (DRIL): A Reliable Partner in Real Estate Investment

The thrilling tale of DEEDEE REALTY AND INVESTMENTS LIMITED (DRIL) as a reliable one-stop-firm and a dependable partner in Real Estate investment started in 2022, with a clear vision “to set the benchmark for the industry, consistently providing the highest quality service and value to every client.”

Realty ventures and dreams cannot be made more realistic than were the realtors parade unwavering commitment. In DRIL, the commitment extends beyond traditional Real Estate transactions, as clients are privileged to deal with trusted professionals, who have cultivated a very reliable network of experts that will deliver a finesse job without denial, delay or detraction.

At DRIL, the best approach to real estate development is the establishment of strategies that enable investors to easily make informed decisions and minimise risks when they invest in any landed property scheme that has the remarkable imprints of their professional touch of excellence.

With Mr. Sunny Dada as the Founder/ Chairman, DRIL is a Real Estate developer that provides easy, safe, and rewarding investment opportunities to all individuals of diverse financial knowledge. Owning a land, house and investing in one is made more relaxing with impactful experiences based on the trust and confidence that DRIL is known for.

To achieve this uncommon excellence in Real Estate occupation, DRIL applies qualitative innovation, ethical business practices and a constant focus on clients' convenience and comporment to bankroll an unforgettable business experience.

We believe that having an investment is one of the best ways to make you stand out from the rest. “In all we do, we offer value for excellence and high standard,” reads DRIL's quality statement.

We have arrays of ongoing housing schemes located in Lagos State and Ogun State. At Epe, Lagos state,

DRIL is facilitating Sankofa City Estate at Mojoda, while Gyenyame City located in Igbodu, Besa Saka Estate at Ejinrin, and Duafe Estate in Idi-Emi, Imeko, Ogun State. All the schemes are clearly defined and guarded with pre-building, building and post-building comprehensive management structure to suit all categories of owners and investors.

The premium investment Real Estate firm, DRIL is armed with the sanctimonious benchmark that is easy-to-achieve, simple strategies, being the best approaches to promoting investment in real estate at affordable costs in Nigeria.

DRIL founder/ Chairman, Mr. Sunny Dada, while launching the Real Estate

investments scheme, tagged Sankofa City Estate project at Mojoda, Epe, Lagos State, said “In our investment efforts with the Sankofa City Estate Project, we aim to provide residential Real Estate service laced with exceptional, personalised customer experience that helps investors maximise returns while aligning their housing investments with their financial goals.”

DRIL, a full-service architecture and modern Real Estate Investments company, is into architectural design and planning, land and house sales, surveying and conveyancing, government permission or permits, interior and exterior designs, landscaping and property renovation.

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DAAR COMMUNICATIONS PLC



LESSONS FOR BRANDS

What political advertising can teach us about impactful marketing

By **Dolapo Otegbayi**

As a self-proclaimed advertising enthusiast, I've always found immense joy in reviewing and analysing marketing campaigns.

However, in recent years, I've noticed a concerning trend in the sub-Saharan African region, a sea of sameness when it comes to brand communication and advertising. It seems that the once-vibrant advertising space has become somewhat homogenized, lacking the creative flair and strategic impact that we've come to expect.

Interestingly, as I've observed this shift, I've found myself drawn to the political advertising domain, where the rules of engagement appear to be quite different. Politicians and their teams seem to have a far stronger grasp on the fundamentals of brand building and effective communication strategies.

Take for example, the current ongoing marketing communication strategy and execution behind Ms. Kamala Harris's political campaign. It's nothing short of exceptional, embodying true essence of 360-degree advertising.

This approach encompasses strategic touchpoints that go beyond the conventional advertising methods we often see in the commercial sector. In a traditional advertising space, brands typically rely on a linear approach, focusing on a limited set of touchpoints, such as television commercials, print ads, digital banners, PR and influencers.

However, successful political campaigns have mastered the art of integrating every conceivable channel to reach their target audience, from social media influencer partnerships, grassroots community engagement, meticulously crafted visual branding to powerful storytelling.

This "360-degree" approach recognises the multifaceted nature of modern consumers and the need to create a consistent and immersive brand experience across all touchpoints. It's a strategy that demands a deep understanding of the target audience, their behaviours, and their preferences to allow brands to tailor their messaging and delivery to maximise impact.

In contrast, conventional advertising often falls short in its ability to truly connect with consumers on an emotional level. It's not uncommon to see brands relying on generic,

one-size-fits-all campaigns that is weak and resonating with their audience. Political advertising, on the other hand, tends to be more daring, more personal, and more aligned with the values and aspirations of the target voters.

As brands navigate the ever-evolving marketing world, there is much to be learned from the strategic prowess and innovative approaches exhibited in the political advertising space.

By embracing a more comprehensive data-driven, and emotive approach to communication, brands can elevate their marketing efforts, forge stronger, more meaningful connections with their consumers and customers.

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CORPORATE AMAZONS

Ours, a journey of continuous learning, adaptations – Eunice Braimah

Eunice Braimah is a senior-level business consultant and marketing expert, who brings on board over 20 years of experience, working as a Marketing and Advertising Professional in the business terrain. She has worked with several multinationals across diverse industries, with several professional certifications and international trainings. She is 'glocal' in her business strategies and approach for Multinationals, SME's and Business owners. She recently spoke exclusively to **MARKETING EDGE**. Excerpts:



What's your assessment of the contemporary integrated marketing communication landscape?

Nigeria's contemporary integrated marketing communication (IMC) landscape is vibrant and evolving, but characterised by a dynamic interplay of traditional, digital media and most recently artificial intelligence with several debates on the benefits of using AI in crafting innovative solutions.

It is a blend of traditional and digital strategies, driven by technological development, data insights and a deep understanding of the local culture.

Brands that effectively integrate these elements, focus on consumer engagement, and stay adaptable to market changes will likely succeed in this dynamic environment.

How would you describe your organisation's Unique Value Proposition (UVP), regarding service delivery to clients?

Our organisation's IdeaZQution (ZQ) Unique Value Proposition (UVP) lies in our commitment to delivering tailored, innovative, and impactful solutions that exceed our partner's expectations. AT ZQ, WE WILL ALWAYS GO THE EXTRA MILE FOR OUR BRAND PARTNERS.

The factors that stand us out in terms of service delivery include: Customised Solutions; Innovation and Creativity, Expertise and Experience; Data-Driven Strategies, Exceptional Client Relationships and Value-Added Services.

How do you ensure global best practices in your service delivery and consultancy to local clients?

Ensuring global best practices in service delivery and consultancy to our brand partners involves a multifaceted approach that combines industry standards, continuous improvement, and cultural adaptability. This also involves aligning with the various industry associations to help with exposure to systems and processes needed for efficient service delivery. We are pleased to inform you that ZQ has recently just been inducted into AAAN and EXMAN and the entire team is quite excited about this positive step.

Adhering to international standards, investing in continuous professional development and training, adopting advanced technologies and maintaining a client-centric approach goes a long way when it comes to adopting global best practices.

From insight generation to evaluation of projects, how would you describe the experience and journey so far?

The journey from insight generation to project evaluation in the Nigerian industry has been a dynamic and evolving experience, marked by both challenges and opportunities. Working late nights, travelling at odd hours, meeting with customers on the field, getting brand insights, driving the team to excellence, ensuring what has been promised to clients is what is being delivered, and meeting set objectives, amongst several others. I would say, it has been one hell of an intense, exciting and dynamic journey. Overall, it has been one journey of continuous learning and adaptation to the Business, Marketing and Advertising terrain.

Would you share your consulting experience and journey with specific brands you have worked on or still working on in the market?

Difficult clients, friendly clients, finicky clients, amiable clients, from different climes, name them all, with their unique perspectives and peculiarities... Some of them have become brand partners turned friends and family.

Throughout my consulting career, I have had the privilege of working across Multi-Sector and Multi Industries, NGO FMCGs, Tobacco, Telco, Automobile, Finance & Banking, Pharmaceuticals, and Non-alcoholic beverages to mention a few.

I have consulted for brands and managed Digital Marketing, Experiential Marketing, ATL, Behavioral Change, CSR, PR, Trade/Sales, Brand Audits, and Insight Initiatives across marketing campaigns. Highly conversant with strategizing for the entire socio-economic class/profile. (Grass Roots, Mass Market and HNI), I have strategized, launched in conjunction with my brand partners marketing initiatives and implemented several campaigns within and outside Nigeria. Brands worked with include but not limited to TotalEnergies, Bajaj Auto mobile, Wipro (Skin White), Unilever, P&G, Starcomms, Lighting Africa (World Bank), Hero MotoCorp, Kewalram PZ, Interswitch, GSK Pfizer, Sanofi Pharmaceuticals to mention but a few.

Working with diverse range of brands and sectors has helped shaped my outlook and experience in life and I will say that each experience has provided unique insights and opportunities for growth.

How well are those brands doing in the market and are there positive consumer feedback?

I am proud to say that over 80% of the brands I worked with and still working with are doing very well across the various industries with loads of positive consumer feedback. While a few of them are no more operating on the Nigeria terrain due to the harsh economic realities in recent times, the relationship between ZQ and these brands are great. And for me, it is always about maintaining great relationships to see the sustainability of the business.

How much social media are you leveraging to drive brand awareness, market penetration, and growth in your consultancy?

Lots of Social Media, lots of Tech, lots of Influencer Marketing, and lots of content development. Digital Marketing plays a key role in our strategy to drive brand awareness, market penetration, and growth. By leveraging digital marketing strategically, we effectively drive brand awareness, penetrate new markets, and foster growth. Our focus is on providing valuable content, engaging with our audience, and utilizing data-driven insights to drive growth.

Would you share your achievement with the reading public?

We recently concluded an Influencer Marketing Campaign for one of our global brands. It was a campaign that ran three phases back-to-back based on the recorded successes. We grew the brand from point Zero to point Hero, utilising over 70 Influencers, the traction was huge as we recorded video views in millions in less than 7seven months. While recording an average of 3000% growth in followership across all the platforms, contents were amplified and engagement was exciting as everyone struggled to get a piece of the pie(product).

We successfully leveraged on Tiktok and Meta platforms to

create a huge buzz for the brand and there were massive sales with positive ripple effects still being enjoyed by the brand. ZQ also had loads of accolades from the brand partner. Direct excerpts from the brand partner to ZQ, “The Setup, Optimisation and Strategic Management of SkinWhite Nigeria Social Media pages while managing over 80 influencers across all three phases on Tiktok and Meta (Instagram and Facebook) platforms had led to significant growth and positive impact on Skin White’s bottom line. At Wipro-Splash Corporation, we are proud to recognise your hard work, perseverance, and commitment to excellence. Your outstanding efforts have significantly contributed to the successful completion of the campaign as well as ensuring the highest quality of work delivered.”

How would you describe traditional media and the new media platforms in terms of effective delivery?

For an effective delivery on traditional and new media platforms, it is a mix of both. No one supersedes the other.

You see, marketing and advertising has progressed from using either of the two. You must have a perfect understanding of the integrated marketing landscape for you to be able to proffer solutions and drive result-oriented outcomes for your brand partners.

It is not about choosing one over the other, but rather integrating both approaches to record success and this is what we offer at IdeaZQution Consulting. We make proud to say that we are your one-stop plug for all your integrated marketing needs.

Both platforms are effective, depending on the objectives of the campaign and the results you want to achieve. It may seem that new media is fast becoming prominent and the audience spends more time on new media platforms, but you still cannot rule out the role of traditional marketing. For instance, radio will continue to remain relevant and OOH, print media as a fusion of both offline and online copies will never be eradicated, rather what we will see and already seeing, is the integration of technology in these traditional media.

Would you mind telling the industry and our reading public all they need to know about Eunice Braimah?

I’m a distinguished business professional with over two decades of experience in business development and marketing. As the CEO of one of the fastest growing IMC agencies in Nigeria, and the head of a growing conglomerate of marketing firms, I have successfully led numerous campaigns across Africa, showcasing my deep expertise in the continent’s diverse markets.

I’m particularly passionate about mentoring and coaching women of all ages, dedicating my time to helping them achieve a balanced and fulfilling work-life experience. My innovative and creative approach to marketing have earned me a stellar reputation, along with numerous accolades.

Beyond my marketing achievements, I’m a fervent advocate for

I’m a distinguished business professional with over two decades of experience in business development and marketing. As the CEO of one of the fastest growing IMC agencies in Nigeria, and the head of a growing conglomerate of marketing firms, I have successfully led numerous campaigns across Africa, showcasing my deep expertise in the continent’s diverse markets.

diversity and inclusion in the workplace. I always strive to implement forward-thinking policies, fostering a culture of equality, respect, and setting standard for others in the industry.

As a respected full member of the Advertising Regulatory Council of Nigeria (ARCON), IdeaZQution Consulting member also a member of both Association of Advertising Agencies of Nigeria (AAAN) and Experiential Marketing Association of Nigeria (EXMAN), I’m also a sought-after speaker and thought leader in the marketing industry.

Married close to two decades, I’m a proud mother to both my biological children, my adopted and industry children who all affectionately call me Maale.

With a successful balance between my career and motherhood, I can boldly say that I’m a trusted advisor to business leaders, marketers, and women’s fora worldwide.



Tolulope Medebem

A quintessential experiential marketing amazon

Tolulope Apinke Medebem (T.A.M) is a dynamic leader and influential figure in the marketing industry, serving as the overall lead at Aster Integrated Marketing Limited (AsterIML), a modern integrated marketing company based in Lagos.

AsterIML has a diverse client base across industries, such as FMCG, telecommunications and SMEs, leveraging on extensive skill sets and experience to develop strong client relationships.

As the current president of the Experiential Marketers Association of Nigeria (EXMAN), T.A.M has demonstrated exceptional leadership and a deep understanding of strategy development, brand management, experiential marketing, client servicing, and people management.

Her outstanding communication and presentation skills complement her willingness to volunteer and make a positive impact on the community.

Tolulope is also the creator and presenter of the mental wellness podcast, BantzwithTee. The podcast addresses various aspects of mental well-being, providing solace and support to those in

need.

Another notable social initiative led by T.A.M is Nurture To Nature, a youth enablement movement focused on training both boys and girls on essential soft skills.

Her professional affiliations include being a Fellow of the Institute of Management Consultants (FIMC) and an Associate member of the Advertising Regulatory Council of Nigeria (ARCON). She is also a full member of the Nigerian Institute of Management (NIMN).

Born into the esteemed family of HRM, Oba Sunday Olufunso Adeolu, Chief Eleyinmi of Village Headmaster and later, the Alaiye of Ode, Sataloye II, Ode Remo. Tolulope hails from Ode-Remo, Ogun State.

She is the fourth of her father's eight children and the first child of her mother, a retired administrator of the Lagos State Ministry of Education.

Tolulope is married to a medical doctor and she is a proud mother of three daughters. Her passion for gardening inspired the name of her agency, Aster, after the flower.

Tolulope's academic journey includes a degree in Dramatic Arts from Obafemi

Awolowo University, Ile-Ife, specialising in broadcasting, and further studies at China the European International Business School (CEIBS), just as she had other professional courses all over the world.

She began her career at Klink Studios and later worked at AIT with a foray into client's side as well as various agencies.

After contributing significantly to EventPlus, an agency she co-founded, Tolulope decided to establish Aster Integrated Marketing Limited (AsterIML).

The transition to AsterIML allowed her to pursue her vision and implement her unique approach to marketing.

As a prominent female professional in a traditionally male-dominated industry, T.A.M embodies the belief that "what is worth doing is worth doing well, regardless!."

Tolulope has won several awards over the years, having been recognised as one of the 50 top women in marketing for three (3) years consecutively as well as various leadership awards.

Her story is that of resilience, innovation, and unwavering commitment to excellence.

A close-up portrait of Ijeoma Balogun, a Black woman with long, thin braids, smiling warmly. She is wearing a light-colored, possibly beige or cream, halter-neck top. The background is dark and out of focus.

Ijeoma Balogun-

A consummate PR professional
cum entrepreneur

Ijeoma Balogun is the Founder and CEO of Redrick Public Relation Limited, a public relations agency that helps enterprises in consumer, lifestyle, entertainment, and tech sectors to innovate, accelerate and grow in Africa's largest economy.

With over 10 years in brand building experience, she has worked with clients such as L'Oreal Luxe, Moët Hennessey Nigeria, Amazon, Prime videos, Consensys, NBA Nigeria, and more, designing and executing strategic integrated campaigns

across mass and niche markets.

She is also Forbe's Africa '30 Under 30' honouree, a CPD certified CSR Sustainability professional, and the Founder of Redrick Accelerate Workshops, an education platform that offers free skills-oriented workshops to improve employability.

She is passionate about creating positive social impacts, empowering the next generation, media professionals and driving growth and innovation in the African market.

Opeyemi **Anipole,** A vastly experienced professional cum entrepreneur



Opeyemi has a background in English from the University of Lagos. Her love for communication encouraged her to pursue a career in marketing communications.

She started out as a management trainee with Insight Communications Ltd (now Insight Publicis) in 2007 and rose to Snr Accounts Executive, having worked on brands such as Samsung, Heineken, Gulder, Ribena and Tetmosol among many other brands.

In 2011, she moved on to All Seasons Mediacom to further ground herself in the media arm of communication (OOH, TV, Radio, Press, Digital) and worked on accounts, such as Tecno, 9Mobile, Pepsi and Shell, among many others.

She took an interest in experiential aspect of marketing, which led her to move to Flytime Promotions in 2017 and took on events as Rhythm Unplugged and Bovi Live.

Joining the Loatsad Communications team in 2019 provided her the opportunity to have the overall media experience, managing the subsidiary SDM Communications Ltd as a Managing Partner. She led a unique team and grew the startup to an annual turnover of over N.5bn in her second year of operation. Through her digital development initiative, she was involved in negotiating a deal with Facebook as a principal partner in Nigeria.

Anipole left in 2020 to start Feuille Blanche Ltd to address the yearnings of clients and bring her own creative ideas to provide solutions to client needs.

Leveraging on her relationships, technical depth and vast experience in the industry, Opeyemi has brought on board clients such as Mikano, Geely Motors, Eat 'N' Go (Dominos), PropertyMart, Providus Bank, STL Trustees and Alaro City, among many others in the past three years.

To further address the yearnings of brands to reach their target market, Opeyemi started an Out of Home company, Bowbonish Ltd, driving strategic reach to consumers. The company, which started in 2022, now has presence in Lagos and Abuja.

Opeyemi is passionate about food, fashion and very devoted to helping others.



ALERO LADIPO

A leading Pan-African marketing strategist

Alero Ladipo is the Group Head, Marketing and Corporate Communications, UBA Group. Prior to joining UBA Group with presence in 20 African countries and four financial global centres, she was the Executive Head, Marketing and Customer Experience Old Mutual, a Nigerian subsidiary of Old Mutual Limited, the pan-African insurance and financial services group with presence in 13 African countries.

With a legal and Strategy background, Alero has built her extensive career in Marketing and Communication with over 20 years of experience in Strategy Development, Customer & Product Portfolio Management, Public & Media Relations, and Integrated Marketing to mention but a few.

Having worked with some of Africa's leading financial services providers, such as United Bank for Africa (UBA), Union Bank and Stanbic IBTC as well as Standard Bank in South Africa, Alero has distinguished herself as a leading marketing strategist for Pan-African Corporate, Commercial, Retail and Wealth businesses.

Mabel Adeteye

A pioneering force in
brand communications



A distinguished member of Forbes Communications Council, Mabel Adeteye is a leading expert in brand communications who specialises in strategic communication, brand management, and public relations.

With over 15 years of experience, Adeteye has built an exceptional career, demonstrating her prowess in various fields, including marketing communication, digital media marketing, events planning and management, CSR and sustainability.

In her corporate career, she has demonstrated a profound understanding of her field by successfully managing high-profile communications initiatives both local and international brands.

Her impressive portfolio spans corporate restructurings, product launches, market rollouts, international crisis communications, B2B and B2C communications, corporate social responsibility, sustainability campaigns, media relations and perception management.

Adeteye is accredited in public relations with the Chartered Institute of Public Relations (CIPR) UK and the Nigerian Institute of Public Relations (NIPR).

She also holds qualifications in Digital Marketing, Integrated Communications, and Marketing from the Chartered Institute of Marketing (CIM) UK.

An alumnus of the Business Administration department, Babcock University, Ahmadu Bello University, and the Lagos Business School, Adeteye is a member of the Public Relations and Communications Association (PRCA), UK, the world's largest and most influential PR and communications membership body.

Her expertise is further solidified with certifications in Advanced Branding and various digital certifications from Google, including Digital Sales Certification, YouTube Channel Growth, and Campaign Manager certification.

Currently, she serves as the Head of Brands & Marketing Communications at Wema Bank, where she continues to leverage her extensive experience and strategic insight on driving the bank's brand presence and communications efforts.

Her leadership and innovative approach have made her a formidable force in the industry, setting new benchmarks for excellence in brand



Olubunmi Kuku:

Beacon of hope, inspiration in Nigeria's aviation industry

The appointment of Olubunmi Oluwaseun Kuku as the Managing Director of the Federal Airport Authority of Nigeria (FAAN) has spurred a new dawn in the agency. For Kuku, the appointment is a testament to her preparation and professionalism.

In the past 25 years, Kuku has held executive roles that require transformational leadership in achieving its growth objectives while delivering enterprise value and returns to industry key stakeholders.

Kuku's job at FAAN is simple, yet daunting. Her emergence as the new boss in FAAN as continued to gather accolades from industry stakeholders, who are aware of her professional experience.

From George Uriesi to Captain Rabiu Hamisu Yadudu and Kabir Yusuf Mohammed,

FAAN has had a number of MD's. However, Kuku's emergence is said to be one of the writings on the wall for a new dawn, change and global practices.

She has a strong track record of professional achievement in the public and private sectors in Nigeria and across Africa. She joins a growing list of accomplished female professionals, whose hands are on deck to turn Nigeria around. Kuku is neither new to the agency she has found herself nor the sector where she currently has the job of managing Nigerian owned airports across the states.

Between 2011 and 2014, Kuku took her time to understudy the aviation industry as a Special Adviser to the Minister of Aviation at that time.

Her experience in the public sector also saw Kuku working at the Nigerian Airspace Management Agency (NAMA) as the General Manager, Business Development and Investment. In the four years she worked at NAMA, she was tasked with increasing the revenue base



for NAMA from both Aeronautical and Non-Aeronautical sources; developing and implementing strategic plans to enhance NAMA's business development efforts; aligning actions with the agency's overall objectives while analyzing market trends; identifying emerging opportunities, and formulating strategies to capitalize on them.

There is no doubt that she understands and knows the Nigerian aviation sector like the back of her palm. She understands the industry and well aware of the agency's challenges, as well as opportunities.

Her giant strides in six months include:

Upgrade in Passenger Screening

Technology: In January 2024, Kuku completed the remodeling of the passenger security checkpoint, installation of new and technologically advanced, EDS-enabled screening machines and remodeling of the passenger waiting area.

Aviation Security Basic Course (AVSEC) Operational

Communication: Kuku has an ongoing project aimed at the provision and installation of 3,000 units of hand-held radios, radio based stations, vehicle-mounted radios, and repeater stations. In April 2024, a total of 500 walkie-talkie radios were deployed at Lagos and Abuja airports, including the Directorate Headquarters.

Recruitment and Training: Shortly after appointment as the MD, she ensured that a total of 201 AVSEC recruits graduated from the FAAN ACSEC Training School upon the completion of the International Civil Aviation Organisation (ICAO) Standardised Training Packages (STP)/ Basic. In May 2024, additional sets of recruitment exercises covering about 250 were completed for South-East and South-South Airports

Airport Permit Production: The On Duty Card (ODC) equipment at the Akure and Jos Airports were upgraded to the Prima 8 specification.

Buses for Passenger Transfer: Kuku has been able to lease Apron buses to move passengers from the parking bay to the new international terminal at Lagos Airport.

Capacity Building: In 2023 and 2024, FAAN under the leadership of Kuku completed the following training programmes among others: Screeners Certification Course MMA (250 personnel)- 2023, Screeners Certification Course Enugu (30 personnel)- 2023, Screeners Certification Course Port- Harcourt (55 personnel)-2023, AVSEC Managers Course (Lagos, Abuja & Kano); January –February 2024, AVSEC Supervisors Course (Lagos & Abuja)- March 2024, Unruly Disruptive Passengers Training (Lagos, Abuja & Kano)- March 2024- STP 123 / Refreshers (Lagos –June 2024 (ongoing) 3-Year Training Plan, mandatory courses and Comprehensive Coverage Across Airports.

Emergency Operational Centre (EOC): In March 2024, Kuku helped resuscitate and upgrade the moribund EOC at the Lagos Airport.

Operational Mobility: FAAN under the leadership of Kuku revamped unserviceable patrol vehicles to enhance patrols, aircraft protection, airside surveillance and security.

Others achievements are: Armed Response Squad: On 24th June 2024,

the Authority unveiled 120 trained armed AVSEC personnel to address primary operations, security emergencies such as terrorism, banditry etc, airside security, perimeter patrols, static guarding of vulnerable critical infrastructures, escort of arriving & departing aircraft and landside security.

Aircraft Fire Simulator: Kuku recently intervened to resolve the dispute on the Boeing 737-NG full flight fire simulator acquired in 2018 by the Federal Government and installed at the Nigerian College of Aviation Technology (NCAT).

Addressing Flight Delays/ Cancellation: She has also ensured that flight disruptions and delays are addressed, since the international runway, known as Runway 18R became operational.

Reduction of Multiple Baggage Checks: Kuku and her team have carried out short and long term measures to address the issue including creation of a joint coordination room where all the agencies can view CCTV camera to ascertain what they are looking for.

Kuku came with a mindset of transparency and ensuring that her works speaks for her. This she told some media executives in Lagos, at a meeting on May 3, 2024. She urged the media to hold her accountable and promised that she would address all noticeable challenges under her watch.

Kuku added she was open to constructive criticism where necessary, but that plaudits must not be withheld from her and her team when merit them.

Her academic's foundation is as impressive as her professional one. She graduated with a Bachelor of finance from the University of Illinois in 2000, demonstrating early on her aptitude for complex financial systems.

Not resting on her laurels, she furthered her education by obtaining an MBA in International Finance & Strategic Management from DePaul University's Kellstaldt Graduate School of Business in 2004. These academic achievements laid the groundwork for a career marked by strategic insight and innovative thinking.

Before shattering the glass ceiling at FAAN, Kuku honed her skill in various high-impact roles. Her tenure as Vice President and Head of Visa Consulting and Analytics for Sub Saharan Africa at Visa saw her drive significant growth and development in the region.

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OUTSTANDING PROFESSIONALS

SERIES TWO



Oladimeji Adekunle Osingunwa

A committed professional, building the Generationnext experts

Oladimeji Adekunle Osingunwa, fondly addressed by friends and associates as “Dimeji,” is the current Chief Commercial Officer (CCO), Mouka Ltd, one of the largest leading indigenous players in the Foam, Mattress and Bedding Industry in Nigeria and a part of the Morocco based Dolidol International.

Born over five decades ago in a local community called Ketu, Kosofe then under Somolu Local Government, Lagos State, he is an indigene of Ilishan Remo, Ogun State.

Before joining Mouka Foam, he had worked variously in other multinational companies across the country in different capacities, as in Twinning Ovaltine as Head Of Commercial, SC Johnson as Director Of Sales, Cadbury Nig Plc (currently known as Mondelez) as Divisional Sales Manager and Print Inks Nig Ltd. as IT Manager.

He has consistently designed and successfully executed different Route-To-Market and Brand Strategies that focused on building brands, distribution channels at different customer/ consumer touch points across various markets in the country that consistently delivered strong double-digit growths in all the businesses he has passed through.

People

Dimeji holds strong belief in people, hence he makes conscious efforts at developing people by not just telling them what to do but showing them how to do it. This is largely responsible for the success he has recorded in his career. He also has a personal task of raising the next generation of leaders. This has earned him The Grand Patron of the Youths in Ketu, Lagos and Ilishan Remo, Ogun State.

Being highly resilient, focused, passionate, dedicated, diligent and result oriented, impossibility does not exist in Dimeji’s dictionary as he always seeks for alternative ways to turn challenges to opportunities.

In view of his leadership prowess and philanthropy, he was conferred with the Title of Asiwaju of Ketu, Kosofe Kingdom by HRM Oba Isiaka Adetutu Oyero Balogun, The Alaketu of Ketu, Kosofe Kingdom.

In recognition of his service to humanity and professionalism also, he was conferred with the award of Nigeria’s MARKETING ICON OF THE YEAR 2018 by the BLACK HERITAGE magazine.

Other special awards and recognitions in his kitty are:

Most outstanding Chief Commercial Officer of the year - Brand Communicator, a foremost marketing magazine – 2022.
Marketing Icon of the Year 2019, Black Heritage Magazine

Best Global Sales Excellence Award – SC Johnson, Racine, Wisconsin, USA - 2013

Living Our Values; ‘Discuss, Decide & Deliver’ – Kraft Foods (Cadbury Nig Plc) - 2013

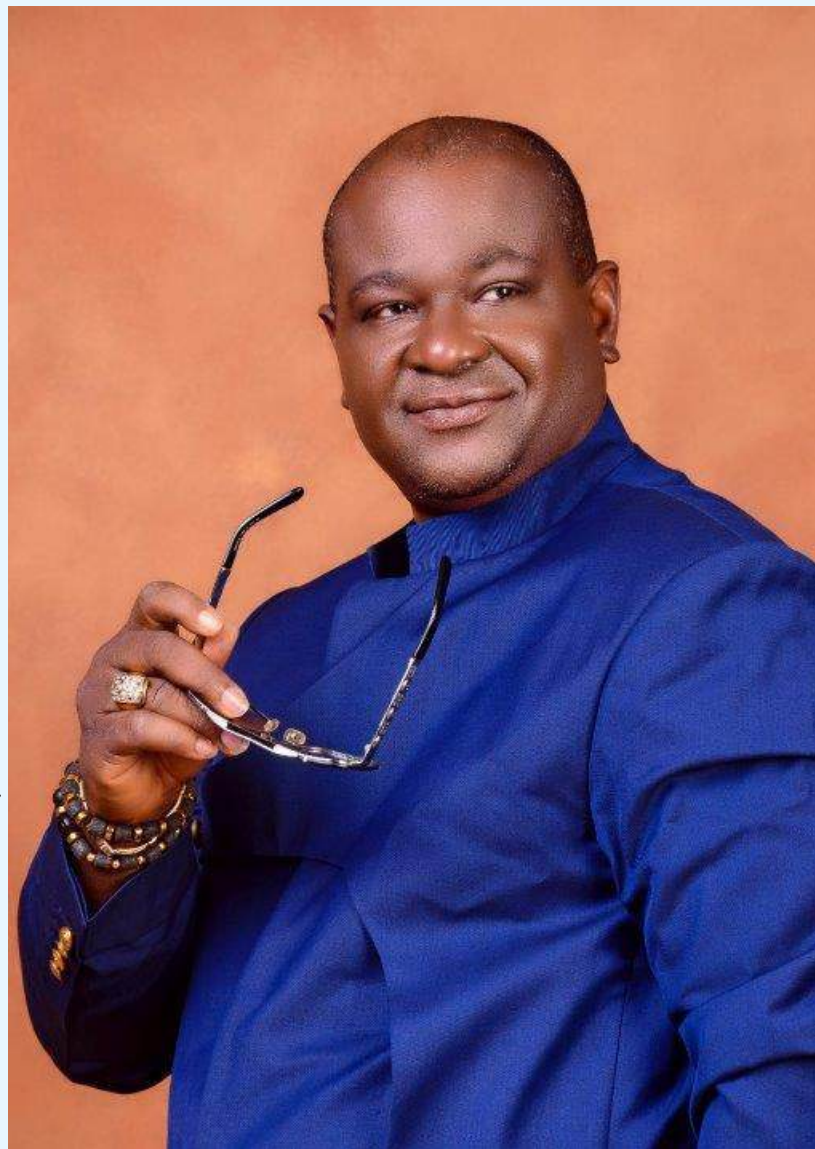
Living Our Values; ‘Lead from the Head and the Heart’ – Kraft Foods (Cadbury Nig Plc) – 2012

Living Our Values; ‘Tell It Like It Is’ – Kraft Foods (Cadbury Nig Plc) – 2011

Outstanding Performance on People Capability Development - Commercial Department Award 2010

Outstanding Performance in Sales and Marketing Department - Cadbury Nig Plc - 2005

Overall Best Graduating Student – Faculty of Science, Federal Polytechnic, Bida, Niger State 1989.





Damilola Owolabi:

The Marketing maestro, driving growth for top global brands

Damilola Owolabi is a distinguished brand strategist and communication expert with over a decade of experience in revolutionizing corporate brands and driving start-up ventures to success. As the Lead Consultant of Ingenium Communications, a leading integrated marketing agency based in Lagos and London, Damilola has consistently demonstrated his ability to craft visionary marketing strategies that deliver significant, sustainable growth across a diverse range of industries.

His career, which spans Nigeria, Ghana, Kenya, South Africa, and the United Kingdom, is marked by impactful collaborations with global

giants such as Access Bank, KFC, Flutterwave, and LG. Damilola's strategic acumen has played a pivotal role in these companies' success, contributing to revenue generation exceeding \$50 million annually.

Damilola's expertise lies in devising and implementing global marketing strategies that enhance brand positioning and communication effectiveness. His portfolio includes successful rebranding efforts, brand re-engineering initiatives, and market entry strategies for top brands such as Milo, Nescafe, Visafone, and PalmPay. His leadership in these projects has solidified his reputation as a marketing leader of exceptional influence and skill.

An alumnus of some of the most respected advertising agencies, including SO&U Saatchi & Saatchi, Damilola has honed his skills in environments where excellence is the standard. His work has not only driven growth for his clients but has also earned him recognition as a highly sought-after speaker and consultant in the business community.

Damilola's passion for excellence, combined with his strategic foresight and leadership capabilities, makes him a pivotal figure in the world of brand strategy and communication, continuously shaping compelling brand narratives that resonate across markets.

Adedotun Adenle

An Experiential marketing industry promoter per excellence



Adedotun David Adenle is a seasoned Experiential Marketing expert with over a decade of industry experience, having honed his skills through various roles with multiple agencies, accumulating a wealth of knowledge and expertise in the field.

He began his career in Experiential Marketing as a Brand Ambassador and later relocated to Lagos in 2014, rising to the position of Supervisor.

His desire for growth led him to join MEDIA EDGE as Project Manager and later moved to GDM, one of the foremost experiential marketing agencies in Nigeria as Marketing Operations Manager, a role he currently holds.

Adedotun is passionate about sharing his expertise with young professionals, pioneering Experiential Marketing content in Nigeria and engaging field workers through training and industry exposure.

He has organised competitions among Comperes, DJs, Supervisors, and Brand Ambassadors, conducted market visits, and rewarded outstanding performers. Additionally, he has hosted online agency training sessions, demonstrating his commitment to developing the industry.

Adedotun's content also features the innovative concept of "Market Yourself in 30 Seconds", designed to unlock the marketing potential within individuals, including job seekers and entrepreneurs. This valuable tool enables young graduates to craft compelling LinkedIn posts, enhancing their employability and helping them secure jobs with ease.

Furthermore, Adedotun is pioneering the inaugural Experiential Marketing Field Worker's Orientation in Nigeria, with the first phase scheduled to take place in Port Harcourt and then Asaba to cover the eastern region of the country.

This groundbreaking initiative will subsequently be extended to other parts of Nigeria to promote industry growth and development nationwide.

A portrait of Abisodun Oshikoya, a man with a beard and short hair, wearing a dark suit jacket over a dark shirt. He is looking slightly to the right of the camera with a neutral expression. The background is dark and out of focus.

Abisodun Oshikoya

Distinguished by a track record of
success in brand management

Abisodun is a seasoned frontliner and marketer of repute, with numerous years of cognate experience. He has a distinguished track record, working with various commercial and Marketing sectors of diverse industries, ranging from the Agric sector, Personal care, Homecare, Mineral water, drinks and food, among others.

He has handled marketing specific functions such as Brand Management, New Media Management and communications, Product development and Commercialisation, Sales, as well as Category management.

He is currently driving the category affairs for Rising Star brands in FMN (Oils, Fats and Sugar brands).

An alumnus of Federal University of Agriculture, Abeokuta, where he topped his class and bagged a degree in Plant Physiology and Crop Production; following this up with a Master of Business Administration degree from the Obafemi Awolowo University, Ile-Ife, Osun State.

Biodun, as he is fondly called, is an associate member of Chartered Institute of Marketing, UK.



Hyungsob Ji

Driving innovation, operational excellence at LG Electronics Nigeria

Mr. Hyungsob Ji is the Vice President & Managing Director of LG Electronics Nigeria Limited.

A highly accomplished executive with over two decades of experience in the electronics industry, his career is characterised by significant achievements in organisational restructuring, market expansion and sales growth across various

regions, including Africa, Asia, the Middle East, USA and Central America.

Fluent in Arabic and proficient in English, Ji brings a global perspective to his leadership roles. He holds an MBA from Aalto University and a Master's degree in Arabic from Hankuk University of Foreign Studies.

Hyungsob Ji's strategic vision and collaborative leadership style have

consistently driven innovation and operational excellence, making him a valuable asset to LG Electronics Nigeria Limited.

Numerous awards and recognitions, reflecting his exceptional leadership, innovative strategies, and significant contributions to the growth and success of LG Electronics in various regions, distinguish Mr. Hyungsob Ji's career. His ability to drive performance and achieve outstanding results has earned him a reputation as a highly effective and respected executive in the electronics industry.

LG Electronics has established itself as a leader in corporate social responsibility (CSR), implementing impactful programs that address diverse socio-cultural needs. Under the visionary leadership of Mr. Ji, LG's innovation-driven approach to community development has been truly extraordinary. Mr. Ji's commitment to harnessing technology for social good has enabled LG to; Bridge gaps in access to education and healthcare, Empower communities through skill development, Foster environmental sustainability through eco-friendly initiatives, Empower Youths through E-Sport programmes and Promote cultural preservation and exchange.

LG Electronics, under Mr. Ji's visionary leadership, has successfully created new business idea, diversifying company portfolio, established programmes for employee development and skill enhancement, mentored next-generation leaders, promoting innovation and entrepreneurship, built and led high-performing teams, driving innovation and growth and made significant strides in corporate social responsibility.

Hyungsob Ji's CSR initiative have made a tangible difference in the lives of millions, demonstrating the company's unwavering dedication to creating a better future for all. Testimonials from beneficiaries and partners attest to the transformative power of Mr. Ji's CSR initiative; significantly, donation of Solar-powered Boreholes to communities who are in need across Nigeria and West Africa. Several communities in Nigeria have been beneficiaries of this project with more still to come.

As LG continues to push boundaries in innovation and CSR, Mr. Ji's leadership serves as a shining example of corporate citizenship and social responsibility."

David Onyeneke

Pushing the Frontiers of Marketing and Brand Communication



David Onyeneke is the Country Marketing and Brand Communication Manager at Oraimo Nigeria.

A seasoned marketing strategist cum brand communication expert of over nine years' experience, driving growth and brand recognition across diverse industries.

In his position as the Country Marketing and Brand Communication Manager at Oraimo Smart Accessories, he has instrumentally transformed the Oraimo brand into the leading smart accessories company in Africa.

Within just 14 months, he has grown the Oraimo market value in Nigeria to about 47% up from 18% market share.

His strategic leadership and innovative approach has been pivotal to achieving exceptional sales growth and brand dominance.

Among his key achievements are:

- **Strategic Campaign Development:** David orchestrated comprehensive monthly product launches and promotional campaigns that aligned with brand objectives. His leadership in the Oraimo 2baba FreePods 2 campaign that resulted in a sellout of 10,000 units within three weeks to significantly exceed sales projections.

- **Brand Ambassadorship and Partnerships:** David successfully secured Burna Boy as a Brand Ambassador that tripled brand affinity and the launch of the "oraimo x BurnaBoy SpacePods" that resulted in over 100,000 units post-launch sales.

- Also spearheading sponsorship campaigns for Big Brother

Naija, he set new records in brand impressions and recognition.

- **Market Share Growth:** Under David's guidance, oraimo experienced a remarkable market share increase, solidifying its position as the foremost smart accessories brand in Africa with his efforts monumentally contributing to the substantial rise in brand awareness and monthly sales from \$400,000 to \$10,000,000 by December 2023.

- **Digital Engagement and Brand Recognition:** David has unarguably been in the forefront of oraimo's digital strategy, growing and lifting its social media presence to record over 350 million impressions in 2023 alone.

In fact, his works earned Oraimo global recognition, netting accolades from CNet and other prestigious industry awards.

Before Oraimo, David had honed his expertise as an Account Executive at Insight Publicis and TBWA Concepts, managed key accounts, negotiated contracts and led strategic campaigns that earned clients like Nigerian Breweries, VISA and StarTimes Pay TV best of results.

Those were in addition to his early career achievements, among which were the successful launch of the award-winning Stanbic Marine Insurance campaign and the orchestration of the South East Youth Summit, 2017.

David's career has clearly become a testimony to his ability to drive impactful marketing, foster long-term brand growth and position organisations as leaders in their respective markets.

YOUNG PROFESSIONALS THAT MAKE **SO&U** TICK

SO&U Limited is one of the leading marketing communications groups in Nigeria. Regarded as the “Nothing is impossible” agency, SO&U is an embodiment of 34 years of creative success in Nigeria. It is a marketing communications agency group renowned for its passion for achieving the perceived impossible.

In Udemé Ufot’s words, “Most people know us for the award-winning campaigns we’ve created over the years. Our clients love us because the work we do simply... works”.

Nigerians would not forget in a hurry that the iconic pay-offs of Guaranty Trust Bank, ‘Wouldn’t you rather bank with us? And that of Fidelity Bank’s, ‘We are Fidelity; we keep our word’ came from the ingenuity of SO&U. Both lines were crafted over 25 years ago (30 years for GTCO) and have remained relevant to this day.

The agency has in the last 34 years evolved into a one-stop integrated marketing communications services firm, standing on very high pedestal of creative success; and peopled by diverse and vastly experienced staff led by one of the most accomplished professionals in the industry, Udemé Ufot.

Interestingly, the Company houses a star-studded set of generation next professionals and managers, oiling the wheel of its progress and keeping its ship on a smooth and steady sail. Below are some of the young professionals that keep SO&U group tick.



ANIEKAN UFOT

Head of Strategy for SO&U, Aniekan Ufot, fondly called Ani is a passionate individual with a passion for excellence. The varied experiences which he garnered over the years from living in Lagos, London and Paris, France have enabled him to get a deeper understanding of different markets and how to direct communication appropriately.

He holds a Global Communications degree from the American University of Paris (AUP) in Paris, France and an MBA degree from The INSEEC School of Business and Economics (Paris, France)

He has a rich background in retail, advertising, PR and brand management with stints at top firms such as 48 DegréNord and M&C Saatchi Paris. In his words, “My education and experiences have enabled me to work in both the French and Nigerian markets and gain necessary insights while working on an array of international brands. These experiences always push me to consistently strive to achieve and produce creative and insight-based strategies that meet global standards of top quality for clients across different sectors.



JOHN IJACHI

John Ijachi is an art director with over seven years of experience providing creative and strategic design solutions for brands. A most unusual art director with a first degree in mathematics, his experience cuts across above-the-line and below-the-line advertising. A skilled designer with the mind of a strategist.

He has worked on diverse successful campaigns and projects for brands like Abinbev, Nigerian breweries, Coca-cola, Firstbank, Samsung, Oppo, Friesland Campina, Dstv, and others.



WILLIAMS JONAH

Williams Jonah began his career as an entrepreneur after completing his NYSC, co-founding Oranz Consulting. Afterwards, he transitioned into advertising, attending O2 Academy, where he

immersed himself in creative oxygen and graduated as a digital and brand strategist.

He initially worked with a Fintech brand but sought greater fulfillment, leading him to join SO&U as a senior account executive. There, he managed various brands and projects, collaborating with his line manager and team members. His passion and dedication earned him a rapid promotion to manager.

Williams is a highly experienced and passionate brand manager and marketing professional with four active years in the field. Recently, he graduated as the overall best student from the Brand Management Academy (BMA) and earned certification as an Advanced Brand Management Professional (ABMP), equipping him with the knowledge and skills to excel in the marketing industry.

He is also a partner at Creativesbloc Carnival, a platform for creatives to unwind and stimulate their creative juice. Additionally, he serves as a part-time lecturer at the prestigious O2 Academy Lagos, where he has trained and mentored over 100 students in brand and project management since 2023.

With his dedication and enthusiasm, Williams continues to make a significant impact in the world of brand management and marketing.



CHIDERA OKPALA

Chidera Okpala is a budding copywriter, who has worked on prominent brands, including Captain Morgan, Malta Guinness, and FirstBank. Her journey in creative copywriting is driven by a love for storytelling and a commitment to creating work that resonates with audiences and drive results.

She sees the industry as an adventure, viewing each day as an opportunity to do outstanding work. She is ever excited about taking on new challenges to further hone her craft and contribute to the success of the brands she works on.

She is an avid fan of romance and action movies and novels.



EBUNOLUWA OGUNSANYA

Egunoluwa Ogunsanya is driven, detail-oriented and a dynamic finance executive, with of three years' expertise in corporate finance, financial strategy and finance analysis.

She has built her professional career working with Maximedia Global Communications Limited, a well renowned media agency in Lagos Nigeria, and has climbed the career, ladder to become a Senior Finance Executive.

With a passion for driving financial strategy and fostering growth, Egunoluwa thrives on navigating complex challenges and delivering impactful results in the finance department and in financial analysis. She has a proven record of providing exemplary leadership to achieve organisational goals.

Her exemplary performance has earned her the prestigious Staff of the Year award twice, highlighting her dedication and exceptional contributions to her organisation.



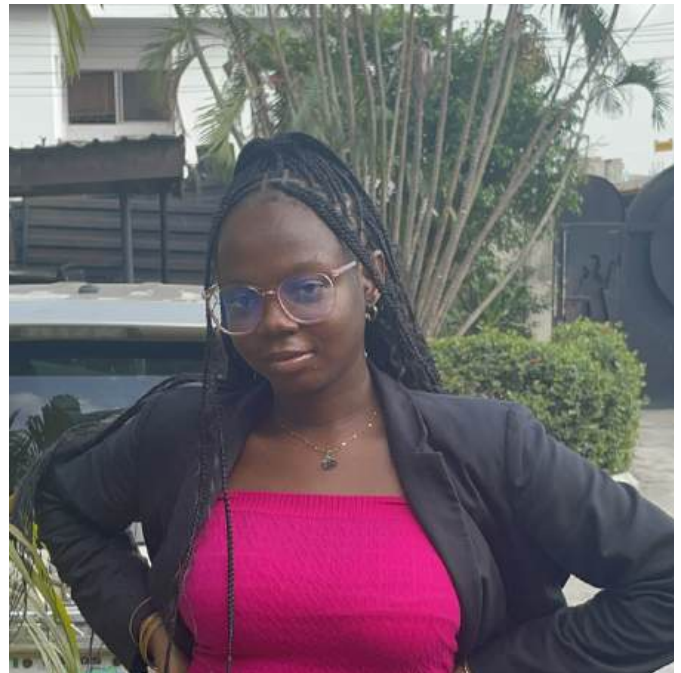
DAMILOLA AIKI

Damilola Aiki is a creative, who believes in the power of words

to connect, inspire, and drive action. With a portfolio that spans a diverse range of brands and industries, Damilola's work is guided by a commitment to effective creativity, and he strives to consistently deliver campaigns that bring a little 'extra' to the table.

Damilola brings experience from the literary and film worlds into his copywriting, adding layers of narrative and emotion to his work. His deep appreciation for the arts and various creative expressions ensure that his writing is not only persuasive but artful.

When he's not tinkering with words, he's obsessing over the perfect songs for his next playlist.



JEMIMAH ISANG

Jemimah Isang Inyang is a budding advertising professional with a solid foundation in both traditional and digital marketing. She has contributed to successful campaigns for diverse clientele, including global and multinational brands as well as startups.

Jemimah's expertise spans brand management, digital marketing, client relations, content marketing and data-driven strategies.

She obtained her Bachelor of Arts degree in Communication Arts from the University of Uyo.

Currently, she is honing her skills as a Brand Manager at SO&U Nigeria.



LYDIA ADEBOYE

With a first degree in international studies and history, Lydia Adeboye is an experienced executive assistant. Her professional expertise coupled with her academic education allows her to add a unique perspective to administrative tasks. Lydia is an excellent campaign supporter because of her excellent organisational skills and careful attention to details.

She spends her time either reading fiction books, binge-watching fashion series, or on Pinterest when she's not an EA.



ABIEYUWA OSADOLOR

Abieyuwa Osadolor is a driven and ambitious young professional with emerging experience in marketing communications,

particularly in brand management and social media strategy.

With a solid foundation as an account manager intern, Abieyuwa has honed skills in client relationship management, project coordination and executing effective campaigns.

Known for strong communication abilities, strategic thinking, and leadership, Abieyuwa excels at fostering collaboration and driving client engagement.

She Holds a Bachelor of Arts degree in Mass Communication from the University of Benin, Edo State, Nigeria,

She is currently building her skill as a brand manager and is eager to leverage on experience to contribute to business growth while continuously developing expertise in the advertising industry.



LOTANNA AGUSIONU

Lotanna Christopher Agusionu is an agricultural economist turned Art Director of over six years' experience in advertising, cutting across Above-the-line and Below-the-line marketing. He has successfully worked with global brands like, Diageo, NB, Cantu and other brands like, Philips Consulting, CFAO, Greehub Africa, and Crusaders Sterling Pensions, among others. He is a passion-driven and result-oriented creative with proficiency in Photoshop, Illustrator, Premiere Pro and After effects.



DAVID NTONG

David Ntong is a dynamic, seasoned marketing and communications professional with a proven track record of success in aviation, finance and FMCG sectors. Currently serving as Executive, Brand Strategy and Planning at SO&U Lagos, David brings a unique blend of legal acumen, storytelling prowess and strategic thinking to his role.

With an LLB Law degree from the University of Abuja and a call to the Nigerian Bar, David possesses a deep understanding of legal frameworks and their implications for brand development. His passion for storytelling ignited his journey into marketing and communications, leading to his involvement in the rebranding of Akwaibom State's airline, Ibom Air, for its third anniversary.

David's ability to craft compelling narratives and connect with audiences has been instrumental for his career growth. He holds an ARCON-endorsed TOTAL BRAND EXPERIENCE certificate in Advertising from 02 Academy, Nigeria, further solidifying his expertise in the field.

His unwavering belief in the power of resilience and learning from failures is encapsulated by his guiding principle: "It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all, in which case, you have failed by default." This philosophy drives David's approach to problem-solving and his commitment to delivering exceptional results for his clients.



ANAVHEOKHAI GLORIA

Anavheokhai Gloria is an ambitious young professional, building a career in the Creative Services department at SO&U, one of Nigeria's leading advertising agencies.

With a strong foundation in project Management, she has developed a keen eye for details and a talent for coordinating projects that meet client needs.

Gloria is a graduate from the University of Benin, Edo State, with a Bachelor of Arts in Mass Communication.

She is passionate about contributing to impactful campaigns while building experience in the advertising industry.

FBN Holdings record N411.9 bn profit for 2024 H1

By **Oluwaseyi Lawal**



FBN Holdings has achieved a profit of N411.9 billion for the first half of 2024, making its most successful half-year performance to date.

This profit more than doubles the N205 billion pre-tax profit reported for the same

period in 2023.

The bank's second-quarter results for 2024 also revealed a pre-tax profit of N177.79 billion, reflecting an 18.9% year-on-year increase. This stellar performance is sure to please shareholders, who are seeing the first quarterly results

under the new leadership of Femi Otedola as Chairman and Olusegun Alebiosu as Managing Director/Chief Executive.

Otedola took on the role of Chairman in January, while Alebiosu was appointed acting MD/CEO in April.

FBN Holdings reported a Net Interest Income of N288 billion, a 132% increase compared to the N124.3 billion recorded the same period last year.

The bank posted a Net Fee and Commission income of N58.4 billion and an Operating Profit of N177.7 billion.

Its Pre-tax profit was N156.1 billion, with Earnings per share at 40 kobo. Loans and advances to customers amounting to N9 trillion, Customer deposits reached

N15.1 trillion, and total Assets were valued at N2.2 trillion.

FBN Holdings attributed its performance to a significant increase in interest income, which was 2.5 times higher than the N197 billion reported the previous year.

Interest income also exceeded the N446 billion recorded in the first quarter of 2024, primarily driven by loans and advances to customers and income from investment securities.

The bank reported a net foreign exchange loss of N66.45 billion, contributing to total half-year losses of N165 billion.

However, it also recorded net gains of N143.3 billion from instruments at fair value, bringing the total for the first half of the year to N433.2 billion.

In terms of segment performance, the commercial banking group contributed N366.1 billion to total profits, while the Investment Banking and Asset Management group added N37.1 billion.

Access Bank honoured with Euromoney top bank in Nigeria, Ghana award

By **Oluwaseyi Lawal**

Access Bank Plc has received a prestigious recognition at the Euromoney Awards for Excellence 2024, being named Nigeria and Ghana Best Bank for Environmental, Social and Governance (ESG).

These awards underscore the Bank's exceptional performance and dedication to sustainable practices throughout its African operations.

For more than 20 years, Access Bank has consistently showcased its capacity to innovate and deliver

customised solutions that cater for its diverse customer base.

The Bank has also demonstrated leadership in ESG practices, establishing itself as a prominent figure in sustainable finance on the continent.

In a statement on the awards, Roosevelt Ogbonna, Managing Director/Chief Executive Officer of Access Bank, said, "This recognition by Euromoney doesn't just acknowledge our achievements, it also reflects our future aspirations as a Bank.

"At Access, we are driven by a purpose to not only meet the financial needs of our

customers, but also to make a lasting positive impact on the communities we serve. These

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CBN okays merger of Unity, Providus Banks

By **Abimbola Mohammed**

In a bid to bolster the stability of Nigeria's financial system and avert potential systemic risks, the Central Bank of Nigeria (CBN) has granted the merger of Providus Bank and Unity Bank.

The new merger is for a pivotal financial accommodation to support the proposed merger between Unity Bank Plc and Providus Bank Limited.

The announcement was made by the CBN on its verified Twitter handle. According to the CBN, the merger is contingent upon financial support from the CBN.

The fund will be instrumental in addressing Unity Bank's total obligations to the Central Bank and other stakeholders.

In a statement signed by Mrs. Sidi Ali, Acting Director, Corporate Communications, CBN, it read: "It is unequivocal to state that the CBN's action is in accordance with the provisions of Section 42



(2) of the CBN Act, 2007. This arrangement is crucial for the financial health and operational stability of the post-merger organisation.

Furthermore, it is important to emphasise that no Nigerian bank currently faces a precarious situation

comparable to that of Heritage Bank, which was recently liquidated."

The CBN assured Nigerians that it is committed to safeguarding depositors' interests and ensuring the smooth functioning of the banking sector through

proactive measures and strategic interventions.

The CBN's decision underscores its dedication to maintaining financial stability and promoting confidence in the banking system during this transformative period.

Cont'd from pg 77 ►► Access Bank honoured with Euromoney top bank in Nigeria, Ghana award

awards motivate us to continue leading the way in responsible banking practices across Africa."

Last year, Access Bank Nigeria earned Euromoney's 'Market Leader' rating in Corporate Banking, CSR, Digital Solutions, ESG, and SME Banking. Similarly, Access Bank Ghana was recognised as a 'Market Leader' in CSR, highlighting its significant influence in local communities.

Commenting on the awards, Olumide Olatunji,

Managing Director of Access Bank Ghana, stated, "Our commitment to sustainability is integral to everything we do at Access Bank Ghana. Whether it's through our support for grassroots sports, such as our partnership with the Ghana Football Association's Division One League, or our environmental initiatives like planting over 20,000 seedlings across the country and the 'A Sandal More for a Better Tomorrow' campaign, we are dedicated to enriching

lives and building resilient communities."

The Euromoney Awards for Excellence is regarded as the premier annual awards programme for the global banking industry. For more than three decades, Euromoney has honoured banks and bankers, who exhibit innovation and differentiation, setting the standard for excellence in the industry. This year, Access Bank's accomplishments have been recognized, solidifying

its leadership in the financial sector.

The Euromoney Market Leaders rankings employ a rigorous methodology, incorporating both qualitative and quantitative data from internal bank sources and external client references. This thorough approach provides a comprehensive and unbiased evaluation of the industry's top performers, helping customers to identify the banks that excel in their respective areas.

Telcos admit revenue shortfalls, worry over sustainability of network services

By **Ralph Tathagata**



In response to allegations of implementing load shedding to control rising operational costs, Nigerian telecom companies have admitted experiencing revenue shortfalls.

Tony Emoekpere, the President of the Association of Telecommunications Companies of Nigeria (ATCON), noted that load-shedding might not accurately

reflect the current situation.

“I am not aware if the telcos have commenced load-shedding, and I am not sure if it has been announced officially. None of the operators have made such announcements,” he said.

The ATCON president, while emphasising that the real challenge was not operational losses but the sustainability of network services, warned that operators face a mismatch between revenue and operational costs, stating that the real challenge was not just about operational losses but also the sustainability of network services.

“For instance, if a telecom company could afford to buy 3,000 litres of fuel last month but can only purchase 1,000 litres this month due to lower revenue, it may

lead to reduced service levels. This is not a formal policy decision but a response to financial constraints,” he explained.

It would be recalled that the Association of Licensed Telecom Operators of Nigeria and ATCON had previously argued in April that current tariffs were insufficient due to rising diesel prices, inflation, and currency devaluation.

However, the operators, who denied implementing load-shedding, acknowledged that current revenue levels were insufficient to sustain network operations.

They warned that without adjustments, the sustainability of the telecom sector was at risk, potentially impacting service quality and availability for consumers.

Kenyan e-commerce startup, Chpter, to expand to Nigeria, Egypt, raises \$1.2m

By **Oluwaseyi Lawal**

Chpter, a Kenyan e-commerce startup, founded by the team behind YC-backed Marketforce, has secured \$1.2 million in a pre-seed funding round.

The company plans to use the funds to enhance its technology and expand into the Egyptian and Nigerian markets.

Established in 2022 by Tesh Mbaabu, Mesongo Sibuti, Kuria Kevin, and Mark Kiarie, Chpter enables businesses to transform social media from a marketing tool into a sales platform through chat, order and payment features. The company generates revenue through a monthly subscription and charges a transaction fee for payments processed via its platform. Chpter’s clients include insurer Britam, shoe retailer Kicks Kenya, and e-commerce site Phoneplace. Currently, the startup

operates in Kenya and South Africa.

Chpter’s co-founder and CEO, Tesh Mbaabu, said, “We are investing in our tech stack to offer an end-to-end product, connecting the APIs from social media platforms, such as WhatsApp and Instagram with popular e-commerce and customer relationship management systems like Shopify and Woocommerce.”

Pani, an investment firm focused on Africa and co-founded by former Cellulant CEO, Ken Njoroge, led the funding round. Other investors included Plesion Capital, Techstars, Norrsken, Renew Capital, ViKtoria Ventures, and angel investors such as Nala founder and CEO Benjamin Fernandes and Workpay co-founders Paul Kimani and Jackson Kibigo.

The successful fundraising reflects investor confidence in the young startup.

Chpter was established while its co-founders were still managing Marketforce, a YC-backed Kenyan e-commerce platform that was once valued at over \$100 million.

Some of Chpter’s investors had previously backed Marketforce, though Mbaabu did not provide additional details. Chpter operates independently from Marketforce.



Nigerian fintech chief ordered to pay \$250M fine, barred from serving as PLC director



A Nigerian businessman, Dozy Mmobuosi, who last year sought to buy the English football club Sheffield United, has been ordered to pay more than \$250m in fines by a US federal court. The court also barred him from serving as a director of a public company.

It would be recalled that the US Securities and Exchange Commission had charged Mmobuosi and three of his companies, including two Nasdaq-listed enterprises with fraud for inflating the “financial

performance metrics of his companies and key operating subsidiaries to defraud investors worldwide”.

Judge Jesse M Furman, of the US District Court for the Southern District of New York, has now entered a final judgment by default against Mmobuosi and his companies after the entrepreneur failed to make any representations in the civil complaint filed last December by the SEC.

The judge wrote that Mmobuosi and his companies, Tingo Group, Agri-Fintech

Holdings and Tingo International Holdings, had “failed to answer, plead, or otherwise defend” themselves in the case.

Mmobuosi and his three US-based entities have been ordered to pay more than \$250mn in fines after the SEC alleged that his empire was a “fiction”.

Tingo, a fintech group, claimed it had more than nine million customers in Nigeria, most of whom were farmers, and that it had a food processing business.

The SEC said in last year’s complaint that the “purported assets, revenues, expenses, customers and suppliers” of Mmobuosi’s Tingo group were all “virtually, entirely fabricated” and that the scale of the fraud at the venture was “staggering”.

Tingo Mobile reported cash and cash equivalents of \$461.7million for 2022 in its Nigerian bank accounts, but

the SEC said its balance was less than \$50.

Hindenburg, the US-based short seller, cast doubts on the viability of the business last year, calling it an “exceptionally obvious scam” in a report that sent Tingo’s stock prices plummeting more than 60 per cent on the day of its release.

The charges filed last year came a month after the SEC halted the trading in the shares of Nasdaq-listed Tingo Group and Agri-Fintech Holdings over what the agency described as “questions and concerns, regarding the adequacy and accuracy of publicly available information”.

The entrepreneur shot into the limelight last year when he launched an audacious bid to buy Sheffield United, a Yorkshire-based club that played in the English Premier League last year and is now in the second tier of English football.

Airtel Nigeria Telesonic awarded three telecom licences

By **Ralph Tathagata**

Airtel Nigeria Telesonic Limited, the fibre service unit of Airtel Nigeria, has been awarded three telecom licences.

The latest market updates released recently by the Nigerian Communications Commission, stated that the network operator was granted a National Long Distance licence, an Internet Service

Provider licence, and a Sales & Installation Major licence.

The National Long Distance licence, which is valid for 20 years, will cover the period from July 1, 2024, to June 30, 2044.

Meanwhile, both the Internet Service Provider and Sales & Installation Major licences have a validity of five years, running from July

1, 2024, to June 30, 2029, *Technology Times* reports.

Telesonic is Airtel’s wholesale fibre unit designed to transform Africa’s wholesale data market, and it has invested in the two Africa submarine cable system.

It is positioned to own Airtel Africa’s fibre assets and submarine cable systems, which total approximately

75,000km of terrestrial fibre across 14 countries.

The move comes after Airtel Africa launched a new data centre business, Nxtra, in December 2023, a year after opening a tier 3 data centre in Lagos. The company aims to build one of the largest and high-capacity data centres.



Seplat's N244bn pre-tax profit up 461% over 2003's



By Kola Bola

Seplat Energy Plc posted a pre-tax profit of N244 billion for the half year ended June 30, 2024. This indicated an increase of 461 per cent from N43.5 billion recorded in the corresponding period of the year 2023.

The company disclosed this in its unaudited results for the half-year result for the six months ended June 30, which was sent to the Nigerian Exchange Ltd (NGX) in Lagos.

It declared a total dividend of six U.S. cents per share for the period under review, while cash generated stood at N308.2 billion.

The company's production averaged 48,407 barrels of oil equivalent per day (boepd) in the first-half of 2024, compared to 50,805 boepd recorded in the same period of last year.

Seplat Energy advanced its operating profit to N285.2 billion within the past six months of the current year from N60.2 billion posted in the corresponding months of the year 2023.

The energy firm achieved more than 4.9 million hours

without Lost Time Injury (LTI) at Seplat-operated assets in the period under review.

Its average deferrals also improved to 24 per cent, compared to 26 per cent posted the same period last year.

The revenue of the energy company stood at \$421.6 million in half-year 2023, from \$547 million posted in the corresponding period of 2022.

In the half year of 2024, Seplat reported an underlift of \$55.8 million against an overlift of \$59.4 million recorded the same period of the previous year.

The energy company said it realised an average oil price of \$85.55bbl this period under review to as against the \$79.54bbl posted same period in 2023.

Its average realised gas price also rose to \$2.95 Mscf for the half year of 2024 as against \$2.87 Mscf recorded in the same period last year.

Commenting on the results, Mr Roger Brown, Chief Executive Officer, Seplat Energy, said the energy firm delivered a solid performance

in the first half of 2024.

Brown stated that continued operational strength positions Seplat well for the second half of the year, noting that the coming months were set to be very active for the company.

He explained that reported cash generation was softened by the underlift in the period, adding that it was largely due to a timing effect, but that its cash generation and balance sheet remained strong.

"In May, we were honoured to receive President Bola Tinubu for the commissioning of the ANOH gas plant and the associated pipelines, and the project remains on track for the first gas in the third quarter of 2024.

"We thank our government partners for their efforts towards the completion of critical pipeline infrastructure in recent weeks.

"In the second half of 2024, we also look forward to the first gas on the Sapele gas plant, which alongside debottlenecking activities at Oben should further enhance

gas production.

"We are well on our way to increasing gas production in support of Nigeria's 'Decade of Gas,' he said.

According to him, in the firm's oil business, early results from Sibiri have been modestly ahead of expectations. He also said that the company had completed the first of two planned wells, while production at Abiala should commence in some weeks.

Brown predicted higher production at Ohaji once stable operations on the Trans Niger Pipeline are achieved, adding that during the quarter under review, some important steps were made that supported the completion of its proposed acquisition of Mobil Producing Nigeria Unlimited (MPNU).

He expressed confidence and commitment to its completion, assuring that the firm continue to work with regulators, the government, and other parties to ensure its successful completion.

NNPC rolls out Eye health initiative in Lagos community

By Felicia Nwosu



The Nigerian National Petroleum Company (NNPC) Ltd has launched the third edition of its Vision First initiative,

its community-oriented healthcare mission at Ilaje and surrounding neighbourhoods in Bariga, Lagos State.

This Vision First initiative underscores NNPC Ltd./SNEPCo's Production Sharing Contract (PSC) dedication to enhancing the good health and well-being of

communities it serves.

Speaking on the initiative, Chief Upstream Investment Officer of NNPC Upstream Investment Management Services (CUIO – NUIMS), Mr. Bala Wunti, emphasised that the Vision First Plus programme symbolises a commitment to restoring hope and enhancing lives

within NNPC Limited communities.

"Our goal with this initiative is to eliminate preventable vision issues that could hinder anyone's potential. By offering eye exams, corrective glasses, surgeries and general healthcare, we are committed to providing clarity and a brighter future to those who need it the most," said Wunti, who was represented by Mrs. Bunmi Lawson.

The industry leader revealed that under the programme, over 1,000 residents will gain

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Dangote Refinery isn't a petroleum retailer, can't determine pump price – *LCCI President*

By Ralph Tathagata



In response to the prevailing speculation that the Dangote Refinery's latest introduction of refined petroleum will change the new pump price, Gabriel Idahosa, President and Chairman of Lagos Chamber of Commerce and Industry (LCCI), has said that Dangote Refinery does

not have any business with the price of petrol is at the filling stations.

He said this in an interview on Channels Television monitored by **MARKETING EDGE**.

It would be recalled that Aliko Dangote, the President of Dangote Group, on commencement of the petrol rollout, said the price of the product will be determined by the Federal Executive Council (FEC).

Idahosa's comments were, however, coming on the heels

of the latest increase of petrol pump prices to N897 and N855 per liter by NNPC recently, almost at the same time Dangote Refinery announced the rollout of its PMS.

Maintaining that Nigerians should stop putting Dangote in a situation he should not be, Idahosa explained that it is not the responsibility of Dangote Refinery to determine the prices of petrol in filling stations.

The NNPC and other petrol marketers, he said, are to determine the product price.

"Dangote is not a petroleum retailer. It does not have a petrol station. No refinery has business with the price petrol is bought at the filling station.

"Dangote is a factory and has an ex-factory price.

"Whosoever wants to buy, NNPC, anybody at all, can go to Dangote Refinery to buy.

"Dangote Refinery has no business announcing any price to anyone. It can only communicate to interested buyers, whether NNPC or any buyer," he explained.

Shell, Eni lead early stage climate technology funding

By Ralph Tathagata

Shell and Eni, European oil majors, have led an early stage funding round for climate technology start-up Mantel Capture, which aims to use molten salts to capture carbon dioxide emissions at refineries, factories and other industrial sites.

Capturing carbon, where it is produced or at "point source" make polluters to reduce emissions and retain existing, but expensive infrastructure. Though criticised by some environmentalists for perpetuating emission, according to a Reuters report,

a Boston-based Mantel aims to pull 95% of the carbon out of smokestack emissions using the molten salts, a process that it says is unusually cost-effective because it takes advantage of the extremely hot environments inside industrial furnaces and boilers, applying much less additional energy than rival capture methods.

"This is a technology that could radically change the energy industry, but there is still risk to what we're doing," Mantel CEO, Cameron Halliday, said in an interview.

"The \$30 million raised

in the Series A round will allow Mantel to build a demonstration project at a paper mill that can capture 1,800 metric tons of emissions a year, around 10 times more than the half a ton a day captured in a laboratory setting.

"At a scale of hundreds of thousands to millions of tons, Mantel could theoretically capture carbon at about \$30 to \$50 a ton, making it economically viable in many countries, offering either incentives for carbon capture or taxing emissions, and far

below, competing systems." The investment by Shell follows its decision to row back on its near-term climate targets amid uncertainty about the pace of the energy transition and pressure from investors to improve returns.

Shell will watch pilot efforts before going too far down the road on potential uses for itself, said Hector MacQuarrie, principal at Shell Ventures, adding that the technology could make carbon capture much more achievable for hard-to-abate industries.

Credit: Reuters



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NNPC rolls out Eye health initiative in Lagos community

access to complimentary eye care services along with a variety of general health interventions, including cardiovascular

assessments, body mass index (BMI) evaluations, laboratory testing, medical consultations, treatment of both acute and chronic

illnesses and distribution of insecticide-treated mosquito nets.

Since its launch, NNPC said the Vision First

initiative has positively affected the lives of over 1,853 individuals that have benefited from free eye care services.



Pernod Ricard's Responsib'All Day drives circularity, sustainability efforts

By **Seun Johnson**

Pernod Ricard, a global wine and spirit group, recently celebrated its annual Responsib'All Day, dedicating a day to championing circularity and sustainability initiatives.

In a statement posted on LinkedIn by Sola Oke, its Managing Director for Africa, over 20,000 employees worldwide participated in this year's edition, which primarily focused on driving circularity in their value chains and local communities.

The event was said to have highlighted the company's commitment to a greener economy, with significant involvement from the Pernod Ricard African team.

Oke revealed that the South African teams visited local glass recycling plants to learn firsthand about minimizing waste and enhancing the circularity of glass, a 100% recyclable material.

Some of the activities embarked upon included a glass-blowing demonstration, showcasing the transformation of recyclables into valuable new items. These enriching experiences are aimed at fostering a deeper understanding and commitment to sustainable practices among employees.

Across other African affiliates, including Nigeria and Kenya, Pernod Ricard teams engaged in environmental clean-ups and created goods from recyclable materials, promoting sustainability

in diverse ways.

These activities underscored the company's dedication to environmental responsibility and community engagement.

A notable highlight of the day was a discussion in South Africa that featured Ben Ojwang, Pamela Nkuna, and Shabeer Jhetam, CEO of The Glass Recycling Company.

They all shared insights on embedding circularity throughout Pernod Ricard's value chain to support a more sustainable economy. The discussion also emphasised the importance of collaboration and innovative thinking in driving sustainability initiatives.

The success of Responsib'All Day was a testament to the dedication and passion of Pernod Ricard's teams across Africa.

The event did not only provide valuable learning opportunities, but strengthened the company's commitment to its sustainability agenda as well.

Special thanks were extended to the Sustainability & Responsibility team for organising an insightful and enjoyable day.

By focusing on circularity and sustainability, Pernod Ricard continues to set an example in the industry, demonstrating how businesses can actively contribute to a greener, and more sustainable future.

Change of leadership baton at MTN Group in West Africa



MTN Group has unveiled key leadership changes in its West African operations, effective in August with Mohammed Rufai becoming Chief Executive Officer (CEO), of MTN Congo-Brazzaville, effective 1 September 2024, and Ayham Moussa assuming the role of Chief Operations Officer (COO), MTN Nigeria from August 19, 2024.

In addition to these appointments, MTN announced the voluntary early retirement of Djibril Ouattara, CEO of MTN Côte d'Ivoire, and the departure of Hassan Jabber, COO of MTN Nigeria.

Mohammed Rufai, a seasoned professional with over 24 years of experience in the ICT sector, has made significant strides within the telecoms industry. He began his journey with MTN Nigeria in 2002 before advancing to MTN Ghana, where he served as Chief Technical Officer (CTO) in 2015. Rufai held the position of CTO at MTN Nigeria, just as he was once the Regional Chief Technology and Information Officer (CTIO) for Southeast Africa and Ghana and remains a member of the Board of Directors for Bayobab (Nigeria) and MTN Benin.

Rufai is known for his operational excellence, talent development, and customer experience enhancement. He holds a Bachelor of Technology degree in Computer Science and has completed the advanced management programmes of the Lagos Business School, Cranfield University, and the University of Cambridge in the UK.

Rufai will take over the leadership of MTN Congo-Brazzaville from Ayham Moussa, who will be stepping into the COO role at MTN Nigeria, succeeding Hassan Jabber. Moussa, who initially joined MTN in 2002 and rejoined the company in 2006 after a brief hiatus, has held various senior positions across multiple markets, including Syria and Guinea-Conakry.

His roles have spanned from Chief Information Officer (CIO) to Chief Technical and Information Officer (CTIO), and most recently, CEO of MTN Congo-Brazzaville.

In his technology leadership roles, Moussa was instrumental for driving Congo-Brazzaville's digital transformation from 2G to 4G, and positioning MTN Congo-Brazzaville as a leader in

technology. Under his leadership, the network was recognised as the best in West and Central Africa, and MTN Group lauded his team's achievements.

As CEO, Moussa further solidified MTN Congo's market leadership, boosting growth, margins and operational efficiency, just as he fostered strong relationships with local stakeholders.

MTN Group President and CEO, Ralph Mupita, expressed his gratitude to Djibril Ouattara for his nearly nine years of service, acknowledging him as playing a crucial role in strengthening MTN's operations in Congo-Brazzaville and leading the turnaround of MTN Côte d'Ivoire.

Mupita also thanked Hassan Jabber for his outstanding 22-year contribution to the Group, recognising his CEO roles in markets, such as Sudan, Guinea-Conakry, and Afghanistan then.

"On behalf of the MTN Group Board and Executive Committee, I extend my best wishes to Djibril and Hassan as they embark on their next ventures. I also congratulate Ayham and Mohammed on their new appointments and wish them success in their respective roles," he stated.

Anthony Eigbe joins UAC as Vice resident, Creative and Communications

By Zion Rufus



Renowned creative director, Anthony Eigbe has been appointed Vice President of Creative and Communications at UAC of Nigeria PLC, one of the country's most esteemed conglomerates.

Eigbe, also known by his moniker Jesu Oyingbo, will spearhead creative strategies from UAC's newly established 1879 Tech Hub.

In his new role, he will oversee and drive creative excellence for UAC's extensive brand portfolio, which includes prominent names such as Dulux, Sandtex, and Hempel; QSR giants Debonairs Pizza, Mr. Biggs; food brands like Gala, FunTime, Supreme Ice Cream, Grand Cereal's Grand Oil and UAC HoldCo.

In a LinkedIn announcement, Eigbe expressed his excitement about this new chapter in his career.

“This new role marks a deliberate continuation of my creative evolution. It’s been a dream of mine to experience firsthand a large-scale manufacturing business value chain and see in real-time the direct impact marketing plays. I want to use this opportunity to thank the entire board and management of UAC for their unwavering faith throughout this process.”

Eigbe’s appointment comes on the heels of his departure from X3M Ideas, a leading creative and advertising firm in Nigeria.

His tenure at X3M Ideas was marked by a series of remarkable achievements, including securing the first Cannes Lion for West Africa and Nigeria after a 70-year wait.

During his time, the agency won Nigerian Agency of the Year three times in five years, was named Pitchers African Agency of the Year, and earned accolades such as Creative Director of the Year twice and LUHM Independent Agency of the Year.

Pernod Ricard appoints Ehianeta Ojie as Head of Portfolio

By **Oluwaseyi Lawal**



Multinational wine and spirits group, Pernod Ricard Nigeria, has recently elevated Ehianeta Ojie to the Head of Portfolio role in the organisation.

Making this known on his official LinkedIn page, Ehianeta Ojie said, “I have spent the last decade providing cross-functional expertise in performance marketing, integrated marketing communications, digital marketing, brand management and strategic planning for brands across West Africa.

“It is with great excitement that I accept the challenge that comes with transitioning into this new role as a Head of Portfolio at Pernod Ricard Nigeria.”

In his new position, Ehianeta Ojie will be responsible for the profitability, sales and equity growth of the Impress and Night Out brands, including Martell Cognac, Chivas Whiskey, GH Mumm,

and Avion.

Prior to his promotion, he was the Head of Digital Marketing and Media for West Africa and also served as a Digital Marketing Specialist. Before joining Pernod Ricard, Ojie worked as Digital Marketing Manager at PHD and he was responsible for establishing PHD’s digital marketing team, that was tasked with attracting new and retaining existing clients, creating of award-winning pitches.

Ojie has over 10 years experience in offering cross-functional skill in performance marketing, integrated marketing communications, digital marketing, brand management, and strategic planning for brands throughout West Africa. He has crafted strategies for a variety of brands, including Coca-Cola, Samsung, ARM Pensions, Mondelez, Unilever, BetKing, LG, Kimberly-Clark, Jameson and Martell.

Ojie holds a degree from the University of Benin, an MBA with a focus on marketing from the University of Lagos and a marketing certification from the Chartered Institute of Marketing, UK. He also has a professional certification in design thinking from Harvard Business School and a product management certificate from the Product School.

Omnicom Media Group wins global Michelin account

By **Abimbola Mohammed**

Omnicom Media Group has been picked by Michelin tyre to be its global media agency, a business valued at \$89.5 million.

The renowned tire manufacturer has consistently held the top spot as the world’s most valuable tyre brand for seven consecutive years, according to Brand Finance.

Prior to Omnicom media, Havas agency has since 2017 been working on the global media account.

At the time of that appointment, Michelin was annually spending an estimated \$100 million on measured media globally.

According to COMvergence, the company spent approximately \$120 million on the media in 2023.

Michelin’s strong brand reputation is reflected in its Brand Strength Index (BSI) score of 85.6, the highest among tire brands. While its BSI score has slightly declined due to lower-than-expected revenue, Michelin excels in brand familiarity, recommendation and price acceptance, particularly in its home market.

Michelin is a French multinational tyre manufacturing company based in Clermont-Ferrand in the Auvergne-Rhône-Alpes région of France. It is the second largest tyre manufacturer in the world behind Bridgestone and larger than both Goodyear and Continental.

OmnicomGroup

V Electric Motors gears up for industry transformation, launches new EV

By Felicia Nwosu



V Electric Motors, a trailblazer in the Dutch automotive scene, is on the brink of making a significant stride in the electric vehicle sector with the introduction of two eagerly awaited models: the V Optimatium SUV and the V1. These innovative electric vehicles are slated for their debut in the global market to make a pivotal moment in the company's ongoing expansion across Europe and Africa.

Based in Amsterdam, V Electric Motors has garnered a strong reputation for its commitment to innovation, eco-friendly practices and superior quality in the swiftly evolving electric vehicle market. The company also spearheads renewable initiatives across both continents,

including on projects in energy generation, satellite communications, battery production and recycling, as well as refining eco-friendly fuels from by-products of the oil and gas industry.

The forthcoming release of the V Optimatium SUV and V1 is set to further solidify V Electric Motors' standing as a leader in the electric vehicle arena. These models are engineered with cutting-edge technology and delivering top-tier performance, impressive range and enhanced safety features. The V Optimatium SUV is positioned as a premium electric vehicle, while the V1 is designed to be a high-quality yet affordable option for a wider consumer base.

Ahead of the launch, Hadi Mansour, Chairman of the Board of V Group BV, highlighted that this unveiling represents a bold declaration of the company's ambition. He also mentioned that the main dealer has pledged to establish six service centers in the Paris area, ensuring that maintenance and support are conveniently located within 15 minutes of the Champs-Élysées.

Mansour affirmed that through its "Boats & Yachts by V" line, the company offers luxurious, handcrafted aluminum boats and yachts as alternatives to traditional fiberglass and carbon fiber vessels. Prototypes of these

boats are available through V distributors in France and Nigeria, with Coscharis Group acting as the official representative.

The Chairman also disclosed that the company also has a significant footprint in the hospitality industry with the upcoming V Hotels and Residences, as well as in telecommunications and finance, serving as an agent for major Visa/Mastercard services and producing LTE SIM cards, biometric payment solutions, access control systems and other related IT products.

He noted that with satellite broadband services already in place, V Electric Motors plans to launch NB-5G IoT services in Nigeria, starting in 2025, stating that, having secured registration with the Nigerian Communications Commission (NCC), V Electric Motors is actively seeking licensing as it explores potential international growth opportunities."

V Electric Motors is a division of V Group BV, a conglomerate with a diverse portfolio that stretches beyond the automotive sector. V Group BV has emerged as a key player in the European market for Standard Ore, a top supplier of vital minerals crucial for high-tech industries, including electric vehicle manufacturing.

Volvo introduces long-range, long haul FH electric transport truck

By Felicia Nwosu

Volvo is set to unveil a long-range version of its FH Electric truck, designed to cover distances up to 600 kilometers (373 miles) on a single charge.

The prominent player in the electric truck sector has integrated a cutting-edge electronic axle system that combines the motor, gearbox and axle into a unified component, to boost battery capacity.

Reuters in its report mentioned that this advanced model, slated for release in the latter half of 2025, is tailored for clients, seeking greater range capabilities made possible by optimising battery storage and enhancing the vehicle's software systems.

Jan Hjelmgren, Volvo Trucks' head of product management and quality highlighted the company's commitment to accelerating its investment in green technologies, emphasising that additional

governmental support was necessary to drive widespread adoption of zero-emission vehicles.

He explained that the heavy-duty truck market in Europe is projected to decelerate this year following three years of heightened demand, culminating in record delivery numbers last year as supply chain challenges were subsided. Furthermore, the market share of battery-electric trucks in Europe, he said, is dwindling due to inconsistent environmental policies and insufficient governmental incentives.

"As of last year, electric trucks remained considerably more costly than diesel models with prices, ranging from 250,000 to 400,000 euros (\$276,525 to \$442,440)."

In a related development, Volvo recently announced Monterrey and Mexico, as the site for its new \$700 million

North American manufacturing plant, expected to commence operations in 2026.

Hjelmgren noted that the Monterrey facility would be instrumental for supporting Volvo Trucks' expansion strategy in North America by providing the necessary production capacity to meet growing market demand.



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