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MARKETINGE

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THEBANK THAT WORKS















Contents

14 BRAND IN FOCUS



FOLAKE ANIMUMUNEY EXITS FIRSTBANK, LEAVES GIANT STRIDES ON HER TRAIL



MARKETING EDGE

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EDITORIAL

MARKETING EDGE's 21 Years of audacious brand journalism, 12 years of EDGE AWARDS with new identity

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

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

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

Inspite of our many challenges, MARKETING EDGE was born. In the course of its 21 years journey, the magazine has transformed into an iconic brand and a go-to omnichannel platform with ubiquitous presence and offerings in brand news, analysis and industry conversation throughout Nigeria, Africa, and the world on digital.

The full story of those humble beginnings, stops and starts can only be told from a comprehensive inside perspective of the person of Mr. John Ajayi. Hearing directly from the man that founded the brand-centric magazine, which has made all the difference in the annals of Nigeria's brand journalism, captures it all as he recounts, pointing numerous challenges, a recurring challenge, on a few occasions, of having the print edition of the magazine withheld by the printer, following the management's inability to pay the cost of printing at the time.

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

For MARKETING EDGE's, brand journalism in the last 21 years, in contrast, hasn't just been about brands, companies, products or the people. It has all been inclusively about the industry and closely-related events, topics of interest to the stakeholders and all the people in it.

To further demonstrate total commitment to its vision and mission of "Promoting the Brand Idea", MARKETING EDGE's Annual National Marketing Stakeholders Summit and Brands & Advertising Awards of Excellence was established 12 years ago.

Conscious of the fact that there is no one-size-fits-all approach to brand journalism, especially in a digital age where the reading public has become empowered to choose the information they engage with, MARKETING EDGE strategically adjusted to serve the emerging and dynamic behaviour patterns of its readership across all demographics by going digital with about 80% of its offerings across all platforms.

The 20th anniversary ceremony in 2023, tagged the EDGE Awards, was an initiative of MARKETING EDGE to recognise sterling achievements across the nation's integrated marketing communications spectrum. The epochal events also provided the publication a new brand positioning brought to life visually with a graphic language that focused on the idea of journeys, routes and navigating the path of excellence in brand journalism.

This year, in a bold and decisive step that highlights its unwavering commitment to championing innovation and excellence beyond borders MARKETING EDGE strategically rebranded the prestigious EDGE AWARDS.

Not only that, the authoritative media platform with special focus and commitment to the entire Nigerian IMC sector 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 and wider coverage as well as respectability to the signature award, which is widely regarded as one of the most coveted honours in the Nigerian Integrated Marketing and communications space.

The rebranded EDGE AWARDS, 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 $Cont'd \ on \ pg \ 8$





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serving as a catalyst in the dynamic and Cont'd from pg 6 evolving nature of today's business and the various dynamics that are shaping the global economy and fast-pacing world.

This transformation 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 amidst all odds.

For over a decade, MARKETING EDGE has been in the forefront of celebrating marketing excellence in Nigeria. This year's edition, celebrated on 28th of September 2024, was carefully designed to encapsulate the future of the industry, emerging trend, and the creative genius that drives the sector. It also extended coverage to other areas of economic lives as a business magazine of repute and renowned pedigree.

Its renaming as EDGE AWARDS with a customised plaque, symbolising victory and success perfectly aligns with the modern marketing landscape of brands, agencies and personalities staying ahead of the curve to remain relevant.

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 AWARDS reflect MARKETING EDGE's broader mission and vision to provide a platform that honours and inspires players that have made their marks not only in the marketing and advertising community, but also in politics, entertainment, and other fields.

By expanding the award categories to encompass diverse sectors including the Oil and Gas, ICT, Insurance, Air Transport, Politics, Road Transport, Construction, Real Estate, Health Care, Infrastructure, and more, the EDGE AWARDS intends to recognise and celebrate excellence across a broad range of

The decision to rebrand this signature award came at a time when the marketing industry is undergoing rapid transformation globally. The EDGE AWARDS will therefore, continue to serve as a beacon of possibilities in the industry, recognising the creative efforts that are truly beyond boundaries.

As brands, agencies and personalities navigate the complexities of the Nigerian market and society, balancing traditional values with cutting-edge technology, the EDGE AWARD will continue to offer a prestigious platform to celebrate those that 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 will also emphasise the MARKETING EDGE's role as a thought leader in the IMC space.

In conclusion, an important aspect of a journey is to make it worthwhile and beautiful. For MARKETING EDGE and the EDGE AWARDS, the 21 and 12 years journeys have been key factors that keep it driving on learning, innovation and work culture enhancements that will continue to "promote the brand idea".

We wish our readers the best reading pleasure.

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Livespot360 takes Africa with **ENTERTAINMENT WEEK LAGOS 2024:** Connecting Tides, Creating Excellence

ntertainment Week Lagos (EWL) 3.0 was a movement! Powered by Nigeria's leading creative solutions company, Livespot360, this year's edition brought together visionaries, creators, and industry leaders from across the globe for five unforgettable days. The week showcased the power of creativity and innovation to unite people, inspire collaborations, and push the boundaries of what's possible in the entertainment and creative industries.

From sunrise to sunset, EWL 2024 was alive with energy. Each day unfolded with an impressive lineup

of thought-leaders and dignitaries across industries who led panel sessions, workshops, think tanks, and masterclasses, offering participants a space to share ideas and spark meaningful conversations.

The Gen Z Republik stood out as a vibrant hub where young creatives explored new dimensions of storytelling, technology, and culture. Meanwhile, the bustling marketplace became a lively intersection of art, commerce, and community, inviting attendees to shop, connect, and celebrate local craftsmanship.

At the Film Hub, audiences

experienced the magic of cinema. Screenings celebrated diverse narratives that bridged cultures and illuminated shared experiences. Just steps away, the Deal Room was a hive of activity as creators pitched their groundbreaking ideas to investors and collaborators, paving the way for partnerships that could redefine the future.

When the sun set, EWL at Night took center stage, adding a fresh rhythm to the week. Day One began with a high-energy opening party, setting the tone for what was to come. Day Two spotlighted The Fashion Coterie, a dazzling runway show that celebrated the essence of fashion and its limitless future. Day Three delivered "Jokes and Jollof," a comedy showdown where Nigeria's brightest comedians and content creators served hearty laughter alongside Nigeria's most iconic dish.

Day Four was all about red carpet elegance with the Black-Tie premiere of The Waiter, a cinematic triumph from the renowned Ayo Makun. The evening blended glamour with storytelling, highlighting Nigeria's growing influence on the global film stage. Finally, Day Five wrapped it all up with Turn Up Lagos, a sensational celebration featuring Nigeria's top DJs and chart-topping artists, ensuring the week ended on the highest of notes.

EWL 2024 was a bold statement of what's possible when creativity meets collaboration. Livespot360 didn't just host a convention; it crafted a space where ideas came alive, where culture was celebrated, and where innovation paved the way forward. Connecting Tides was a celebration of what can happen when talent, vision, and purpose come together.





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RECENT ACHIEVEMENTS





Engr. Dr. Sule A. Abdulaziz *MD/CEO, TCN*

he significant progress achieved by the Transmission Company of Nigeria' TCN, under its current Management being led by the Managing Director and Chief Executive Officer, Engr. Sule Ahmed Abdulaziz, in enhancing grid stability and maintaining power infrastructure across its 10 regions, namely: Lagos, Oshogbo, Kaduna, Kano, Bauchi, Shiroro, Enugu, Portharcourt, Benin and Abuja vividly demonstrates the company's dedication to establishing a sustainable and reliable power system.

In recent years, the company's dedication towards enhancing its capacity to offtake bulk electricity from power generation stations to various Distribution Companies' load centres nationwide is remarkable.

This is achieved, following substantial investments TCN made in constructing and upgrading critical circuits, modernising transmission infrastructures, commissioning new transmission stations and installing power transformers across its 10 regions.

To further enhance its operations and grid, TCN is using the Generation Dip and Loss Detection System (GDLS), which plays a crucial role in identifying and addressing sudden declines or interruptions in power generation nationwide. Additionally, it has also deployed the use of Internet of Things (IoT) monitoring

devices in power stations and sub-stations. The company has equally made remarkable efforts in digitilising its control rooms nationwide.

The investments made in infrastructure upgrade and expansion coupled with the use of GDLS and IoT initiatives have significantly reduced the occurrence of grid interruptions. The upgraded infrastructure not only ensures an increasing power evacuation and transmission capacity but also prepares the system to address future challenges and changing energy needs at all TCN's ten regions across the country. It is worth noting that as a result of these efforts, the nation witnessed an unprecedented period of grid stability without any major disruption for an impressive 421 consecutive days. Highlighted below, are some of the most recent achievements within the year.

SUBSTATIONS, TRANSFORMERS AND LINE PROJECTS

The company has achieved significant improvements in project delivery in the last one year. They have 18No transformer completed projects under the Project Implementation Unit (PIU), 22No commissioned TCN internal projects, 4No completed reconductoring lines project and 2No Substation projects.

SCADA

The World Bank is financing the SCADA project under the Nigeria Electricity Transmission Project (NETAP). The Project is being managed by TCN's World Bank Project Management Unit.

The rehabilitation of SCADA the Systems Project is aimed at implementing full-scale state-of-the-art SCADA, EMS and

telecommunication systems to monitor and safely and reliably manage the relevant electrical network as well as monitor energy exchanges in the interconnected zones.

The Project, which is 67% complete and has achieved several milestones.

GLDS

TCN engineers recently deployed the Generation Dip/Loss Detection System (GLDS), which plays a pivotal role in detecting and responding to sudden drops or dips in power generation across the network. GLDS provides grid controllers in NCC with advanced tools for real-time monitoring and analysis of grid performance.

GLDs application do not only know the source of sudden grid dip/loss but provide timely and accurate detection system for appropriate actions to prevent cascading failures, enabling prompt restoration measures.

IoT

TCN engineers also developed an in-house design that leverages on Internet of Things (IoT) technology as an innovative solution in response to the challenge of limited visibility of power generators. The IoT devices, which were strategically deployed across power stations and some substations, facilitate the collection of near real-time data, including power generation levels and grid performance metrics.

The IoT enabled the expansion of visibility of power generating stations from six to 27 that has helped TCN significantly to improve its ability to monitor grid load and identify potential issues before they escalate.

CONFIGURATION AND ENFORCEMENT OF FREE GOVERNOR CONTROL:

A three-man committee was formed by the Management of TCN to go round the country for configuration and activation of Primary reserve in conjunction with Power stations and in line with the provision in the Grid code. The committee put a mechanism in place for the monitoring and enforcement of compliance of each generating station after the activation of the generating unit governor control. This makes most units in the grid to be on Free Governor Control compliance.

This mode of governor operation compensates the change in frequency by change in generation automatically and is called Free Governor Mode of Operation (FGMO). This has helped a lot in grid stability, reliability and tremendously reduces transmission loss in the grid to allowable figure.

RESTOCKING TCN STORE

The Transmission Company of Nigeria (TCN) has delivered several brand-new power transformers, spare parts and critical equipment at its Central Store in Ojo, Lagos. The massively stockpiled transmission equipment of all kinds are now gradually being moved to project sites for maintenance, new projects and upgrading of existing transmission lines and substations.

The stockpile of equipment in our stores this time around is the highest of such in the company's history, and they comprise 22 power transformers, haulage trucks, transmission switchyard spare parts, 45No. earthing transformers, suspension clamps, vibration dampers, armour rods, circuit breakers, current transformer, voltage transformers, and 100tons Crane truck heads, among others.

ENHANCED MAINTENANCE REGIME

Maintaining the integrity of the power infrastructure has remained a paramount focus, encompassing a meticulous approach towards power plants, transmission lines and substations alike. This steadfast commitment is exemplified through a series of Concerted efforts, including regular inspections, prompt repairs and to implementation of proactive preventive strategies.

Regular and thorough inspections are conducted across the spectrum of power assets to identify any signs of wear, potential vulnerabilities or impending issues. These assessments are instrumental to detecting even the slightest deviations from optimal functioning to ensure that corrective actions can be swiftly taken before they evolve into more significant concerns.

TCN/NESI COLLABORATIVE EFFORTS

The TCN management in close partnership with other stakeholders within the Nigerian Electricity Supply Industry (NESI) has cultivated a spirit of collaboration to effectively tackle challenges and execute cohesive strategies. Notably, initiatives as Power Purchase Agreements (PPA), Service Level Agreements (SLA), Power Evacuation Agreements (PEA) and NESI situation room daily reports have been orchestrated through this joint efforts.



FOLAKE ANIMUMUNEY EXITS FIRSTBANK, LEAVES GIANT STRIDES ON HER TRAIL

n a world where the average professional changes jobs every five years and the banking sector is constantly evolving, it can be difficult to know how to make a solid mark and progress in one's career.

However, for proactive professionals who do not wait for opportunities to come to them but rather seek out opportunities and take on extra responsibilities, sterling achievements and getting to the apogee will always be their lot.

This is the story of Mrs. Folake Ani-Mumuney, the Global Head Marketing & Corporate Communications, First Bank Limited, who has just announced her bowing out of the bank with much accolades and accomplishments.

Indeed, for Madam Folake Ani-Mumuney, her achievements, laurels and many giant strides accomplished during her tenure truly encapsulated what the Swiss Writer, Henri Frédéric Amiel once said in one of his famous books.

According to Frédéric Amiel" Great men and women are the real humans, for in them nature has truly succeeded."

With a laser-focused career plan, the corporate Amazon set herself realistic goals in the bank and achieved them. Her passion, dedication and commitment set her apart not just in FirstBank but the entire banking sector as a whole.

BRAND IN FOCUS

In addition to her innovative and creative thinking to solve problems and improve processes, Mrs. Ali-Mumuney's marketing and commercial acumen made her more strategic and focused in her approach to adding value to the organization. Her unique ability to work well with different people and organizations made her more effective in her role and career trajectory, an inspiring story in career sojourn and brand equity building.

Above all, her resilience remarkably set her apart in weathering storms and achieving results even in the face of odds and setbacks that inevitably come with working in the banking sector while her flexibility also helped her to cope with the ever-changing landscape.

Listen to Mrs. Ani-Mumuney's farewell message to her colleagues and partners, "There comes a time in this journey called life when one draws a curtain on a particular phase or season. That time has come for me as I bow out of FirstBank.

"I wanted to take a moment to thank you especially for all your contributions towards the successes we may have recorded.

As I reflect on the journey thus far, I am mindful that your partnership is what has enabled us to build a stronger brand and as I leave this iconic institution in much better shape than I found it I want to thank you for helping me finish well.

"I have no doubt that I leave the bank in very capable hands given the strong front bench I was proud to call colleagues. I can only ask that you continue to partner with and support them fully as they take the institution to even greater heights.

"On a personal note, I am particularly delighted that the 130th anniversary year of our Bank has been a milestone year for me on many fronts and it is therefore fitting that I draw the curtain with flourish, in

thanksgiving, as I ask you to 'come and join me sing hallelujah, Jehovah Jireh has done me well'. Do raise a glass in toast to ...finishing well!"

Truth be told, the amazing Amazon has built and impacted careers. Many of her former subordinates at FirstBank during her tenure have become leaders in their own rights, yet remains ever grateful proteges of this renowned progeny.

As the corporate Amazon steps out of FirstBank to seek out more opportunities, may her career path be paved with gold and the best that the universe has to offer.





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SPOTLIGHT

The Nigerian fashion landscape has evolved exponentially over time with many factors, playing different roles in the industry's evolution. In this interview with MARKETING EDGE, Victor Ozomoge, the CEO/ Creative Director of Zomoge Inspired, speaks on how his brand is changing the fashion scene. Excerpts.

Can you tell us about the inspiration behind starting your fashion brand and how it all began?

'd say the brand was inspired by a combination of factors. First and foremost, I drew my inspiration from God. I believe God is the ultimate source of creativity, and that has always guided me. Additionally, I realised early to that life is built around three main pillars, one of which is clothing. When I noticed I had a natural talent for styling friends and family and helping them choose clothing, it became clear that fashion was the right path for me. There have been many challenges along the way, but I'm grateful for the growth. It's been a tough journey, but every struggle has been an opportunity to evolve, and Zomoge Inspired has grown to become more than just a fashion brand, it's now influencing the fashion landscape.

How has the Nigerian fashion landscape evolved since you started, and what role has your brand, Zomoge Inspired, played in that transformation?

The fashion scene in Nigeria has changed significantly. Social media and other factors have played a huge role in the industry's evolution. When I started, things were different, but now, there's a much broader platform for designers to showcase their work and reach a global audience. As for Zomoge Inspired, I think that we've made an impact by setting trends and influencing perceptions. When you see others replicating your designs, it's a sign that your work is leaving a mark. Moreover, we've contributed by creating job opportunities and reducing unemployment in the country. There are young designers today, who look up to what we've achieved and see it as a source





Zomoge Inspired sets trends, influence perceptions

of inspiration.

What factors do you consider when creating a new collection, and how do you ensure it resonates with your audience?

I always start with prayer. I believe that every great idea comes from God and I trust Him to guide me in creating pieces that stand out. After that, I think about my target audience, how I want them to look and feel in the clothing. I also consider the fabric quality and the future of the piece, not just how it will look now but how it will age and remain relevant. It's about envisioning where the outfit could go, even five or 10 years from now, and the impression it will leave.

How will you describe the unique identity or style of your brand?

The identity of Zomoge Inspired is rooted in quality and excellence. Zomoge Inspired

is Authentic and premium. We cater for individuals, who prioritise having the best, appreciate style, and willing to invest in quality. Our pieces are for those, who see fashion as more than just clothing, but as an expression of self. We don't focus on whether someone is from the upper or lower economic class; if you value quality and style, then, you're part of our target market.

Can you share some insights on the sourcing of your materials? Do you prioritise locally sourced fabrics?

The reality is that the local textile industry in our country has faced some neglect from government, and limiting availability of locally made fabrics of quality. Unless you're working with traditional materials like Ankara or Adire, it's challenging to find top-quality fabrics that are truly local. That said, while we do source from local vendors, many of these fabrics are imported from places like China, India and Italy. When I have the chance to source directly from international suppliers, I do. However, for luxury pieces, I believe the fabric shouldn't be widely accessible. If everyone can find it easily, it loses that exclusive high-end appeal that defines luxury.

In terms of marketing, how has technology impacted your business, especially with the growing influence of the social media?

Technology, particularly social media, has become an essential tool for any business in today's world. The internet brought so much connectivity, and social media takes it further by unveiling brands to a global audience. For Zomoge Inspired, social media has opened doors to clients we never thought we would reach from different parts of Africa, Europe and America. Interestingly, while the international market remains significant, we've also noticed a growing appreciation from our African customers. Seeing how much they love our creations brings us immense joy, knowing that we are not only making an impact globally but also resonating deeply with our African heritage.

How do you balance creativity and business, ensuring profitability while staying relevant and true to your brand's vision amidst changing fashion trends and consumer preferences?

In business, flexibility is key. I've realised that nothing in life, including fashion is static. Trends will change, and consumer preferences will shift. The focus is to meet customers halfway, understanding their desires while maintaining the brand's core vision. In the past, I used to create solely based on what I liked, assuming others would share the same taste, but I learned that it's crucial to consider different perspectives. Nowadays, I analyse whether my target market aligns with a trend before embracing it. If they do, we integrate it while preserving the brand's essence. If they don't, we still create space for their needs without losing our identity. It's about finding the balance between evolving with the times and staying grounded in our unique style.

How has the Nigerian economy affected the fashion industry, and what strategies have Zomoge Inspired employed as a brand to remain competitive?

The current economic climate is undoubtedly tough for businesses, including fashion. However, I believe in looking beyond the challenges to find hidden opportunities. While the situation has impacted costs and pricing, our focus is on serving customers who value our brand. We've adopted strategies like optimising our manpower and adjusting prices to accommodate different clients. More importantly, I have a strong belief that my business operates beyond the constraints of the earthly economy. For us, the faith-driven approach works because our

customers trust in the quality we deliver. Even in hard times, there are people, who still appreciate luxury, and we aim to be the brand that caters for them. Ultimately, the strategies involve both practical adjustments and a mindset of seeing beyond the current hardships.

What do you think needs to change or improve in the Nigerian fashion industry for more brands to thrive?

One major change that could propel the Nigerian fashion industry forward is embracing collaboration. Collaboration is the new oil because when two or more great minds come together, they can achieve much more than they would individually. However, the fear of getting cheated often holds people back from forming partnerships in Nigeria due to weak enforcement of agreements. Strengthening legal frameworks and building trust within the industry could foster more partnerships that push the boundaries of creativity and growth.

Another area that needs improvement is changing the consumer mindset. There's a tendency for consumers to value foreign brands over local ones, often overlooking the quality and creativity that Nigerian designers bring to the table. Many Nigerian brands produce on a smaller scale, which makes their cost of production higher, but the creativity and craftsmanship involved should still be recognised. For the industry to thrive, local designers need to be valued for their artistry and not just compared to big international brands in terms of price alone.

What are some of the key trends you're seeing in Nigerian fashion right now, and what impact do you think these trends will have on the industry?

Fashion trends are constantly evolving, and in many cases, they go and come back under a different name. Right now, we're seeing a resurgence of traditional African styles as Ankara and Aso-Oke, locally and internationally. The demand for African prints and fabrics has grown, with international designers even incorporating these elements into their collections. This trend helps to elevate the global appeal of African fashion.

However, trends are unpredictable, and they often return in cycles. While some of the styles from five or 10 years ago are making a comeback, the key is how we reinvent them. The Nigerian fashion industry will likely continue to blend traditional and contemporary styles, and the growing interest in Africaninspired fashion on the global stage will further boost the visibility and impact of the industry.

Looking at the future, where do you see Nigerian fashion on the global stage in the next 10 years, and what will it take to achieve that vision? Where do you see your brand ZOMOGE INSPIRED in the coming years?

In the next 10 years, I see Nigerian fashion raving and setting the standard for the continent. I envision local designers, being able to compete at the highest level with their products being showcased globally not just as "African-inspired," but as premium, mainstream fashion. For this to happen, the government needs to support the industry by revitalising the textile sector and easing importation costs. Infrastructure improvements would also help local brands access the materials and the Oresources needed to create high-quality products more affordably.

As for ZOMOGE INSPIRED, I see the brand becoming a decision-maker in the industry, setting trends and competing in both the global and Nigerian markets. I foresee it evolving into a leading force known for top-quality clothing that represents the very best of Nigerian craftsmanship, creativity, and style.

DYQUE's Premium AI-Powered 5-in-1 Energy Solution Debutes

n Nigeria, the hum of generators during power outages often drowns out the quiet many people desire to always have around them. Surging electricity bills and the constant battle against environmental pollution have also long shadowed homes and businesses, but an organisation has set out to change this narrative.

DYQUE Energy, with its premium AI-powered 5-in-1 energy solution, offers hope—for a better life, a safer home, and a cleaner environment for future generations

DYQUE presents cutting-edge technologies and a first-of-its-kind after-sales service that caters to Nigeria's unique energy challenges. The company's commitment to excellence goes beyond providing top-notch products; it extends to an exceptional comprehensive service designed to ensure long-term customer satisfaction, offering a 5-year replacement warranty with full coverage across the 36 States of Nigeria and the Federal Capital Territory (FCT).

Dyque's Energy Solution offers exceptional benefits, making it the ideal premium solution for homes and businesses seeking uninterrupted power supply. Its unique stackable design allows you to complete installation within 15 minutes. Its sleek and innovative design integrates with multiple charging systems, including solar, ESS, EV charging, and off-grid solutions. The energy system is a quality, expandable, and customisable solution designed to optimise energy usage in both residential and commercial settings, reducing costs and carbon footprint.

DYQUE also adds a personal touch with their unique "Surprise Experience," where customers receive customised celebrations for birthdays, anniversaries, and other important occasions. To cap it off, DYQUE offers a 24-hour online service to assist end-users, ensuring timely solutions to any electricity-related concerns. This holistic after-sales approach reinforces DYQUE's dedication to supporting its customers throughout their energy transition journey.

The Struggle for Stability: A Battle We All Know Too Well

DYQUE's system offers instant (0ms) switch-over time between power sources, ensuring that your home stays lit, your business keeps running, and you can go about your life without that nagging fear of the next power cut. It is more than just uninterrupted power—everyone deserves the freedom to live and work peacefully and confidently.



High Costs and Hidden Sacrifices: The Unseen Burden on Families

Rising electricity costs affect more than just your wallet.

DYQUE's energy solution is more than a technical feature—it is a provision that allows families to redirect their hard-earned money back to what matters: their children's education, home, and dreams. The system significantly reduces energy bills by efficiently managing energy consumption and storing excess power, ensuring savings without sacrificing comfort.

For businesses, this means focusing on what truly counts: growth, employees, and innovation. DYQUE's energy solution is flexible and expandable, allowing you to increase your capacity as your energy demands increase. It can go as high as 960kWh if required.

The solution allows enterprises to store and sell back unused energy, giving them control over expenses. It empowers you to reclaim control over your power, costs, and future

Safe and Reliable Energy: Because Every Family Deserves to Feel Secure

Unspoken worry is associated with makeshift power solutions—generators that spew dangerous fumes, tangled wires that pose a fire hazard, and systems that could fail without warning.

DYQUE offers families a safer way to power their lives. They don't just make life easier—they make it safer. There are no fumes, no fire hazards, no need to constantly worry about what might go wrong.

For every parent who has ever looked at their children and thought, "I just want them to feel safe," DYQUE's solution is the answer. No more carbon monoxide leaks, no more risky workarounds. Just the warmth, safety, and stability that every

home deserves.

Environmental Responsibility: Building a Future Our Children Can Be Proud Of

DYQUE is a step toward a cleaner world, reducing your carbon footprint without compromising efficiency.

The real beauty of DYQUE's solution lies in its ability to blend cutting-edge technology with environmental stewardship, so you don't have to choose between what's suitable for your family and what's good for the planet. You can have both—a comfortable life today and a healthier, greener world tomorrow.

Personalisation and Support: Because You're Not Alone in This Journey

With DYQUE, you're never on your own. From the moment you install the system to the years of efficient energy usage that follow, DYQUE's 360-degree support team is with you every step of the way.

Because DYQUE believes in the longterm value of its system, it offers a 5-year replacement warranty.

A New Way Forward: Powering Your Life with Love, Care, and Innovation

DYQUE's energy system allows you to live fully, dream bigger, and focus on what matters. It transforms your relationship with energy from something you worry about to something you can trust and rely on. As power instability, high costs, and environmental degradation are daily challenges, DYQUE offers a functional and personal solution.

At DYQUE, we believe that powering your life shouldn't come with sacrifices; it should come with the security, hope, and peace of mind you deserve.

For more information on DYQUE Energy, please visit www.dyque.com or contact 08161368097.





SOCIO-ECONOMIC IMPACT IN NIGERIA

WORKPLACE

KEY DATA

8 OPERATING PLANTS

2,842 JOBS AT THE SYSTEM N329B

VALUE ADDED SUPPORTED IN THE ECONOMY ACROSS THE VALUE CHAIN















N78 BILLION
TAX PAYMENT SUPPORTED
BY THE SYSTEM IN 5YEARS



0.2%
GDP CONTRIBUTION
TO ANNUAL GDP

COMMUNITY INITIATIVE



Carat, Dentsu Agyle

shine as MediaFuse Dentsu emerges

Marketing Communications Group of the Year



- * Group brings home six outstanding awards
- Advertising legend and Group CEO, Emeka Chris Okeke bags Lifetime Achievement Award in Media Advertising
- * Carat Nigeria Emerges Outstanding Advertising Media Agency ONetwork of The Year
- * Dentsu Agyle Wins Production Agency of The Year Award
- * Igwe Okeke bags Outstanding Media Advertising Personality of The Decade Award

ediaFuse-Dentsu, a leading advertising agency network powerhouse, has reinforced its leadership status in the marketing communications industry as it emerged as the most Outstanding Marketing Communications Group in Nigeria for the year 2024.

Incredibly, notable media agencies and advertising personalities within the group that won awards were announced at the National Marketing Stakeholders Summit and Awards 2024 organised by the prestigious Marketing Edge Magazine in Lagos.

Top on the list was the Group Chief Executive Officer of MediaFuse Dentsu, Emeka Chris Okeke, who won a Lifetime Achievement Award in Media Advertising.

A leading media advertising agency within the group, Carat Nigeria, won Outstanding Advertising Media Agency Network of The Year, while its counterpart, Dentsu Agyle, took home the Outstanding Production Agency of the Year Award.

Meanwhile, the Managing Director, Carat Nigeria, Igwe Okeke, emerged as the Edge Outstanding Media Advertising Personality of The Decade, while a senior media manager at Carat Nigeria, Fidelia Igwe, won the Outstanding Young Advertising Personality of the Year Award.

Speaking on the awards, Okeke, the Managing Director of Carat Nigeria, said the innovative agency remains as a significant force, redefining media and setting the standards for the advertising industry.

He noted that the recognition was reflects that Carat Nigeria is driven by its commitment to craft innovative media solutions that deliver real results for our clients.

"Our exceptional work and expertise in creating impactful and performance-driven campaigns. Our recognition at the Edge Awards signifies the collective effort and relentless drive of our team members and unfettered commitment to deliver value and quality job to our clients while setting standards in the advertising industry," Okeke said.

The award-winning media advertising expert, however, expressed his pride in the leadership of Emeka Chris Okeke, the Group Chief Executive Officer of MediaFuse-Dentsu, the Carat team and the achievements of the agency.

"This recognition highlights the value of our work, the outstanding talent and commitment of our team at Carat Nigeria. I'm incredibly proud of how we have consistently maintained our status as leader in the industry. This has continued to motivate us to deliver excellence for our clients."

Okeke said this personal individual achievement further reinforce our position as leaders in media innovation.

"As we continue to navigate the evolving media landscape, Carat Nigeria remains committed to setting





new standards in media excellence. Congratulations to the entire team for their hard work, dedication, and the remarkable success at the Edge Awards 2024," Okeke said.

Recall that over the years, Carat Nigeria has maintained the status of a pacesetter in the for other agencies in the industry to follow and the agency has continued to build on its consistent success story.

The Carat Nigeria success story will inspire other agencies to strive for excellence and showcase their works on the global stage.

ABOUT MEDIAFUSE-DENTSU:

MediaFuse-Dentsu International is a full-service agency, offering specialist media services, integrated communication planning, full creative services, production, content development and aggregation, search and performance marketing; social/community management, data planning and implementation as well as effective location service, planning and execution in Nigeria.

A part of Dentsu International, which operates in 145 markets, MediaFuse-Dentsu has three core lines of business — Creative, Media, as well as CXM.

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Brown Orchid revolutionises beauty with Elan no-lye relaxer, Aviv hair extensions

rown Orchid, a subsidiary of NNFEMS Group is redefining and revolutionizing beauty standards with the introduction of affordable, high-quality solutions for the modern African woman's hair care needs as it launches the ELAN NO-LYE relaxer and AVIV hair extensions into the Nigerian market.

NNFEMS, established in 1992, has been a pioneer in the Nigerian beauty and personal care industry. Starting with the Apple hair care range, the company has consistently expanded its portfolio to encompass beauty, personal care, home care, and baby care products.

Speaking on the launch, Executive Director for NNFEMS Group, Emmanuel Nwakanma Jr stated, "Our mission has always been to satisfy the daily needs of our customers while seamlessly aligning with their lifestyles. With the introduction of ELAN NO-LYE relaxer and AVIV hair extensions, we're taking another a giant step in further empowering African women to embrace their natural beauty and express their unique style."

Speaking on the newly launched relaxer brand, Chief Commercial Officer for NNFEMS Group, Roseline Abaraonye explained that it is a game-changer in the hair relaxer market. "Designed specifically for African hair types, this innovative product offers a gentler alternative to traditional lye-based relaxers without compromising on effectiveness. We understand the unique needs of African hair "ELAN NO-LYE relaxer is the result of extensive research and development, aimed at providing a solution that's both gentle on the scalp and highly effective in relaxing hair."

"This brand stands out with its unique formulation that excludes harsh chemicals, significantly reducing the risk of scalp irritation. Users can expect long-lasting results, achieving smoother and more manageable hair. The premium quality, yet

affordable product, we are making quality hair care accessible to a wider audience. Most importantly, it's formulated to maintain hair strength and health, addressing a common concern with traditional relaxers," she said.

On the launch of the new hair extension brand, Executive Director NNFEMS Group for AVIV hair Irene Nwakanma-Obi reveals that the brand offers a wide range of options including braids and crochet styles, allowing women to experiment with different looks while maintaining the health of their natural hair.

"AVIV hair extensions are crafted from premium quality materials, ensuring a natural look and feel that's indistinguishable from real hair. The line boasts a wide variety of styles and colours, catering to diverse preferences and occasions. Durability is a key feature, with each extension designed for long-lasting wear. AVIV extensions are engineered for easy application and removal, minimizing potential damage to natural hair.

"For us, and our customers, AVIV is more than just a hair extension brand. It's about giving women the freedom to express themselves through their hair, whether they're looking for a dramatic change or a subtle enhancement."

The Group Managing director Jojy George further commented that both ELAN NO-LYE relaxer and AVIV hair extensions are the latest additions to BROWN ORCHID's hair care portfolio, which includes well-known brands such as APPLE, OZONE, and ELAN.

Ta, quam et Catque antemnimus reis eo inatur. Viverur niciem poenimis fur, mei popties? ine tum vidierdis, speres cemus inam at gratum Romne ad atifeciam Romni se imus? quon Italibus conterrae et opte, unissim ihiliquam terem in sum diterma ximiliaelis.

Xim perfec issit? Econdint? Omne auderra vivenirtis ressul tastemo moreis.

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TRANSFER FUNDS

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BUY AIRTIME FOR SELF

*966*Amount#

BUY AIRTIME FOR OTHERS

*966*Amount*MobileNo.#

USSD ON POS

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PIN RESET

*966*60#

BVN UPDATE

*966*BVN#

VIRTUAL CARD REQUEST

*966*2273#



NO DATA REQUIRED

















ZENITH







ZENITH BANK SOARS LIKE EAGLE UNDER AN AMAZING AMAZON UMEOJI

agles normally build their nests, called eyries, in tall trees or on high cliffs. Interestingly in most cases, the female eagle species are usually larger than the males.

No where has this culture of aiming at the highest altitude be demonstrably exemplified in the banking sector than Zenith Bank International Plc, currently headed by Dr. Adaora Umeoji as its Group Managing Director/Chief Executive Officer.

Since the change of baton in the bank, the financial giant has sustained its soaring trajectory and maintained its impeccable credentials under the visionary and creative leadership of the first female CEO in its 34 years of existence.

The fact that the merits in her choice as the captain of the Zenith Bank ship became obvious right from her first day in office, and the merits keep increasing and brightening as time keeps rolling on. Like the eagle, under her far-sighted leadership, Zenith Bank has maintained its No. 1 spot in the entire Nigerian financial ecosystem.

The Bank is still blazing the trail in the deployment of Information and Communication Technology (ICT) infrastructure to create innovative products that meet the needs of its teeming customers and its shareholder's fund is still standing above the trillion mark.

Zenith Bank remains exemplary in promoting good corporate governance and best practices in the conduct of its business and has maintained its leading position in profitability as its Profit Before Tax soared to N727 Billion in its H1 2024 results.

What's more, the Bank delivered a remarkable triple-digit growth in its Gross Earnings with PBT hitting N1.0 Trillion in Q3 2024, despite the challenging macroeconomic environment.

It successfully hosted its Zenith Tech Fair 4.0 that witnessed a Hackathon at which winners received a whopping N77.5m in cash prizes.

The bank also staged the 9th edition of its Non-Oil Export Seminar, an initiative to deepen the discourse on promoting the non-oil export business in Nigeria.



For the fifteenth consecutive year, Zenith Bank has retained its position as the Number One Bank in Nigeria by Tier-1 Capital in the 2024 Top 1000 World Banks' Rankings, published by The Banker Magazine.

This ranking places it as the 565th Bank globally with a Tier-1 Capital of \$2.01 billion.

The Bank recently raised N290 Billion Capital through Rights Issue and Public Offer as its global footprints continue to increase as it recently signed a memorandum of understanding (MoU) with the French government to open a branch in France.

In giving back to the society, the Bank has sustained its Corporate Social Sustainability (CSR) initiatives in education, health, infrastructure and sports – all to the applause and appreciation of all stakeholders.

As should be expected, the Bank keeps winning well-deserved laurels both at home and on the globe. The latest of which are: 'Bank of the Year' and 'Retail Bank of the Year' at the Business Day Banks and Other Financial Institutions' (BAFI) Awards 2024; as well as Best Bank in Nigeria for the fourth time in 2024, in the Global Finance World's Best Banks Awards; Best Commercial Bank, Nigeria for the fourth consecutive year in 2024 in the World Finance Banking Awards. Additionally, Zenith Bank has been acknowledged as the Best Corporate Governance Bank, Nigeria, in the World Finance Corporate Governance Awards for the third consecutive year in 2024, and 'Best in Corporate Governance' Financial Services' Africa for the fourth consecutive year by the Ethical Boardroom.

Expectedly, Dr. Umeoji's professional training, expertise, experience and exposure, which culminated in her appointment as GMD/CEO of Zenith Bank, consistence with the bank's executive transition tradition, succession plan, and strategy of grooming leaders from within. And her sterling leadership has been witnessing roaring successes of Zenith Bank in the outgoing year. The Bank's great strides in 2024 can be attested to across all its cardinal operational points.



In the ever-dynamic realm of business, strategic marketing stands out as the key to unlocking unparalleled success. At Exposé Marketing Solutions, we do not only journey with you via integrated marketing brilliance, we are dogged in opening your business into a redefined space.Our team finds it pleasurable across experiential, digital, event management and PR channels to create memorable consumer experiences and strategies that connects your brand with your audience.

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The Edge I Autards 2024

Meet the winners



































































































































































































Gems Communications Limited- Stimulating Pace-setting Dimension in Outdoor Advertising

LEADERSHIP AWARD IN OOH ADVERTISING

A leading player in Nigeria's out-ofhome advertising industry, Gems Communications Limited was Founded in 2003, becoming a pioneer in the sector, having built a strong reputation for delivering impactful and visually stunning advertising campaigns on its extensive network of billboards across the country.

With a mission of providing advertisers with a powerful platform to always reach its targets to leave a lasting impression, it is committed to enhancing the visual landscape of Nigeria's cities and towns, offering innovative out-of-home advertising solutions that engage and inspire.

Gems Communications specialises in owning and operating a wide range of billboards, ranging from dynamic LED boards to eye-catching static displays as their sites are always strategically located to enhance and ensure maximum exposure and visibility of advertisers' ever effectively communicated brand messages.

That not being it all, Its vast inventory of strategically positioned billboards, spanning key locations across Nigeria, from the bustling centres to the high-traffic

highways, are well known to guarantee exceptional reach and frequency, making their state-of-the-art LED billboards to provide most dynamic attention-grabbing displays, just as their static boards offer classic, but effective messaging opportunities that have made leading national and international brands to over the years repose so much confidence and trust on the company to amplify it with their advertising campaigns. I

With corporate giants to small and medium-sized enterprises stridently getting pasted to it for their campaigns, they are partnering with a wide range of clients across industries, with their commitment to delivering exceptional services and results, earning them long-standing relationships and repetitive businesses

Gems is said to embrace innovation and leverage on cutting-edge technology to enhance the impact of its billboards, just as its LED displays offer dynamic content that captures attention and engages viewers, no thanks to its constant investment in the latest of industry technology.

The firm is said to be committed to Strategic and Effective Outdoor Advertising advancements to ensure that clients benefit from the most available effective and captivating advertising solutions by basically

prioritising quality in every aspect of its operations, and making sure that from designs, constructions of its billboards to meticulous maintenance and upkeep, it ensures that its displays are of the highest standard

Unequivocally, it continues to give the undertaking that its commitment to excellence extends to its customer service as it strives stridently to providing prompt and attentive support for its valued clients.

The Gems team is well known to be uniquely collaborative and passionate, becoming the primary reason clients recommend Gems to others.

The team's skills and infectious energy

are said to help clients to focus on what matters most to build their capability and get it built, one practice that all the more makes them to actively engage with a collaborative style that emphasises teamwork, trust and tolerance for effective solutions.

Now an established leading player in Nigeria's out-of-home advertising industry, Gems Communications Limited was founded in 2003, becoming a pioneer in the sector, and building a strong reputation for delivering impactful and visually stunning advertising campaigns on their extensive network of billboards across the country.

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Now virtually the Centre of corporate giants, small and medium -sized enterprises' campaigns, they are partnering with a wide range of clients across industries, remaining committed to delivering exceptional services and results that are earning them long-standing relationships and repetitive businesses.

The company is very well innovative as it leverages on cutting-edge technology to enhance the impact of its billboards, just as its LED displays offer dynamic contents that at all times capture attention and engage viewers, no thanks to its constant investment in the latest of industry technology.



Chain Reactions Africa (CRA) - A New Generation of Futurists

OUTSTANDING PR AGENCY OF THE YEAR

Chain Reactions Africa (CRA) is a Public Relations (PR) and an Integrated Communications Company of repute that is well grounded as an established Consultancy firm of PR and Integrated Communications professionals.

Floated in 2007 with just two staff, the small media services company, then known as Image Savvy Ltd, became The Dawn of Light for businesses as it quickly evolved into what it is today, an independent full-service Public Relations and Integrated Communications Consultancy, otherwise known as Chain Reactions Nigeria(CRN), having within 15 years grown into a 42-person strong army of creative rebels, changing the way PR is being practiced in Africa.



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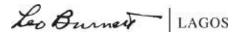
As they are used to saying whoever listens in no hold and it's actually true: "We Are Irreverent To Normal; Audacious Creative Rebels; Unusual Tribe of Strategists; Vibrant Growth Marketers; Edgy Creators of Immersive Experiences and Uncommon Prophets of the Marketplace," offering ourselves now,

which we are one-stop shop, offering the full complement of brand management and Integrated Marketing Communication services, including Digital PR & Communications.

Nothing else could best exemplify this as what our global connect has become in 2016 – 2021.

For five years till December 2021, we were the Nigerian affiliate and Preferred partner for West Africa to Edelman, the world's largest Communications group.

That has remained the shinning business outlook for us and a soaring prospect it remains.



Leo Burnett -Transforming Human Behaviour with Creativity

OUTSTANDING CREATIVE AGENCY OF THE YEAR

Established in 2016, Leo Burnett, Lagos, is a leading creative consultancy agency dedicated to using the power of creativity to transform human behaviour and to solve the biggest challenges of partners.

Its belief in creativity as a catalyst for change drives everything it does.

With the Managing Director, Oluwaseyi Layade, whose visionary leadership ensures that the firm continues to deliver exceptional work that not only inspires but creates real impact in the forefront, with its humankind philosophy, which places people at the centre of every solution, always the heart of their approach, believing that creativity is about driving meaningful change.

Leo Burnett don't just aim for excellence, it strives to exactly deliver what each challenge demands, breakthrough ideas that influence behaviour and build deeper connections between brands and communities, specialising in Design Thinking, varying from crafting innovative human-centred solutions to Content Marketing while on Strategy, the emphasis is on building stories that inspire engagement and brand loyalty.

Its Experiential Marketing duel on Creating immersive experiences that forge lasting brand connections, Social Impact Campaigns are on designing campaigns that spark positive societal change while achieving business objectives. The Human-driven Insights and Analytics is into harnessing data to understand and influence consumer behaviour, the Integrated Campaign Management takes to seamlessly coordinating multichannel campaigns for cohesive brand communication and digital transformation work on guiding brands through the

evolving digital landscape.

The company's portfolio features partnerships with leading global and local brands, including TGI Group, CHI, Amazon Prime Video, Burger King, AIICO, YouTube, Grand Oak Limited, Nasco, FCMB, VISA, Konga, and Olive Payment Solutions, among others.

The collaborations reflect its commitment to producing work that goes beyond traditional advertising, behaviour shaping and lasting impact delivering, its creative excellence, being recognised with numerous awards: the Grand Prix at the 2023 LAIF Awards and several other accolades inclusive.

These honours, it says, validate its dedication to pushing boundaries and creating campaigns that truly resonate.

And it asks, are you ready to collaborate with a team that goes beyond the ordinary? Then, appeals, let's create campaigns that don't just speak to people but actively engage and inspire them, assuring that you can together with it craft a work that echoes through communities and drives meaningful change.

Zenera Consulting,

The Grandmaster of Sustainable Communications, PR, Advertising

OUTSTANDING PR AGENCY OF THE DECADE

Well adored and accepted as most reputable in the provision of expert counseling on sustainable communications, incorporation of market-leading branding initiatives, public relations and advertising, Zenera Group of Companies support their clients on consistent engagements of their audiences to achieve strategic communication



objectives.

It is also being celebrated for its unmatched ability to manage complex and high-stake national and international communication campaigns, and with over a decade of excellence in delivering innovative, impactful and results-driven strategic communications, Zenera has established itself as a market leader in Nigeria and beyond, its expertise spanning corporate communications, reputation management, financial communications, crisis management and investor relations, with a proven track record of advising some of the most prominent brands and

organisations.

For the past decade, Zenera Consulting has made significant strides in driving positive change through impactful social investments. From empowering youth potentials with initiatives like the Innovation Makers' Challenge to advancing health initiatives through support for Ubomi's free medical outreach, and cultivating leadership growth with strategic partnerships, as The Leadership Project.

Zenera remains in the forefront in the creation of lasting value in communities as the Earth Women, a multiple award-winning documentary that highlighted the struggles of women in communities affected by extractive activities, to raise awareness for gender inclusion and empowerment that stood out for it.

Zenera's commitment to nurturing future leaders, promoting sustainable health practices and championing



The King of the Street

innovations have earned the firm numerous accolades and recognitions, amongst them, the "Inspiring Agency of the Year" awarded it for its innovative approach and dedication to elevating the communications industry in Nigeria and beyond.

There's also the Outstanding Brand Management Agency of the Year award, the Innovative Leadership in PR and Image Management award it got from the Brands and Advertising Excellence Awards, the Most Inspiring Agency of the Year it got at the 7th MarketingWorld Awards (MWA) in Accra, Ghana, and the PR Company of the Decade award it received at the Edge Awards 2024.

Zenera has obviously distinguished itself, offering multilateral solutions through iterative stakeholder engagement and trust-building across various industries, an approach that has earned

it spontaneous growth and recognition within and outside.

As a multiple award-winning essential communications firm, Zenera Consulting continues to provide market-leading marketing initiatives, advertising, and public relations, and at the same time, transforming how businesses engage with their audiences and stakeholders. Through strategic engagements in brand management, talent development and social investment, Zenera continues to empower individuals and communities, leaving an indelible mark on Nigeria and beyond.

The firm's ethos of sustainability-driven communication is reflected on every initiative undertaken as they foster growth, resilience and transformation across diverse sectors.

BuzzDigital, one of its subsidiaries, is an end-to-end digital communications

subsidiary, offering quality social media and digital communications management to clients, wishing to connect with African audiences. Anchored by a unique marketing and communications strategy, BuzzDigital helps corporate and retail brands to achieve conversion optimisation, positive perception and greater mindshare across Africa-focused digital platforms.

Redbee, on the other hand, provides creative event solutions, strategic planning, and flawless production for Zenera Consulting's clients, known for successful management of major events like it had of the Nigerian Centenary Photography Exhibition in Bonhams, London, and the Nigerian Sustainability Business Leaders' Roundtable, an event that involved 32 top CEOs that gave birth to the formation of the Nigerian Business Coalition for Sustainable Development.

IBST, A Story-telling Global Outlook, Audiovisual Firm

LEADERSHIP AWARD IN AUDIO VISUAL PRODUCTION

A wholly Nigerian-based audio-visual



communication production company with global outlook and reach, IBST is acclaimed for story telling, ensuring that they are always ahead of the curve when looking for creative ways to tell a client's story.

Whether a brand, product, person, government, group or an idea, IBST tells a story about him or her or of it, providing an optimal team for every project to tell the story, detailing in full the benefits.

In Nigeria, Lagos and Abuja- based with facilities and services for overall project value and co-ordination, just as it has in Ghana, Uganda, Cameroon and Kenya.

With IBST, you receive the benefit of working with a team of professionals and experts that have worked for many development organisations, non-profits, international broadcasters and production companies across the world, and more, and to be specific, specialists in visual, animated video and audio-visual content creations in the African environment that resonate, being well designed to touch and

connect with relevant audiences with the right messages in a creative and impactful manner, the same way you receive the cost-savings and superior creative skills of IBST with the ground knowledge of Africa as it has worked across most of Nigeria for the past 20 years, garnering relationships, making headways and leaving a reputation of note.

You also stand the chance of receiving the award-winning direction and the audience-targeting, typical of executed works for organisations as USAID, BBC, the World Bank Group, MTN Foundation, Ford Foundation, DFID, WHO, GAIN, Facebook, CNN, USAID, Disney, National Geographic, Dangote Foundation and Microsoft, among others.

On the whole, IBST is value adding, being an expert in creating all types of genres, from long format content, short films, visuals, photo books, promos, documentaries, commercials to animated videos for targeted communications.

Media Proximity:

Landmarks of An Integrated Marketing Communications Firm's Glory

OUTSTANDING YOUNG MEDIA AGENCY OF THE

YEAR

A full service Integrated Marketing Communication agency of similar course of approach, Media Proximity is into providing multi-channel communications advice to connect, engage and impact consumers, audiences and brands as it deploys strategies that envelope consumers and audiences in constant brand experiences.





With the intelligence and talents, providing strategic ideas with result driven experiences and media mobilisations to connect with consumers and drive exponential growth for its clients, among them, Apple Inc., First Bank; Access Bank, Ecobank, Promasidor, Chi, ARM, Tony Elumelu Foundation, Jim Ovia Foundation, KFC, Heirs Holdings, Notore, NACA, Intel, Mandilas, betKING, Mamador, Fan Milk, Konga, Adron Homes, Jumia, Kuda Glovo, So Klin, Twisco, Trophy, Thermocool, Jameson, Good Mama and Thermocool, among others, Proximity Media has recorded landmark achievements as the launch of the ARM Pension's BRT TV and Bus campaigns across the South west and Lagos State as a whole, the pioneering of the Konga Outdoor Campaign, KFC OOH Campaign it launched at Domino Pizza, the Fan Milk OOH Campaign, So Klin launching, the Good Mama OOH Campaign, the Fressia Cool Soap OOH Campaign and the Mara launching that have all earned it the best

of credentials and professional excellence.

The company is as well acknowledged to delivering on promises, to be maintaining high ethical standards and keeping to the tenets and trademarks of professionalism that are seeing it constantly raising the bar, and staying committed to the success of the brands it works for and those managing them. Believing that doing business is fun, it keeps absolute relationships with its clients, maintaining very close family with them and their people, just as it pays attention to details, a practice it has rigorously kept to, taking it to be a critical success factor of its business.

It similarly maintains an attitude of a family of professionals, having so much respect for suppliers and ensuring that they keep having them to work with it, being companies that have kept to its services, ranging from its Out of Home Media Billboards, Transit Media and Mobile, Mall Branding, Cinema Branding, Building Branding, Internal Branding,

to its Mall Network of platforms that make it possible for people to reach all sorts of consumers, the middle and the upper class people inclusive.

Present in all the major cities of Nigeria, on its Transit Media under the

Out of Home Media in the Lagos Metropolis, it went into Transport Advertising, beginning with the advent of the first phase of the Lagos BRT scheme at its launching in 2008 on Ikorodu Road, from Mile 12 - TBS. Commencing operation then with 220 buses that ran from 6.00am-10pm daily, the Scheme gained acceptance from the commuting public and Lagosians all. This was followed with the Bus Branding, the Street Furniture, the Street Lamp Poles and then, the Building branding scheme, all under the Out of Home Media of the company that are not all only successes but parts of the monuments of Media Proximity's glorification.

GDM Group, A top marketing innovation/data enumerator firm of note

LEADERSHIP AWARD IN EXPERIENTIAL MARKETING

GDM Group is a top Marketing and Innovation Company in Nigeria. A lead data enumerator for the Bank of Industry, working on the execution of its micro disbursement schemes, the Company has been in operation for 11 years, evolving from a below the line field agency to a full-fledged data collection and marketing

innovation firm, delivering mandates for brands and companies by leveraging on technology and people power. Its operations span Nigeria, with presence in 36 states and the FCT as well as other places including Ghana, Cote d'Ivoire and Kenya.

GDM manages an active agent network in all 36 states and FCT, and also deploys technology for data collection by its agent network or the public and the internal verification of applicants to enable micro disbursement schemes of the bank.

GDM has been responsible for over four million enumerations across the bank's projects, out of which 1,854,831 have been utilized by the bank for onward verifications, storage and disbursement as



Elev8media Advertising

Limited: Pioneering Innovation in Lagos and Beyond

OUTSTANDING OOH AGENCY OF THE DECADE

Since its inception in 2007, Elev8media Advertising Limited has been at the forefront of revolutionising the Out of Home (OOH) advertising landscape in Nigeria. As a trailblazer in the industry, it owns and operates an impressive array of advertising assets, including billboards, logo signs, large banners, and transit



displays. Its dynamic approach has even led it to forge a strategic partnership with DDP Outdoor Ltd in Ghana to extend its reach across West Africa. It dedicated team of experts thrive on harnessing cutting-edge technology and prime locations to deliver unforgettable advertising experiences. From it state-of-the-art high definition LED digital screens, static boards and 200 flagpole displays, it is committed to pushing boundaries. And with their extensive network of over 2,000 displays in Nigeria and Ghana as they offer unparalleled visibility for brands, seeking

to make a powerful impact.

Elev8media is not just about placements; it's about engagement. its recent innovation, product sampling elevates brand experiences by immersing audiences in interactive, hands-on opportunities. Its mission is clear: "Sell audience, not billboards", being not just industry leaders, but recognised trailblazers, with its commitment to excellence, numerous awards and accolades, celebrating it contributions to the advertising world and its dedication to supporting SMEs through development funds. Their commitment to Corporate Social Responsibility is evident in every project, enhancing local landscapes with lush gardens, free WiFi, scrolling news updates and pollution control initiatives.



Want it

I want what I want

Golden Penny Noodles Tantalizing Flavours . Nourishing . 7% Protein. Quality Wheat

Red Media Africa:

A PR agenda firm of movements, well inspired audiences

OUTSTANDING PR AGENCY OF THE YEAR



A Public Relations (PR) and Customer Experience company, Red Media Africa is driving agenda, building movements and turning audiences into raving fans.

The customer experience agency, using integrated communication to help brands to build lasting identities, manages real-time crisis and acquire new customers by building adaptable focus-markets for every PR campaign, having done a 360° mobilisation to become a customer experience agency in Nigeria, helping with developing lowest-risk winning strategies to boost sales, human resource, business productivity, technology adoption and market share, understanding the nuances of diversity across industries and

geographies and helping organisations to craft better diversity and inclusion strategies.

Its inclusivity, diversity communication and consulting help clients across industries to implement programmes or improve on existing ones that create value through improving the inclusivity and diversity culture, being equally now an empowerment marketing division under the parent company; RED, based in Nigeria.

It strives as well to provide the disabled, and in fact all, equal access to its website if they like more information about the company, being ever happy and ready to work with all.

New Crystal Communications,

Billboards, LED Digital Boards on Illumination Nationwide

GRAND PRIX AWARD IN OOH

A major outdoor-advertising company incorporated in Nigeria, with offices across the country and advertising coverage, reaching all corners of Nigeria and West African countries, New Crystal Communications initially established as a printing and public relations company in 1994, has risen to become one of the most prominent and influential outdoor advertising companies in the country.

Since its inception as an outdoor



advertising company in 1998, New Crystal has quickly risen to lead the market with its innovative approach, introducing a number of world class services to the Nigerian market and earning itself a prestigious position within the Outdoor Advertising

Association of Nigeria (OAAN).

With over 15 years of experience in the outdoor advertising field and using cutting-edge technology at its disposal, New Crystal ensures quality and precision in service delivery that surpasses their client's expectations. The quality of its Outdoor advertising and Print Production is based on the company's philosophy of delivering the highest standards in all areas of its services. With it complying with all known International standards for total quality management, using spectacular imagery, New Crystal's mark can be seen all over Nigeria on its impressive billboard structures around the country and LED (Digital Billboards) signs, decorating major cities of the country, with strategically located sites, delivering for its clients being its main stay now.

Plural Media:

Truly Delivering Communication Value to Clients

OUTSTANDING OOH AGENCY OF THE DECADE



Established in July 2006, Plural Media came into Nigeria's advertising landscape with a clear perceptive of challenging the status-quo in the delivery of OOH media communications.

After the deployment of the first digital OOH in Nigeria's oil rich Garden City, Port-Harcourt, the company quickly extended its tentacles to the centre of excellence, Lagos and since then has not rested on its oars in delivering communication value to her teeming clients, pan-Nigeria.

The agency is registered with the Lagos State Signage and Advertisement Agency (LASAA), Oyo State Signage & Advertising Agency (OYSAA) and is an active member of the Outdoor Advertising Association of Nigeria (OAAN). Furthermore, Plural Media has registered with the South African National Signage Association (SANSA) since 2008.

With a mission to "enhance visibility and deliver measureable out-of-home communication value to our customers through the provision and management of strategic media apertures and a vision to be the leading provider of innovative advertising media platform that meet the yearning of our customers in Africa", Plural Media is not just another provider of display media for advertising but communication but an end-to-end solution provider.



FPL: Innovatively Building Long Term Relationships Technologically

OUTSTANDING USE OF TRANSIT IN OOH ADVERTISING



A marketing communications organisation that uses different engagement modes to connect brands with their audiences and increase Top-of-the-Mind Awareness and visibility for them, Four Pulley Limited with a mission to "build long term relationship with customers and provide superior customer services by pursuing businesses through innovation and advanced technology" and a vision to "be

a leader in the Marketing Communication industry by providing breathtaking and measurable results to clients", the agency's services include, but are not limited to Out-Of-Home Advertising; Experiential Marketing; Corporate Branding and Designs; Media Consultancy; and Brand Management.

Since its inception in 2017, FPL, as it is popularly called, has consistently thrived on such core values as belief in treating its customers with respect and faith; growing through creativity, innovation and invention; and integrating honesty, integrity and business ethics into all aspects of its business functions.

Little wonder that in just six years of operation, FPL boasts of a growing list of advertising assets, which cuts across all demographics and socio economic classes of the Nigerian society. These are in two major categories, viz: High value corridor assets in such places as Victoria Island (3); Lekki Phase 1 (1); Lekki Epe Expressway (1); Magodo (1); Maryland (1); and Ikeja Central Business District (2), The second category – Mass market Assets – are available at Oshodi-Abule Egba BRT Corridor (40); Egbeda (1); Mushin (1); and Ogba (1).

The agency is led by Lane Ashaolu, a Marketing Communications professional

and with over a decade' experience, spanning different sectors of Nigeria's economy.

Ashaolu holds a first degree in Economics from the Covenant University, he is also an alumnus of the prestigious London School of Economics and a Registered Advertising Practitioner with the Advertising Practitioners' Council of Nigeria, ARCON.

His foray into the advertising industry began as a Business Strategist and Client Service Executive and preceded by a Continuous Professional Development Course in School of Media and Communications, Pan Atlantic University.

This was followed up with years of working at Main One Cable Company and Nigerite Limited as a Brand Manager before birthing the FPL Media vision, established in 2017.

According to him, the vision was fuelled by the need to contribute to the growth and development of Nigeria's Advertising and Marketing Communications Industry.

Everyone in his team attests to the fact that Lanre's passion for excellence and innovation keeps the engine of FPL Media running day after day.

Digisplash: Delivering World Class Creative Ideas, Standing Out Brands

OUTSTANDING DIGITAL AGENCY OF THE YEAR

A content-driven marketing and advertising agency, with a mission to help businesses and people grow, Digisplash delivers world-class creative ideas, empowering brands to stand out in a crowded media ocean in line with its motto, #thinklikeashark.

Over the last years, Digisplash won the pitch for MCOM (Mafab Communications), Nigeria's first standalone 5G Network and Custodian Investment Group.

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

The agency has also managed

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

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

Led by Damola Salvador-Adebayo, its CEO and Lead Strategist, the agency has won several national and international accolades as the 'Best Young Digital Agency of the Year 2023' award by the Brand Journalists' Association of Nigeria. Marketing Edge 2022 Outstanding Young Creative Agency of the Year, Marketing Edge Outstanding Loan App of the Year for MoneyPal by Zedvance, Marketing Edge Outstanding Beauty Soap of the Year for Diva's Secret, Fintech Awards Best Fintech Campaign of the Year 2019 for Zedvance, 2018 Gold, 2022 Silver Cannes Lions Award for Digital, 2022 Silver Cannes Lions Award for Film, 2018 Pitchers Silver Integrated campaign of the year, 2018 Pitchers Bronze, Integrated



campaign of the year, Public Sector campaign of the Year 2017, MADCON top 100 agencies in Dubai in December 2019 and 2022, Nigerian Marketing Award, 2022 Digital Agency of the Year and then, is a recipient of the BusinessDay Top 100 Fastest Growing SMEs in 2022. Digisplash also won seven awards at their maiden appearance at the LAIF Awards in 2023.



Easy to mould

Easy to swallow



Premium wheat



Fortified with Vitamins and Minerals



Ideas Origin Media: Providing **Innovative Strategies**

Aiding Brands' Industry Cluster Breakthroughs

OUTSTANDING YOUNG CREATIVE AGENCY OF THE YEAR

A creative agency, providing solutions for people and businesses that need unique strategies and creative innovation that can help their brands break through industry

clutters.

Ideas Origin Media prides itself of being aware of the gaps in the system; and in business not to unnecessarily challenge the status quo, but to make life better for its partners across board at all times with its services including: Brand strategy and brand building, embracing development of tailor-made business and marketing strategies, leveraging on consumer insights and data to grow brands.

Advertising Campaigns, which involves creating strategic approach that effectively communicates brand message to the target audience through Above-the-Line and Below-the-Line and Social Media



engagement that involves elevating clients' online presence with its expert social media management that sees crafting compelling content, that engage clients' audiences, and drive results for them.

The agency's clients include, but not limited to Jack Daniel's; DStv; GOtv; Activ8 by Sterling; Addmie and Cemex.

Light Inc, aka LightStaff **Solutions Ltd:**

Quite a problem solving, innovative digital agency

OUTSTANDING YOUNG CREATIVE AGENCY OF THE YEAR

Light Inc, aka LightStaff Solutions LTD won the Outstanding Young Creative Agency of the Year category at the 2024 EDGE Awards.

Just as its name implies, Light Inc was established to become a solution provider and problem-solver to its diverse clients. The young digital agency has consistently distinguished itself in providing an unparalleled service as Branding, Advert, Multimedia, Software Management and Computer supply. This is with a focus to put smiles on the faces of clients as a problem-solving innovative digital agency.

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

Light Inc boasts a portfolio of service offerings backed up with result-oriented professionals. Its team of professionals have proven expertise in performing services for clients in connection with the planning, provision, creation and/or

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

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



PHD Nigeria:

Sustaining a culture of thought leadership, creativity and innovation

OUTSTANDING MEDIA AGENCY OF THE YEAR



PHD Nigeria, which is part of the Global PHD Worldwide Network, was founded in 2010 and also serves as the hub for

the West African operations of the PHD Network.

The agency prides itself on a culture of thought-leadership, creativity and innovation seen in not only the services they provide for their clients, but also their contribution to the field of marketing with respect to the number of books they have published, including Overthrow 1 and 2, a book about how challenger brands are using media efficiently and effectively to gain market share from already established brands.

The agency prides itself as first a strategic media planning agency before media buying and ensuring that its clients receive the best thinking in media required to drive brand growth. To this end, all PHD offices across the world collaborate on PHDs bespoke planning methodology called OMNI Studio, which brings together the best minds across the world to share ideas that deliver results for client's briefs.

PHD Nigeria has constantly being in the top 10 of all the PHD offices worldwide for its use of the OMNI Studio planning methodology to deliver successes for its clients.

PHD Nigeria is also able to deliver media buying efficiency by pulling all levers to drive savings advantage, aligned to communications metrics, thereby maximising every available naira from every negotiation. They are also able to deliver better savings advantage by pulling on the media buying clout of the global Omnicom Media Group, which PHD Nigeria is also a part of.

In the peak of the Covid 19 pandemic, PHD Nigeria put out a significant number of newsletters on the impact of the pandemic in the media, especially around each of the platforms. The newsletters contained detailed information on how brands could better optimise the media spends, which media platforms to leverage

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more and which ones to constantly keep eye on. Their publications included topics on what brands must do to keep the light on and how best brands can take advantage of the digital space and e-commerce to connect with their target audience stay relevant, and drive growth.

As an agency that is fully licensed by APCON and also a full member of MIPAN, PHD Nigeria since founded in 2010 has been on a growth trajectory. From a relatively unknown agency in 2010, it now provides its services to some of the leading advertisers in Nigeria, cutting across Telco, FMCG, Pharmaceutical, Gaming, Ecommerce, Alcohol, Household appliances, MTN, Unilever, PZ and Pernod Ricard to name but a few.

Leading the team at PHD Nigeria is Dozie Okafor, who was until his appointment as the Managing Director, the Media Manager of Coca Cola Nigeria. Dozie is a consummate media professional with over 15 years experience in the industry.

Under his belt, PHD Nigeria has

continued to grow, making significant strides in the media industry and winning new accounts on a yearly basis. He successfully steered PHD Nigeria through the Covid 19 pandemic without having to "right-size" and still able to win accounts even in the course of the pandemic.

He is currently the Vice President of MIPAN and has spoken at different for a to share his wealth of experience to aid the growth of the media industry in Nigeria.

MediaFuse Dentsu International: A global group with presence in 145 countries

OUTSTANDING MARKETING COMMUNICATIONS GROUP OF THE YEAR



Media Fuse Dentsu International is one of Nigeria's leading agency networks and part of Dentsu Aegis Network, the global communication group with presence in 145 countries.

As a full service agency network, the

group provides integrated communication strategy, planning and implementation, digital media/creative and production, digital performance and optimisation, social/community media engagement as a specialist on the out-of-home communication services to clients in diverse sectors.

The agency's Global Network subsidiaries in Nigeria include: Carat, Vizeum, Isobar, iProspect, Posterscope as well as specialist brand, Amnet.

Pierrine Consulting:

A consulting firm, driving business enhancement, growth, sustainability

OUTSTANDING MARKETING RESEARCH COMPANY OF THE YEAR



A marketing research and strategy firm with a strong focus on helping clients in key future vertical invents, whether business or society, Pierrine Consulting is extensive in-market expertise to drive growth for leading firms in food and beverages, beauty manufacturing and financial services.

In addition to inventing the future of businesses, Pierrine has a strong focus on future-proofing societies as it works with leading NGOs to drive development studies that solve big issues and facilitate better life for all.

Its values transform its promises to reality, the words, speaking boldly of their intentions and its actions louder than the words, and making it at a time when there is none, going through for its clients.

It remains ever committed in collaboration, serving in excellence, integrity and innovation, and displaying at all levels as an ISO 9001 and 20252 certified marketing research and strategy firm with strong focus on helping clients in key verticals, inventing the future; whether for business or society with its team, possessing extensive in-market expertise to drive growth for leading firms in food and beverages, beauty manufacturing and financial services as it does currently for among others, Wema Bank, Alat, Arla, Coca-Cola, Diageo, FCMB, GB-Foods, Godreq, Heineken, Jotna, Konga, KPMG, La-Casera, Lafarge, L'Oréal, Mayora, Mckinsey and Company, Metrixlab, Multichoice, Nigerian- Breweries and PAL- Pension while affiliating proudly as a member of each of the following: AMRA, ESOMAR, Global-NR, Iris, MRA-Lagos, Nimra, AMRA, ESOMAR, Global-NR, Iris, PAY-EXPRESS, PROMASIDOR, SOUNDCITY, STB-MCCANN and UAC, among others, and remaining an expert

in creating consumer connections for leading and emerging brands in Africa, having understood the intrinsic values of the bonds that can be created among brands and their consumers through data with its bespoke resarch, tackling specific challenges with deep insights and actionable recommendations, the Innovation Trackers that are able to see what's next in the market, the innovation trackers that follow new products, services, and competitors, making staying ahead of the curve possible, the customised trackers, tracking the indices that matter to make it possible to go beyond isolated data, leveraging on specific ongoing studies purposely built for the needs of brands.

The Retail Audits, on its part, is able to know what is selling, assesses distribution channels and brand performance, optimises sales strategy, just as its Brand Health Tracker knows how Brands stack up, measure consumer perception of brands against competitors.

On the whole, its Pan-Africa Fieldwork is able to gain insight across Africa in its Multi-country studies, combining quantitative and qualitative research to give holistic views of African markets.

Pierrine Consulting is truly extensive in-market expertise and driving business enhancement, growth and sustainability.



This is not an AD

At Leo Burnett, we believe that creativity has the power to change human behaviour. Our Humankind philosophy is simple; we put people at the heart of everything we do. It's not about creating more noise, it's about creating purpose. This is what the 8 ball stands for in our Humankind scale. We work with you to tell stories that resonate, and build campaigns that don't just speak to people, but play a valuable role in their lives. It's about fostering participation, empowering communities, and sparking a wave of change.

The world doesn't need another ad. It needs actions that matter. It needs you, and your story, to make a real impact.

Are you ready to be part of something that goes beyond words? Let's create something that doesn't just show or tell, but echoes through lives and communities.

#WeCreateActNotAds

Leo Burnet LAGOS

mediaReach OMD:

A media magnent for international clients in West and Central Africa

LEADERSHIP AWARD IN MEDIA ADVERTISING





West and Central Africa's No.1 independent media specialist, mediaReach OMD is focused on developing and providing world class media planning and buying services to leading international clients across the sub-regions.

Starting operations in 1999, mediaReach OMD has grown to become the biggest media agency in West and Central Africa today.

The agency has given direction to the practice of media planning and buying in Nigeria and indeed the West and Central African sub-region.

In its first year of operation, mediaReach OMD revolutionised media practice in Nigeria by initiating standards to ensure unprecedented high media compliance by media owners and prompt payments for placements implemented.

Within 18 months of operation, mediaReach OMD led the industry in positive directions by championing the launch of media planning data and tools. Proprietary tools launched and still in use today include ESPRI and Media Star for effective and efficient media plans.

Since 2003, mediaReach OMD has also undertaken the publication of the West and Central African Media Facts Book – an industry accepted data collection book about the West and Central African advertising scene and the only manual for media advertising information in the regions.

With extraordinary media practice credentials in Nigeria and indeed West & Central Africa, mediaReach OMD is still unsatisfied with these accomplishments and has continuously challenged the dynamics of the marketplace.

Its desire to leverage international work tools, talents and ideas led it to affiliate with OMD, the global media advertising company of Omnicom in 2003. Omnicom is unarguably the world's largest marketing communication network, with offices in over 80 countries. This affiliation makes the global capabilities of OMD the benefit of its local and international clients and

their brands.

In its beat-in-class standing, mediaReach OMD has won a myriad of well-deserved awards over the years. These include, and not limited to

- Cannes Young Lions Media –
 mediaReach OMD remains the only
 media agency to represent Nigeria at
 the Cannes Young Lions Media (2019,
 2017, 2016, 2014, 2012, 2011, 2010,
 2009, 2008)
- Winner of Young Pitcher Integrated -West & Central Africa (2019)
- Winner of Gold for PR and Reputation Management, Pitcher Awards (2019)
- Marketing World Awards mediaReach OMD Nigeria is named Media Agency of the Year 2011
- Virgin Atlantic Stiletto Awards -Excellence in Media Implementation - 2012
- City People Award for Excellence

 Advertising Company of the Year
 2012
- MARKETING EDGE Outstanding Media Agency of the Decade – 2023 The EDGE Leadership Award in Media

Advertising is only the latest feather to its colourful corporate cap.

Also, mediaReach OMD ranks No. 35, and is the only Media Agency in Jobberman Best 100 companies to work for in Nigeria.

Optimum Exposures Limited

Bestriding the African OOH landscape with gusto

LEGACY AWARD IN OUTDOOR ADVERTISING



Africa's leading innovative ommunications company, Optimum Exposure Limited redefines brand engagement with a commitment to delivering optimum exposures that convert.

A corporate pioneer in the

Out-of-Home industry that is passionate about reshaping how brands connect with their audience, Optimum Exposures Limited, with over 40 years of success, has gone beyond offering visibility to turning each impression into an active connection.

With a rich understanding of the African market, the company empowers brands to forge measurable bonds with their target audience.

It prides itself in crafting moments that resonate, provoke, and inspire, amplifying brand success through its strategic expertise.

Optimum Exposures delivers audiences by combining innovation, strategy, and purpose to maximise every interaction into a conversion experience.

In 2023, Optimum Exposures soared to new heights, marking an incredible year of achievements as the following records clearly attest:

- The Outdoor Advertising Association of Nigeria (OAAN) recognised and commended our steadfast support to the industry.
- We proudly received the esteemed award of the Iconic Out-Of-Home Agency of the Year 2023 at the

Brandcom Awards.

- At Location Marketing Awards, LOMA 2023, we bagged two awards; Most Iconic Billboard of the Decade for our digital billboard (The Lion) and Agile in Static OOH Implementation 2023 as a company.
- Most recently, we clinched the coveted award of Most Innovative Outdoor Advertising Solutions Company, Nigeria at the MEA Business Awards 2023.
- Demonstrating our dedication to fostering exceptional brands, we took the lead as the marketing sponsors for the Africa Startup Festival 2023.

In the words of the company, "Our victories in 2023 were made possible by the collaborative efforts of our partner brands, agencies, and regulatory bodies within our industry", adding, "As we step into 2024, our commitment remains unyielding. We're determined to maintain our position as pioneers in crafting effective and innovative communications, helping brands to make measurable connections with their audiences".



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MARKOVA,

creating impact for brands and businesses digitally

OUTSTANDING DIGITAL AGENCY OF THE YEAR



Markova is a Lagos, Nigeria based digital marketing agency which in the last one decade has been distinguishing itself in the business of driving digital dominance for Africa's growing brands and businesses.

Its offerings include, but are not limited to: Digital Marketing Campaign Development; Social Media Marketing/ Community Management; Content Marketing/Marketing Automation; Digital Marketing Strategy Development; Web/ Application Development; and Creative Design & Development.

With a credo of creating impact for bold and ambitious brands, the agency prides itself in working with some of the leading brands in Nigeria to engineer ROI focused digital campaign activities that attract, connect, engage and convert Nigerian consumers online.

In its words, "We help brands and businesses engineer moments and activities that attract, engage, and convert Sub-Saharan African consumers online".

This, it does by focusing on having a deep understanding of its client's business,

opportunities, and challenges while identifying short- and long-term goals, and crafting the right roadmap for digital success.

It uses a variety of digital and social tools and methodologies to help it to understand the mind, foot, and wallet -paths of its consumers.

Markova always maintains that it is "obsessed with results and ROI, with a relentless focus on the consumer".

This, it states, is borne out of its belief that "the most sustainable way to keep money flowing in our pockets is to help our clients build digital marketing that generates revenue"

On its ever lengthening clientele are: Bama Cold Stone Golden Penny, Dano, Dulux, Bosch, HFM Markets, Lufthansa, World Economic Forum, UBA, Spar, and Domino's, among others.

Ogilvy Nigeria,

inspiring brands and people to impact the world

OUTSTANDING CREATIVE AGENCY OF THE YEAR



Ogilvy Nigeria, a member of a global network, is a full-service marketing communications agency that offers borderless creativity.

It is in to Advertising, PR, Digital Marketing, Media Advertising, Social Media, name it! It positions itself as a dependable partner to brands and businesses; and promises to always unleash the power of borderless creativity to offer each of them its needed solutions per time.

The Solutions which Ogilvy Nigeria offers are:

Advertising – it offers Strategic Excellence; Creative Innovation; and Client-Centric Approach.

Branding – making brands find their essence through Innovation and Differentiation; Strategic Brand Development; and Visual Identity Crafting.

Content Marketing – mastered crafting narratives that resonate, captivate, and convert via Strategic Content Planning; Engaging Storytelling; and Data-Driven Optimization.

Digital Marketing – crafts tailored strategies to elevate brands, leveraging innovative techniques and data-driven insights, deploying Strategic Approach; Comprehensive Services; and Creative Content.

Experiential Campaigns – Elevating brand's impact by creating memorable

experiences that engage its audience through Tailored Brand Activations; Innovative Concepts; and Meticulous Execution.

Full-fledged Public Relations – Strengthening and safeguarding brand's reputation with end-to-end PR solutions that truly connect viz: Custom PR Campaigns; Strategic Communication Planning; Crisis Management Expertise.

In its words, "At Ogilvy Nigeria's strength lies in the diversity and talent of our exceptional team. Comprising visionaries, creatives, strategists, and innovators, our team is the driving force behind the magic we create".

And, according to Henry Akpede, its Country Manager and Chief Creative Officer, in an interview with MARKETING EDGE, Ogilvy Nigeria "doesn't just consider individual channels when working with brands, but looks at the full customer purchase journey when proposing solutions".

All of these have always distinguished the agency in the marketplace.





SUCCESS unfolds when the right STORIES are told.

Public Relations I Intergrated Brand Communications I
Digital I Reputation Management I Crisis Management I
Public Affairs.



www.mediacraft.ng

Coca-Cola: Ever refreshing and inspiring

LEGACY BRAND AWARD (CSD)

Coca-Cola Nigeria Limited is a total beverage company, offering one of the world's most valuable brands, Coca-Cola.

Its portfolio includes valuable beverage brands, varying from Coca- Cola, Fanta, Sprite, Schweppes, 5Alive, Limca to its premium water brand, Eva.

The company is constantly transforming its portfolio to accommodate the evolving tastes of its people, and working to reduce the sugar in its drinks as well as bring innovative new products to the market.

With Coca-Cola first produced in Nigeria in 1951 by its bottling partner, the Nigerian Bottling Company (NBC), at its small bottling facility in Iddo, Lagos, it has continued to refresh and make a difference in various communities across Nigeria.



The company has been growing with Nigeria and has become a major contributor to the Nigerian economy.

Along with its bottling partner, Nigerian Bottling Company, it has remained a major economic contributor to the Nigerian government, just as it is a major employer, providing a source of livelihood to over 15 million Nigerians across its value chain.

With a focus on refreshing the world

and making a difference, the company's sway extends globally with over 200 beloved brands in the market and inspiring happiness across the communities it serves.

Having undertaken some of the most successful campaigns in history, amongst which are Real Magic, Share A Coke, The World Cup Trophy, Open Happiness, and Open Like Never Before, the company is admired as one of the iconic beverage companies of diversity and inclusion across its operations in over 200 countries, and catering for well over 5, 000 direct employees through its bottling partner, the Nigerian Bottling Company, and its recently acquired business arm, CHI Limited, and is committed to doing business sustainably across its host communities with its key sustainability pillars centred around water stewardship, packaging recovery and recycling, Climate action and economic empowerment of women and youths.

Fearless Energy Drink: The fast, daring, and unapologetically thrilling energy drink

OUTSTANDING ENERGY DRINK BRAND OF THE YEAR

Fearless Energy Drink, proudly being produced by Rite Foods Limited, has been recognised as the number one energy drink by AC Nielsen.

Since its launch in 2017, this awardwinning beverage has pushed consumers to embrace discovery and adventure with its bold message: "Embrace the Thrill."

Designed to fuel passion, Fearless encourages people to break free from their comfort zones and live life to the fullest.

While Fearless Energy Drink thrives on adventure and thrill, it also recognises the importance of human connection and appreciation. The brand showed its softer side with the Fearless Love Drive, an initiative that spread positivity by surprising individuals with thoughtful gifts. This act of kindness exemplified the brand's commitment to making a difference in the everyday lives of its consumers, just as it reinforces the

well acknowledged fact that Fearless is equally about celebrating and supporting communities.

Available in two exciting flavours, Classic and Red Berry, Fearless delivers the energy to power through any challenge, whether at work, in the gym or at night unwinding, with its 50CL PET bottles and cans always ensuring freshness and convenience on the go.

Fearless isn't just a drink, but a lifestyle. At the sponsorship of the Tor'q 23 Autofest, Fearless Energy Drink took the centre stage as the headline sponsor.

Held last November, the thrilling event brought together motorbike riders and car enthusiasts for a day of high-speed stunts and daring performances. The event captured the essence of the Fearless brand—fast, daring, and unapologetically thrilling.

The brand also powered the Jollof and Palmie festival, a unique event that combined the speed of motorbike racing with the cultural love for food and adventure. At this one-of-a-kind gathering, motorbike riders and food lovers came together to celebrate the joys of life, speed, and delicious food. Fearless, with its commitment to adventure, perfectly matched the energy of the event, showing its ability to fuel not just the body but the spirit of exploration and fun.

Fearless Energy Drink's latest

campaign, "Take the Leap," perfectly captures its brand message of stepping into the unknown with confidence and courage. This campaign resonates deeply with Fearless consumers, who are not contented with mediocrity. Whether in their careers, personal goals, or daily lives, they are constantly striving for more.

Fearless Energy Drink is the fuel that helps them to power through challenges, break down barriers, and take the leap towards their fullest potential.

So, are you ready to take the leap? With the Fearless Energy Drink, you're one step closer to living the bold, thrilling life you deserve.





K ROB SW



DHA plus For Brain Development

UAC Foods stays true to its roots, diversifies

LEGACY BRAND AWARD (SAUSAGE)

Gala since 1962 has been the king of Nigerian sausage rolls, beloved by all ages.

Made with a flaky pastry crust and savoury filling, Gala embodies Nigeria's street food culture and has nurtured generations with its iconic snack offerings. Gala in August 2024 introduced



Gala Chin Chin, targeting young adults and professionals as it emphasises fun, memories and connection with friends and family through its crunchy texture.

By integrating chin chin, a cherished West African treat, into its product line, UAC Foods diversifies while staying true to its roots.

This strategic expansion opens new revenue streams and strengthens Gala's market position, shaking up the chin chin segment and encouraging competition among snacks' manufacturers. With this move, Gala continues its reign as a beloved brand, offering consumers even more choices and deepening its cultural significance in Nigeria.

Supreme Ice Cream

OUTSTANDING ICE CREAM BRAND OF THE DECADE

Supreme Ice Cream has since 1994 been in the forefront in Nigeria's frozen desserts market, and consistently delivering high-quality products that exceed consumer



expectations.

With a passion for innovation and customer satisfaction, Supreme Ice Cream promises an unforgettable experience in every scoop with its diverse range of delicious treats coming in convenient tubs, impulse bars, and pouches, perfect for sharing special moments with family and friends.

Whether celebrating a milestone or simply enjoying quality time together, Supreme Ice Cream is the ideal choice.

With a commitment to using premium ingredients, unique flavours and delightful taste, it ignites happiness, create lasting memories and spread joy, a scoop at a time.

Colgate, promoting overall health, wellness

LEGACY BRAND AWARD [TOOTHPASTE]

Colgate, a prominent global oral care brand under Colgate, Palmolive Company



is renowned for its toothpaste, expanding its product lineup to include mouthwashes,

toothbrushes and other personal care items.

Established in 1806, Colgate started as a soap and candle manufacturer in New York City and introduced the first toothpaste in a tube in 1896 to later become a household name in oral hygiene.

Its toothpastes of various formulae include Colgate Maximum Cavity Protection, Colgate Herbal, Colgate Charcoal, Colgate Max Fresh Spicy Red, Colgate Clean Mint, Colgate Total, Colgate Optic White and Colgate Kids, among others while the toothbrushes are available in manual and electric options for different age groups and needs.

The Mouthwash options varies from the alcohol-free and fluoride varieties for fresh breath and oral health, all serving a broad demographic, including families, children and adults, just as they focus on affordability and efficacy in oral care without the brand forgetting to prioritise health, innovation, and accessibility as they as well strive to promote good oral hygiene practices worldwide.

In all, however, Colgate employs a variety of marketing tactics, including digital campaigns, collaborations with dental professionals and community outreaches to raise awareness about oral health.

In its commitment to sustaining itself, Colgate is working to minimise plastic packaging and promoting recyclable materials, but remains available in over 200 countries with a robust international presence for local adaptations to address/tackle regional preferences, notwithstanding the presence of its Key competitors, including Procter & Gamble (Oral B), Unilever (Close up & Pepsodent), Daraju (MyMy & Xtreme) and Aspira (Oracare) with Colgate remaining a trusted leader in oral care, and continually adapting to consumer needs while promoting overall health and wellness.



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Swan Natural Spring Water

LEGACY BRAND AWARD (TABLE WATER)

Swan Natural Spring Water has for 40 years been supporting the wellbeing of Nigerian consumers, providing peace of mind and contributing to their overall wellness.

Sourced from 200 meters below the foot of ancient volcanoes in Kerang Hills, Swan is filtered by nature and fortified with calcium and magnesium for healthy

bones. With no chemical additives, Swan ensures a refreshing and healthy drinking experience and

endorsed by the Nigerian Medical Association (NMA), Swan Natural Spring Water, a Premium Alkaline water, has earned the trust of medical professionals and consumers alike.

The prestigious endorsement underscores Swan's unwavering commitment to quality and safety.

As the first bottled water in Nigeria to be packaged in PET, Swan has consistently innovated and set industry standards and available in 50cl, 75cl, and 150cl, PET bottles with screw caps, Swan's convenient packaging caters for diverse consumer



Robb's Effective relief from muscle aches, pains

LEGACY BRAND AWARD

known to be a bounty of pain relief, Robb ointment has been proven to drive functional superiority and to be of effective relief from muscle aches and pains while being gentle on the skin.

Being positioned to be the Foremost



(No 1) Wellness and Pain Relief Brand in West Africa, the Robb brand, established in 1962, has long acquired wide acceptance across West Africa and has become

a trusted household name, known to be offering effective Relief from aches, pains and nasal congestion, just as it soothes relief, a good complimentary role, it's generally taken for now as an Inhaler Ointment.

Checkers Custard

The flagship and leading category

OUTSTANDING CUSTARD BRAND OF THE YEAR



Checkers Africa Limited was founded in 2018 as a trading company originally, with a focus on food products but quickly metamorphosed into a manufacturing, sales, and distribution company.

The fast moving consumer goods establishment offers diverse range of

quality food products as the flagship and category-leading Checkers Custard that comes in four delicious variants of Vanilla, Banana, Milk 3-in-1 (fortified with Vitamins A and D) and Chocolate 4-in-1, the favourite go-to food, snack and inbetween filler for all.

Checkers Oats, Checkers Corn Flour, and Checkers Crunchy Peanuts are the other top quality products from the stable of Checkers Africa Limited.

At the helm of affairs and steering the ship with strong leadership and strategic management skills are the Checker brothers, Ashish Ashok and Karan Ashok Checker; both graduates of Wellingkar Institute, Mumbai, India and with decades of professional experience, spanning management, sales and marketing. Checkers Africa has over 1,200 professionals and personnel of diverse races, tribes, and ethnicity in its employment.

The group's sprawling manufacturing facility located in Ikorodu, Lagos State is of world standard and outputs, hundred percent wholly-produced Nigeria food products. Checkers Africa is dedicated

to providing the absolute best-in-class foods and snacks and actively engages its production, quality control, research and development units in its bid to uphold wholesomeness and nutriment.

Checkers Africa's products are made with the highest grade ingredients sourced from Nigeria and around the world and poised to have their world standard food and snack offerings present in 100% of Nigerian and indeed, African kitchens.

Checkers' vast logistic and distribution network guarantee the products remain consistent features across open markets, supermarket chains and neighbourhood stores. The FMCG's offerings have a national presence across Nigeria, with gradual but growing products penetration into other African nations and beyond.

With a mission to be the strongest food product market distribution company, Checkers Africa Limited aims to become the benchmark in the fast-moving consumer goods industry, offering top-line and affordable, wholesome food products that are delicious, nutritious, beneficial to health and delightful to the end consumer.



swanspringwater

Spring to Life with Nature's Best!



MEDICAL ASSOCIATION

Mobil Lubricants:

Excellent wear and tear protection, rust and corrosion prevention

LEGACY BRAND AWARD (LUBRICANT)

Across the globe, not only in Nigeria, Mobil lubricants brand of oils and greases have been at the vanguard of lubrication



technology innovation for more than a century now. Mobil greases and lubricants have been designed to help in advancing productivity by increasing efficiency, reliability and productivity.

It offers a complete range of lubricants

for industries and vehicles across
the spectrum. With years of proven
performance, these lubricants are expertly
formulated to meet the challenges faced
by both large and small enterprises of
rapidly developing countries. The specially
designed synthetic oils and greases provide
excellent protection against wear and tear,
rust and corrosion, adding to improved
performance and longevity of equipment.

Hero Lager,

Heroes recognition and rewarding beer

OUTSTANDING MAINSTREAM REGIONAL LAGER BRAND OF THE YEAR



10 years ago, ABInBev sought to produce Nigeria's first beer brand, celebrating our heroes past and present. This birthed HERO LAGER BEER, a brand made to recognise and reward the hero within every Igbo man. The brand succeeded so much that it was nicknamed by the people "O Mpa," which means "O My Father."

Hero Lager was given, "Mmanya Ejiri mara Igbo" by the Obi of Onitsha, meaning "The beer that identifies the Igbos."

Since its inception in 2012, Hero Lager Beer has been foremost in championing the course, traditions and culture of the Igbo people. The brand constantly creates campaigns to keep the Igbo man abreast of his roots. In 2019, the brand launched Echefula, "Never Forget your Identity," to remind its consumers never to forget, who they are. Another iconic campaign was Aha gi Efula, "May your name never be forgotten," which emphasised the value of the Igbo name that left behind a legacy.

In 2022, after the pandemic lockdowns, which separated people for a while, the brand launched a new campaign, Nwanne di Uto, which spoke to the sweetness of brotherhood. The campaign insight every Igbo man, irrespective of where they reside, always yearns for a connection to home and their people, showing that Hero Lager is a beer infused with the essence

of Igbo culture and people. The campaign serves as a reminder of our people, our heritage, and the reason we strive. The brand also marked its 10th Anniversary and invited consumers to break Kola with Hero, "Ka Anyi Waa Oji," as is customary for celebratory occasions. There were show-stopping concerts around various parts of the East, featuring the brand ambassadors Illbliss, RudeBoy, Zoro and White Money to thrill consumers.

Hero Lager beer has been known over the years for empowering consumers, but one of its most impactful initiatives, The Igba Boi (an apprenticeship system), remains unrivalled. This system helps young men, who lack opportunities to learn skills by connecting them to Business owners, willing to train them for a period. After training, the Hero Lager brand supports the apprentices set up businesses.

Hero Lager Beer is not just a beer. It's the brand fostering connections between consumers. Hero Lager is the brand that sees, acknowledges, encourages, and rewards every consumer for striving. It is a brand specially brewed for heroes.

Trophy Lager: An honourable brand for honourable consumers

OUTSTANDING LAGER BRAND OF THE YEAR (MAINSTREAM)

Trophy lager beer, another iconic premium brand, from the brewery hub of International Breweries Plc. as the name signifies, is an honourable brand for honourable consumers which has steadily risen from its humble beginning to international stardom by becoming the



bestselling beer in Nigeria and the most loved by the Nigerian communities in the diaspora.

Recognised for its excellent quality, Trophy is a proud winner of the Monde Selection Gold Award for quality taste, aroma, texture and flavour. This is a testament to the quality ingredients, superb packaging, and excellent taste that only Trophy Lager Beer offers.

Birthed by a leading brewery like International Breweries Plc., it owes its great taste to the hop flavours it contains. Affordable with frothing contents, Trophy Lager Beer is packaged in bottles and cans. It's well renowned as the beer of the elite, while remaining cautious with the wellbeing of its consumers by strictly warning that it is not for persons under the age of

Tasted and trusted by consumers, it has consistently delivered on its promise to give consumers a crisp and refreshing beer experience with very high standards.

TECNO

PHANTOM V Fold2⁵⁵ PHANTOM V Flip2⁵⁵ Extra Fold I Easy Flip



Budweiser: King of beers, King of football

OUTSTANDING LAGER BRAND OF THE YEAR (Premium)

Popularly known as King of Beers, king of football or smooth king, Budweiser, the number one alcohol brand in the world, in the Nigeria's premium segment of the beer market, is sold in over 85 countries.



Budweiser became the most valuable beer brand in the world by the grace of the new rankings of Brand Finance.

Coming from the stable of a leading

company like AB-InBev, whose decision to introduce Budweiser alongside Becks into the Nigerian market is hinged on creating stiff competition for Nigerian Breweries' Heineken and Star Lager. Nigeria became home to Budweiser in March 2018 and since then, it has been crowning Kings nationwide with its expertly crafted beer brand. Budweiser's exclusive Beechwood aging process produces a crisp taste, smoothness and drinking pleasure reserved for Kings.

Haier Thermocool:

A promisig top-notch innovative tech company

LEGACY BRAND AWARD (REFRIGERATION)

Thermocool among other brands continues to drive its position as a



promising and innovative company through its top-notch technology, brand building initiatives, Corporate Governance and Corporate Social Responsibilities (CSR).

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

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

With regards to technology adoption and deployment, Thermocool is renowned

for its innovative use of technology to enhance its business operations and deliver on the always there for you promise. The company has invested, introducing top of the range inverter driven electronics across its categories – Freezers and Refrigerators, which save up to 50% on energy consumption while the Energy Saving Inverter DC technology-Air Conditioner, aptly named, GENPAL, can save up to 60 percent on energy consumption and Washing Machine, which uses an inverter motor that eliminates belt friction, improving washing efficiency and reducing noise and energy consumption. In addition, the refrigerators are made with improved R600a refrigerants - an environmentally friendly gas. The GenPAL Inverter Air Conditioners also use a variable speed Compressor, which allows it to work on different frequencies and still deliver on the desired cooling temperature for comfort, thereby saving on energy consumption while running. It also delivers 47% faster cooling performance than non-inverter models and has a low voltage function, allowing it to work with voltage as low as 140V. The Thermocool GenPAL Inverter Air Conditioners can work conveniently on any generator size, even small generators. Using Holographic Fans in its showrooms to promote key features of its offerings, Thermocool emphasises interest in technology adoption. As one of the pioneers of the energy saving market in Nigeria, Thermocool's investment in technology has not only created new revenue streams for the business but improved efficiency for consumers.

Through the provision of an excellent customer experience and offering of a unique range of products, Thermocool continues to build a strong brand reputation. As a brand, the on-going GenPal campaign, highlighting the energy saving capabilities of Thermocool's Air Conditioner, serves as one of the many

brand building initiatives. Others are the sponsorship of tech exhibitions and food festivals around the nation. Thermocool's exclusive showroom provides customers with a unique store experience, indepth product knowledge and seamless service. Through its dedicated After-Sales department, the company shows its desire in fostering and maintaining healthy relationships with customers.

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

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

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



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Air Peace:

Nigeria's foremost airline of performance, beauty, safety, class

BRAND OF THE YEAR

Now Nigeria's foremost airline, Air Peace Limited was launched on October 24, 2014, with seven aircrafts made up of three state-of-the-art Dornier 328 and four Boeing 737-500 SP Jets, envisioned even then as a possible carrier that could fly to the top spot of the airline arm of the Nigerian aviation industry in no time as it's today In less than a decade of flight operations, and even surpassing the envisaged target then to become the biggest airline in West and Central Africa today with a fleet size of 51 aircrafts, its fleet expansion programme, being quite strategic and executed on needs basis.

It got its International Air Transport Association Operational Safety Audit (IOSA) certificate in 2016 and got admitted as a member of IATA shortly after, beginning with a fleet of three Dornier 328 aircrafts for charter services and four Boeing 737-500 aircrafts with capacities of 114 seats for both passenger and cargo services each. But with demand for air travel growing over the years, it became imperative that more aircrafts were needed to meet the demand, making the airline between 2015 and 2017 to acquire eight additional Boeing 737-300 aircrafts, each with a capacity of 136 seats, to be able to cope.

It similarly reacted to pressures by the flying public's pleas on it to extend



services to domestic and regional routes not being served or underserved, and procured six 50- seater Embraer 145 jets in 2018 to drive its 'No-City-Left-Behind' project under a new subsidiary, Air Peace Hopper, and became more determined as it had intended doing from the onset to make a difference in the provision of flight services, particularly on the international routes, acquiring one Boeing 777-200ER and two other Boeing 777-300 aircrafts for its haul services between 2018 and 2019 to set a domestic record as the first Nigerian airline to acquire the Boeing 777s and register them in the country, in addition to becoming the first Nigerian airline to lift 3,336 passengers on Day one of its operations, just as it also placed it in a position to hand Nigeria its first type certification on the Boeing 777.

It followed that up On July 5, 2019 with a successful launch of its inaugural international route to Dubai via Sharjah to mark a significant milestone on its expansion strategy, rapidly thereafter broadening its international presence and introducing a range of new network destinations, including direct flights to Guangzhou-China, London, Johannesburg, Mumbai, Jeddah and Tel Aviv, a strategic growth that reflected the carrier's commitment to enhancing connectivity

and meeting the diverse travel needs of its customers.

In its operations from its main hub at the General Aviation Terminal of the

Murtala Muhammed International Airport in Lagos, its loyal customers are always rewarded under its frequent flyer programme, offering them the opportunity to earn points that can be used for future travels, exclusive deals and memorable experiences, just as it also has a rebate scheme for serving and retired military personnel.

In just five years of its operations, the airline has grown to become the biggest and preferred airline in Nigeria, lifting over a third of all passengers in the country in 2018.

Continuing on the momentum in September 2023, it signed an order for five new Embraer 175 jets to again underscore its commitment to expand its modern fleet and enhance service offerings.

The massive expansion project increased the carrier's fleet of B737-300/500, B777, Embraer 195-E2, Embraer 175 and Embraer 145 jets to a total of 51 aircrafts, a key part of the airline's strategy to modernise its fleet, enhancing fuel efficiency, operational efficiency, and customer comfort, advancing environmental sustainability as a major step towards going green.

In total, Air Peace now boasts the largest fleet in Nigeria and West Africa.

As the airline keeps expanding, so is its route strength with the domestic route almost now across all of the the nation's airports, just as it's with it in the West Coast sub region.

Pepsi Cola:

A soft drink of unique flavours

OUTSTANDING CSD BRAND OF THE YEAR

Pepsi Cola, produced in Nigeria by Seven-Up Bottling Company Plc and a leader in the competitive carbonated soft drink (CSD) segment, has long been celebrated for its unique flavours, captivating marketing campaigns, and commitment to meeting the evolving tastes of its ever growing customer base. This accolade represents a recognition of the brand's consistent efforts to engage consumers and stay in the forefront of the CSD market.

This award underscores Pepsi Cola's prowess in the CSD domain. The brand has consistently demonstrated a commitment to promoting healthy living, offering a range of low-calorie and sugarfree beverage options that align with the evolving health-conscious preferences of consumers.

Pepsi Cola's recognition as the "CSD Brand of the Year" not only reflects its strategic marketing prowess but also its impact on the industry as a whole. The award reinforces its position as a beacon of



innovation and success within the competitive landscape of the CSD market.

The brand's victory in this coveted category is a testament to its ability to captivate

audiences, create memorable campaigns, and maintain its status as a beloved brand in the world of carbonated soft drinks.



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Nutri Yo: Rich in protein, essential minerials



OUTSTANDING PRODUCT RE-LAUNCH OF THE YEAR (DAIRY)

Nutri Yo, one of Nigerian consumers' preferred yoghurt drinks with improved formulation comes in 500ml, 400ml, and 125ml from the stable of the CWAY

Group, a foremost Company in Nigeria's FMCG sector.

The brand is available in two variants, namely: Plain Sweetened yoghurt and Strawberry Flavoured yoghurt.

Launched in 2018, Nutri Yo is coming from CWAY FOOD and BEVERAGES along with others as Nutri Milk, Maca Energy Drink, Peach Fruit Drink, CFresh, Darjeeling Ice Tea, and Nutri Choco.

With over two decades in Nigeria's FMCG industry, CWAY has persistently produced high-quality products that have continued to gain tremendous acceptance among Nigerian consumers.

With a passionate drive to meet the yearnings of yoghurt drink lovers across Nigeria over the years, Nutri Yo increasingly satisfies various segments of consumers and has been relentlessly innovative with quality. Nutri Yo is rich in proteins and essential minerals as calcium, sodium and vitamins B6, B1, D, and A, which ensure that consumers not only get nourishment for their body but also gain refreshing sensation, thus providing consumers essential nutrients to stay active

Nutri Yo continues to grow year on year just as it boasts of a strong distribution network, Pan Nigeria, across different distribution channels, which makes it easy for consumers to access.

The outstanding consumption experience from first taste to final drop combined with the immense nutritional benefits, gave rise to the brand's tagline, "My Yoghurt Irresistible".

Preference for newly improved Nutri Yo among its contemporaries obviously portrays the growing satisfaction of yoghurt lovers that want to enjoy the creamy taste and nourishment of a yoghurt drink.

TECNO Camon 30:

A contemporary Tech of inspiration

OUTSTANDING NEW PRODUCT OF THE YEAR (MOBILE PHONE)

TECNO is a premium smartphone brand from TRANSSION Holdings. With "Stop At Nothing" as its brand essence, TECNO is committed to unlocking the best

TECNO

contemporary technologies for progressive individuals across global emerging markets, giving them stylishly designed intelligent products that inspires them to uncover a world of possibilities and live a fashionable smart life enabled by intelligent technologies.

TECNO understands the needs of

consumers from different markets and provides them with localised innovations and design breakthroughs demonstrated through their mastery of serving those that are "young at heart" and never stop pursuing excellence. TECNO's portfolio spans across smartphones, tablets, smart wearables and other devices made for consumers in over 70 emerging markets world-wide, and leading the emerging markets to leap into a dynamic and vibrant new world of mobile connectivity

Aquafina:

The go-to-choice refreshing table water

OUTSTANDING TABLE WATER BRAND OF THE YEAR

Aquafina is a renowned table water brand and a formidable player in the industry from the stable of Seven-Up Bottling Company Ltd.

The brand's consistency in delivering top-quality, safe drinking water has set a new industry benchmark.



One of the key drivers of AcquaPure's success is the stringent quality control measures and state-of-the-art purification processes by the producing company.

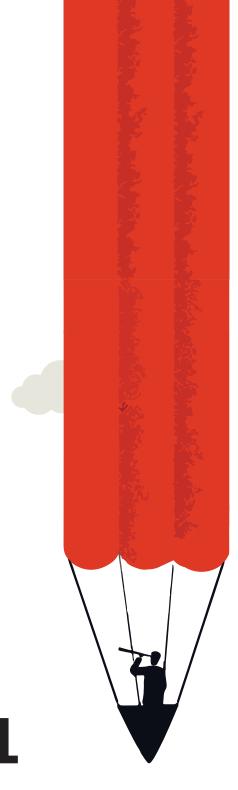
The brand places a premium on providing consumers with water that is not only pure but also tastes refreshingly clean. The cutting-edge purification methods

have earned it a reputation for setting the gold standard in the industry.

Aquafina's commitment to safety and environmental responsibility has further propelled its roaring success in the marketplace.

Its producers have consistently invested in eco-friendly packaging and manufacturing practices, minimising their environmental footprint while ensuring that their water remains safe for consumers.

With its unwavering commitment to excellence, AcquaPure is poised to maintain its dominant position as the go-to choice for pure and refreshing table water in the market for years to come.



WE BELIEVE CREATIVITY IS AT ITS MOST POWERFUL WHEN FOCUSED.

We believe that no problem can defy the power of creativity with single-minded focus. Focus is how water cuts through rock and it's how ideas change the world.



BOW Soya Oil:

A cooking oil brand like no other

OUTSTANDING REFINED SOYABEAN OIL BRAND OF THE YEAR

BOW Soya Oil, a leading cooking oil brand in Nigeria is produced and marketed by Boram Foods Limited in lbafo, Ogun State.

Since inception, the company has continued to make impressive inroads in the sector in which it operates and has set up far-reaching and result-oriented plans to dominate the vegetable oil market in particular in Nigeria.

The brand, BOW Soya Oil, is freshly produced from pure and finest soya beans sourced locally in Nigeria. This local sourcing guarantees that the raw materials are not stored for months in warehouses nor do they spend lengthy periods on the sea as imports. The result is the fresh, quickly processed and high quality cooking oil brand that BOW Soya Oil always is.

Apart from its freshness, BOW Soya



Oil is also good for healthy living because it contains low cholesterol.

According to the company spokesperson, "BOW Soya Oil gives a healthy treat to everyone in the family no matter the eating habit and cooking preferences"; adding, "BOW Soya Oil brings out the natural taste of other food ingredients. No more worries when frying, grilling, cooking and stewing".

Again, the product is equally pocket friendly and affordable, thus making consumers to get value for their money while quality is guaranteed.

Among other qualities, which make BOW Soya Oil, a market leader are the facts that it does not foam or fume; its bottles and gallons covers come with tamper-proof seals.

Significantly too, the cooking oil brand is free from cholesterol and is fortified with Vitamin A, an essential nutrient for healthy vision and regulation of the body immune system. The brand is also well packaged, labelled, and is available in different sizes to meet various kitchen/cooking and budget needs.

Little wonder that Boram Foods Limited proudly asserts that "With BOW Refined Soya Oil, you will have all of these and more. Your heart and pocket will thank you for it".

Being a subsidiary of Boram Group, a multi-sector service provider with footprints in FMCG, bottling, and oil & gas services, the company has since inception met numerous needs with touches of perfection. The indigenous enterprise is built to create a difference in the manufacturing and service industries.

The company leverages on more than 20 years of experience, with its founders having invested from their various fields of human endeavour. Thus, the company is growing at a fast pace as it creates uniqueness in its products and services while delivering at competitive prices.

Polo Limited,

renowned for exclusive and authentic luxury goods

OUTSTANDING LUXURY BRAND OF THE DECADE

Founded over 35 years ago, Polo has remained a foremost luxury goods company in AFRICA with the sole



representation of some of the most prestigious luxury brands. These include: Rolex, Cartier, Chopard, Piaget, Omega, IWC.

The Company's fine jewellery Maison includes some of the finest French and Italian brands; Messika, Fope, Pomellato, Roberto Coin, Fred, etc.

This exclusive partnership guarantees the exclusivity and authenticity of each product in Polo's portfolio. It also allows for great technical support and product training by its partners, giving it the cutting-edge tools to support its clients.

Talking about its product and service offerings as well as its personnel, the Company proudly states, "We have delightful presence at some of the most desirable locations across major cities where the most attentive service awaits"; adding, "We have over a 100 skilled professionals who are trained

and passionate to deliver exceptional service over and beyond our customers expectation".

It adds, "Our state-of-the-art service centre manned by Swiss-trained horologists and technicians working on intricate time pieces and fine jewellery is at the heart of our service offering"; and "Our team of highly skilled watchmakers possess a discerning eye, enabling them to identify the distinctive features found only in authentic timepieces. By obtaining an authentication certificate from the Polo Aftersales Service Center, you not only verify the authenticity of your watch but also enhance its value".

It is on record that every product purchased from Polo is supported by a manufacturer's warranty against defects, which offers any of its customers peace of mind.

Golden Penny Noodles: Home of tantalising flavours

OUTSTANDING NOODLES BRAND OF THE DECADE Golden Penny Noodles are the tasty non-sticky, non-soggy noodles rich in essential nutrients packaged to the highest standards to keep it fresh or longer. Golden Penny Noodles seasoning recipe gives it an appetising aroma and a taste that will send your taste buds on a trip, it is easy and fun to cook and can be enjoyed by the whole family. Golden Penny Noodles is the home of noodles, tantalizing favours.





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CWAY: The safe and hygienic water of trust

OUTSTANDING TABLE WATER BRAND OF THE YEAR

CWAY Water, the flagship brand of the CWAY Group and leader in quality clean



hygienic water and innovative water dispensers, was incorporated in 2000.

The innovative water brand was set up with the core interest to provide clean hygienic water and innovative water dispensers with accessories and technology that support healthy water drinking habits for all.

With its operations spanning across

Nigeria, the brand undoubtedly is today rated as the No.1 Nigerian market brand for 18.9liter dispenser refilling water and dispenser machines.

For two decades now, CWAY, as a people-centric brand, understands that water is life, and the dire need of consumers for hygienically sourced water, currently boasts of Nigeria's largest and most advanced refilling water plant in operation, with daily sales standing at thousands of tons of treated drinking water. With this, CWAY is not only gaining more traction but as well contributing immensely to improving the healthy lifestyle of numerous consumers.

With its headquarters located in the business hub of Nigeria, Lagos, CWAY has spread its tentacles with offices in Abuja, Benin City, Ota and five other locations in Nigeria. Being resolute with its brand promise, its impact is, therefore, felt in every home and corporate offices as it develops products for all target market segments.

With world class factories for production and operations installed with the best Hi-Tech equipment in the industry and mostly situated within well organised

and serene environments that meet international standards, CWAY's product portfolio include: 18.9Ltrs refillable dispenser water brands (Regular Brand and Prime), 75 cl table water brand, 1.5Ltrs table water brand, bespoke water dispenser machines, rugged, durable and aesthetic.

Quality remains its priority when it comes to product delivery, which is why CWAY's production processes and products are packaged in line with international best practices.

These practices, as stipulated, also go through periodic reviews, updates and certifications by all relevant statutory regulatory authorities. Its 18.9 litre dispenser refilling water brand has for decades set the pace as a premium top brand with strong market dominance for consistency in quality and accessibility. This informs CWAY's consistency in quality and delivery over the years and this has indeed endeared the company to the hearts of the Nigerian consuming public. This is why when it comes to safe and hygienic water you can trust, CWAY is the way to go.

AMAIZING DAY CEREAL BRAND:

Filling and energising

OUTSTANDING CEREAL BRAND OF THE YEAR

Flour Mills of Nigeria successfully expanded her portfolio into the BFC segment via the introduction of the Amaizing Day breakfast cereal. The product has been successfully positioned as a healthy and convenient alternative to other options in the cereal market. The brand was launched in April 2021 and has gained wide acceptance amongst Nigerian



consumers.
The brand
currently has
a presence
in Lagos and
other South
West regions of
the country.

Amaizing Day Cereal is a Ready to Eat Soft Cereal

that is made from the finest quality Whole Maize, Soya and Cassava. It has thick crunchy flakes that are pleasant to eat, creamy texture, inviting aroma, does not get soggy easily, pleasant mouth feel, and can be prepared with hot or cold water.

We know nourishment and fortification are important to our consumers and Amaizing Day Cereal has the right amount of Vitamin A for sharp eyes, Dietary fiber for easy digestion, Protein for growth and strength and Calcium for strong bones and teeth.

One portion of Amaizing Day Cereal contains the same amount of Calcium as a glass of Milk. Amaizing Day Cereal is a premium quality product that offers consumers value for money, it is quick and easy to prepare, nourishing because it contains the 'Power of 4', it is filling and energising. Amaizing Day comes in two affordable pack sizes: 50g x 100pc, 600g x 6pc, and 600g x 12pc

Golden Penny Pasta: High in fibre,

rich in protein

OUTSTANDING PASTA BRAND OF THE DECADE

Golden Penny Pasta is Nigeria's No.1 pasta made from the finest quality Durum wheat that makes it high in fibre and rich in protein. Golden Penny Pasta is fortified in vitamin A and supplies the body with the



vitality needed to go through the day.

Golden
Penny Spaghetti
is a long,
thin, dried
cylindrical
pasta that is
very tasty, does
not get soggy
and is enjoyed

in a variety of ways and cooked in 10

minutes. Rich in carbohydrates, essential fats and other nutrients, the result is always a delicious mouth-watering delicacy.

Golden Penny Spaghetti can be enjoyed plain with stew, vegetables, as Jollof or fried. It is very tasty and does not get soggy. You can enjoy with friends and family and be rest assured you are filled with vital nutrients and minerals to keep you going.





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Indomie Noodles:

Delightful in taste and wholesomeness

OUTSTANDING NOODLES BRAND OF THE DECADE

Indomie Noodles from the stable of Dufil Prima Foods has consistently launched innovative and successful marketing campaigns that have resonated with consumers and helped to grow its market share.

It is the market leader in the noodles market in Nigeria and has been feeding households since 1988.

In the recent years, Indomie Noodles



has been particularly successful in reaching out to and engaging with consumers. The brand has also created a number of successful influencer marketing campaigns.

In addition to its marketing success, the brand is also known for its high-quality products and its commitment to customer satisfaction. It is a unique brand of instant noodles, loved by a majority of Nigerians, it has grown to become a household name in Nigeria, owing to its delightful taste and wholesomeness.

Accepted across all age groups, the brand has managed to win over the hearts and taste palates of both the young and the old.

Indomie Noodles was selected for the above award based on its exceptional market performance over the past decade.

The brand feels honoured to receive this award and is committed to continuing to provide consumers with the best possible noodle products and marketing experiences.

Hollandia Yoghurt: Thriving on healthy, great tasting products

OUTSTANDING DAIRY BRAND OF THE YEAR

Hollandia Yoghurt, Nigeria's leading yoghurt, from the stable of CHI Limited, has redefined and transformed the Yoghurt market landscape in Nigeria since its inception over 15 years now. Having being launched in 2005, the brand has created new drinking yoghurt lifestyles with its healthy, tasty and nourishing yoghurt drink that is produced under very hygienic conditions contain essential nutrients. The brand with the vision to ensure that its product replenishes consumers and enables them to stay healthy, to be at their



best.

At CHI Limited, quality is not compromised, as the leading dairy brand takes extra care to use only high quality ingredients sourced from round the globe. The milk and ingredients used in its drinking yoghurt, Hollandia Yoghurt, are

sourced from well-nourished cows bred on fresh, healthy grass grown in hygienic pastures.

In its drive for strategic move to appeal to a wider consumer audience to reinforce its market leadership, Hollandia Yoghurt in 2021, announced a new partnership with Zainab Balogun-Nwachukwu, a multiple award-winning actress, entrepreneur and influencer. The partnership recognised the values that the Yoghurt brand and the actress have in common, and celebrated the recognition and leadership both parties have achieved as well.

Hollandia Yoghurt, therefore, understands the Nigerian consumers' desire for healthy and great tasting products. This has spurred the brand to display in its shelf two product variants and flavours such as the Plain Sweetened and Strawberry in five sizes of 1Ltr, 500ml, 315ml, 180ml and 90ml.

Scoop'd, An ice cream merchant of varieties, flavours, satisfying cravings

CUSTOMER-CENTRIC ICE CREAM BRAND OF THE YEAR

An ice cream specialist of brands and varieties, Scoop'd Best's special ice cream varieties are more than just a treat, but a whole new experience in delightful



goodness as it offers sensational taste in every scoop of ice cream, believing that no craving should go unsatisfied.

Its menu combines best- in- town signature sweet and savoury treats made fresh daily for take-out, to dine in and for delivery.

The signature ice cream treats, savoury

pastries and burgers are well now known as best in town with special combo offerings daily weekly to match mood and specific cravings at affordable prices.

The Scoop'd ice cream bar is a Nigerian brand owned by QFA. Launched in July 2020 with a first store in Victoria Island, Lagos and a second in Yaba, the same Lagos in the same September that year, Scoop'd believes in engaging with and giving back to communities it's located in, with a team ever standing by to support ideas, being ever driven by the desire to invent delicious and innovative ice creams of flavours that satisfy cravings.



Dodo Pizza, A

brand, a cornerstone for community interaction, engagement

CUSTOMER-CENTRIC PIZZA BRAND OF THE YEAR



A multinational pizza chain founded in 2011 in Russia under the umbrella of QSR group, Dodo Brands, Dodo Pizza has over 1000 restaurants in 21 countries across Europe, Middle East, Asia and Africa.

A privately held company in love with Pizza and Tech, they 've found a way to make the best of pizza, making it affordable and delivering fast.

Five years in Nigeria now, and nurturing Nigerians with the pizza

experience, the international movement born of a unique vision circa in 2011 as a small local venture, has today become one of the world's best-selling pizza brands, with presence in over 17 countries and operating about 1,000 stores across Nigeria, Europe and Asia, and technologically delivering fresh high-quality pizza and reshapping the country's pizza landscape.

Fredrik Van Rooyen, Managing Director, Quality Foods Africa, the franchiser of Dodo Pizza Nigeria, shares his excitement: "This milestone is a reflection of our hardworking team's dedication and the unwavering support of our customers. We're truly honoured to be part of Nigeria's vibrant food culture."

Starting with their first outlet in Lagos, Dodo Pizza has expanded to over 15 locations across Lagos and Abuja, and continues consistently to be fulfilling its promise of quality, taste, and affordability. Their menu features delightful varieties, including the beloved Dodo Supreme and Dodo Barbecue pizzas, all always meticulously put together to please the palate.

Beyond serving exceptional pizza, Dodo Pizza has contributed significantly to the local economy by creating over 500 jobs and partnering with local suppliers to become a brand in no time and a cornerstone for community interaction and engagement.

Van Rooyen elaborates on what makes Dodo Pizza unique: "Our people-first approach sets us apart. By listening to our customers, innovating with passion, and striving to make every dining experience memorable, we've created something special."

Dodo Pizza offers customers free delivery of their pizza and gives first-time customers one free pizza when they order through the Dodo Pizza app, truly making it the Dodo Pizza difference.

In true celebratory spirit, Dodo Pizza recently honoured its customers in Lagos and Abuja with lively activities and the festivities included face painting and colouring stations for children, exciting pizza tossing, a bouncing castle, and a live DJ that kept the energy high, with over 200 customers, receiving free vouchers for pizzas and drinks.

On the whole, the celebrations were quite remarkable.

Looking forward, Dodo Pizza Nigeria is ready for an exciting future with continued innovation and expansion at the forefront. The chain's vision remains clear: to elevate every customer's pizza experience.

LG Electronics,

A multinational major appliance, consumer electronics corporation

OUTSTANDING REFRIGERATION BRAND OF THE DECADE



A multinational major appliance and consumer electronics corporation, headquartered in Yeouido-dong, Seoul, South Korea, LG Electronics is a part of LG Corporation, the fourth largest chaebol in South Korea, often considered as the pinnacle of LG Corporation with the group's chemical and battery division, LG Chem.

It comprises four business units, home entertainment, mobility, home appliances & air solutions and business solutions

LG Electronics acquired Zenith in 1995 and is the largest shareholder of LG Display, the world's largest display company by revenue in 2020.

It is as well the world's second largest television manufacturer behind Samsung Electronics and has 128 operations worldwide, employing 83,000 people.

Jigsimur, an herbal immune booster for wellness, good health

OUTSTANDING NATURAL HERBAL DRINK OF THE YEAR

An alternative supplement for health and

wellness made from Aloe Ferox extracts, Jigsimur is said to be a powerful immune booster capable of fighting and curing any form of infection and disease in the body.

Highly believed to be a Powerful herbal drink capable of curing so many chronic diseases and infections, it's said to be made from rich natural ingredients of the Aloe Ferox plant and known to be effective in treating various forms of diseases and infections, varying from

Fibroid Cases, Diabetes, Arthritis,

Cancer, High Blood Pressure, Infertility Problems, Sexual Weaknesses, Ulcer, STDs, HEPATITIS, Vaginal Infections, Pile, HIV/AIDS, Skin Diseases, Staphylococcus, HPV, UTI Disorders, Fallopian Tube Blockage, Low Sperm Count to several health challenges.

Said to be made in South Africa, it's available in a small and big bottle and it's NAFDAC approved, having been around for a while.



Low Bills More Comfort











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47% Faster Cooling



140V-264V Operation 450V (Max





Johnvents Foods'

Intended moments of nourishments, innovations, sensational experiences

OUTSTANDING INDIGENOUS BRAND OF THE YEAR

Believing in the power of food to create extraordinary memories and bring people together, Johnvents Foods' goal is to create nourishing experiences that foster happiness, build bonds and nurture unforgettable moments.

With Johnvents, whether you're hosting a special occasion, arranging an intimate dinner for two or more or simply treating yourself to a moment of food bliss, it will be an unforgettable moment filled with nourishment, innovative flavours,

treasured memories, and sensational experiences, being a firm believer in the extraordinary power of food, determined to make a world where our food is both nourishing and bringing people closer together, hence it's nourishing Africa's Agricultural Value Chain.

Very much an indigenous agribusiness and a manufacturing group committed to driving sustainable growth across the entire Africa agricultural value chain, it's transforming Africa's agriculture for a thriving Future.

From fertile fields to flourishing communities, its journey embraces agricultural transformation, nourishment of lives through food production, and fostering economic development through value-added manufacturing and premium exports.

The group connects the dots across the agricultural value chain, empower farmers, manufacturers with innovation and distribute with impact, unlocking immense value for Africa's agricultural landscape.



JOHNVENTS FOODS

Since the inception of its cocoa sustainability programme, it has been a transformative journey, dedicated to creating a sustainable legacy for generations to come, the ambitious goal, being to empower 150,000 farmers on approximately 300,000 hectares of farmland through the rehabilitation, regeneration and replanting of cocoa trees over the next 5-10 years, a reason it's imploring all to join the Team, Live the Johnvents Experience and discover how your skills can nourish communities, build resilience and shape a sustainable future, pleading that you join them and live the difference.

GBFoods

GOLDEN BRAND AWARD (CORPORATE)



GB Foods is a global corporate brand whose history began with its brand, Gallina Blanca, founded in Barcelona in 1937. Today, with a turnover of around €1,4 billion and a staff strength of about 3,500 employees, GBFoods is present in more than 50 countries in Europe and Africa, among them, Spain, Italy, Germany, France, Belgium, Netherlands, Sweden, Finland, Nigeria, Ghana, Algeria and Senegal, among others.

The company's leading brands in Nigeria are Gino, Bama and Jago.

Globally, the Company enunciates its Purpose to be "Celebrating local flavours", which it explains, as meaning "to empower and take care of each of the local communities we belong to and to bring out these authentic flavours".

In its words, "This has allowed us to become the preferred choice for millions of families in an increasingly connected and open world. Because in a world as globalised as ours, where cultural diversity is synonymous with richness, we must empower and take care of each of the local communities we belong to and emphasise the thing that makes us unique, food.

Expressing its unchanging commitment, the Company states, "At GBfoods we will continue celebrating the local flavours that make us what we are, helping people to enjoy their favourite recipes daily everywhere".

DAILY-NEED GROUP: Hallmarked by quality, integrity and transparency

GOLDEN BRAND AWARD (CORPORATE)

The story of Daily-Need Group can be compared with a mustard seed that germinates and grows to become an OAK tree.

It all started as Daily-Need Chemist through the dream of Otunba (Dr.) Matthew Oyin Jolayemi, OFR, in 1970 and was then located on Nnamdi Azikiwe Street in Lagos Island. After two years of trading, manufacturing of cosmetics



started in Surulere and the first product (PAULINA BEAUTYCREAM) was manufactured on the 19th November 1972, while pharmaceuticals were added the following year. The foray into pharmaceuticals commenced with the production of Penicillin Ointment.

The Organisation made a giant stride in 1974 by moving into its factory, which it still occupies till today on Plot 10, Unity Close, Off Ladipo Street, Matori, Lagos.

The year (1974) marked a year of landmark achievement as it was in that

year that Daily-Need Toothpaste was launched into the market for the first time.

Since then, there has been no looking back for the company. Over the years it has continued to consistently position itself as a market driven organisation which is sensitive to the yearnings of the ordinary man across Nigeria.

With a Vision, "To be a world-class manufacturing company, producing premium daily need brands that command market leadership in their respective categories", and a Mission: To create a positive impact on the health of our nation" while making available premium brands to the society and also creating an enabling environment where our workforce is motivated to engage in the unorthodox, thinking at critical time while we carry along our distributors as stakeholders,"; the





company keeps moving to loftier heights, propelled by its core values of Quality, Integrity, Transparency.

Daily-need Group maintains best

manufacturing practices and global quality standards with its modern multi-billion Naira factory, combining manufacturing capacities for tablets, oral liquids, ointments, suppositories and beta-lactam in line with NAFDAC, WHO and USFDA GMP standards.

Golden Penny Semovita

OUTSTANDING BALL FOOD BRAND OF THE YEAR

Golden Penny Semovita is a leading ball food brand from the stable of Flour Mills



of Nigeria Plc, the nation's foremost food and agro-allied conglomerate.

Made from high-quality premium wheat, and produced with ingredients such as Wheat semolina and Vitamin Premix, Golden Penny Semovita is nutritious, healthy and aids digestion.

Characteristically, it goes with any type of soup. It is smooth, moldable, easy to cook and easy to swallow.

The brand offers consumers such benefits as: Fibre, Protein; and is fortified with Micro-nutrients like Vitamins A,B, Iron and Folic Acid.

Wema Bank,

Impacting Africa's financial services market with digital innovations

PLATINUM BRAND AWARD (CORPORATE)

Wema Bank, the pioneer of Africa's first fully digital bank, ALAT, and Nigeria's most resilient bank, has earned an evident reputation for building the future of financial services, embracing technological advancements and constantly innovating to develop uniquely impactful solutions and redefine the banking experiences of Nigerians.

Since inception in 1945, Wema Bank has remained steadfast and unrelenting in fulfilling its vision and mission, "To be the dominant digital platform in Africa, delivering seamless financial services, and "Empowering lives through innovation" respectively.

Rising from the former Agbonmagbe Bank, Wema Bank's journey is one that has sparked admiration in the financial services industry. In January 1990, the bank was listed on the Nigerian Stock Exchange and by 2009, the bank had become a regional financial powerhouse, further undergoing a strategic repositioning exercise, which culminated in a decision to operate as a commercial Bank with regional authorisation in South-West Nigeria, including, Lagos and Abuja.

Within six years of acquiring its regional banking status, Wema Bank went on to become a national bank in 2015, receiving a national banking licence, having met the capital base requirements as stipulated by the Central Bank of Nigeria (CBN).

Now operating a network of over 125 branches and metamorphosing into Nigeria's most innovative bank in less than a decade. Most prominent a testament to Wema Bank's innovative capacity is the



launch of its digital platform, ALAT.

Launched by it as Africa's first fully digital bank, in 2017 to provide Nigerian with a paperless banking system functional beyond conventional banking parameters and operational 24/7, the unique platform serves as an ecosystem of seamless convenient and reliable financial services and solutions across diverse customers' lives, constantly evolving to adapt to the extensive needs of each customer.

ALAT has essentially transcended the confines of "mobile banking" to become a one-stop shop for every Nigerian's financial needs. Wema Bank didn't stop at the individual level.

In a bid to transform the banking experiences of Nigerians in the MSME sector for increased operational efficiency, it also launched a corporate version of it, called, ALAT For Business, Available on PlayStore and App Store, it was strategically designed to optimise the banking system for business, allowing them to sort all their financial needs without visiting the bank, with ALAT For Business, fondly called "AFB", entrepreneurs can access advances financial services, including the bulk payment feature that allows them make simultaneous payments for up to 5,000 beneficiaries in one transaction

Both ALAT and ALAT For Business stand out for their unique abilities to help individuals and businesses fulfil their personal and professional needs and maximise their potential with incredibly minimal effort.

There's also the Wema Bank's SME

Business School, equipping business owners with practical tips and strategies for efficient business growth and management, the Bank POS machine, offering business owners the same-day settlement, an advanced contactless payment option called Wema Bank NQR through which customers can simply scan a barcode to make payments to business owners, the ALATPay, a seamless payment gateway that facilitates webbased payments for business owners, then a plethora of other advances solutions and the one outstanding initiative launched by the bank for MSMEs, the FGN-ALAT Digital Skillnovation Programme, a partnership with the Federal Government of Nigeria to train and equip two million (2,000,000) youths and one million (1,000,000) MSMEs across the country with relevant advance and highly demanded digital skills for optimal employment, accelerated business performance and ultimately, to give them a competitive edge on the global digital landscape. Wema Bank by this has strategically positioned not just MSMEs but also Nigerian youths for sustainable success with marketable digital skills the programme offers.

Also championed by Wema Bank to empower Nigerian Youths include Hackaholics, a youth-focused tech competition designed to not only provide a platform for youths to build their own startups but to provide them with the necessary resources. There's also the NYSC-ALAT Accelerator Programme launched by Wema Bank in partnership with the NYSC and Microsoft to provide young Nigerian graduates with the resources and opportunities needed for seamless transition to the labour market; then, the Wema Bank Bankers-In-Training programme through which it affords youth the opportunity to make their big break into the financial services industry, and a host of other impactful initiatives.

It as well launched its female-focused proposition, SARA by Wema, with which it



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has helped thousands of Nigerian women to thrive in their personal and professional lives through unique solutions, ranging from skill acquisition and free professional trainings to, financial support, varying from personal and business loans, mentorship and networking opportunities to exclusive events.

Wema Bank's impact as a financial services provider has permeated the lives of Nigerians of all ages and walks of life. All through their 78+ years of existence, Wema Bank has evolved beautifully, constantly innovating and introducing strategic products, services and solutions that increasingly deliver optimum value to its stakeholders.

Heineken: A lager brand of class, taste, and quality

PLATINUM BRAND AWARD (PREMIUM LAGER)

A premium lager brand with class, taste, quality and elegance, Heineken, a product of the Nigerian Breweries, the franchise holder of the Heineken brand in Nigeria.

Popularly known as The Chairman,



Heineken is all known around the world for its unique great taste, rich tradition and superior quality. Richly prepared by using the unrivaled recipe invented three generations ago by the Heineken family in Amsterdam since 1873, Heinekens, consistently of high quality, excellent

craftsmanship, and unique recipe, continuosly making it the number one international premium beer in the world, is available in 192 countries around the globe.

For over two decade, the brand has remained the official long-standing sponsor of the UEFA Champions League, which has seen the international premium brand become one of the most renowned brands in European football. Heineken consistently remains one of the world's most consumed international beer brands, upping the ante in providing consumers with unique remarkable experiences.

Eva Premium Table Water: Easilyaccessible time-tested

accessible time-tested brand of quality

LEGACY BRAND AWARD (TABLE WATER)

Eva Premium Table Water was one of the first movers in the table water market, with a legacy of over 40 years. The brand, being manufactured by the Nigerian Bottling Company (NBC), has been



time-tested, having been around for more than two generations and building strong followership within those years.

Eva Premium Table Water is believed to be the most preferred water brand in Nigeria due to several factors, including its accessibility and premium quality, which have remained consistent over the years. Despite the market fragmentation, Eva premium table bottled water remains the leader in the segment due to its vast network of distributors across the country, and this is due in part to the vast distribution chain of NBC and its Eight bottling facilities.

Eva Premium Table Water has also set a standard with regards to quality; the brand has been designed to be a perfect complement to everyday moments. It's grounded in providing pure, clean water in a sustainable way that enlivens the body and mind.

Golden Terra Oil's

"Pouring Love into Every Meal" Campaign

OUTSTANDING CAMPAIGN OF THE YEAR

Golden Terra Oil's Pour Love campaign exemplifies the perfect blend of emotional resonance, creative execution, and strategic brilliance.

At the heart of every unforgettable campaign lies a powerful story that touches lives, not just sells products. Golden Terra Oil's "Pouring Love into Every Meal" campaign is one such story—one that captured the hearts of families across Nigeria and left a lasting emotional impact. It's no surprise that this beautifully crafted

campaign earned the prestigious Best Campaign of the Year award at the 2024 EDGE Awards.

The campaign told the story of a mother pouring love into every meal she prepared, a story that resonates deeply with the everyday experiences of countless Nigerian families across demographics.

"Pouring Love into Every Meal" drew on universal truths—love, care, and the special bond shared at the dining table in every home — while connecting these sentiments to the everyday act of cooking, which made it both relatable and memorable. This thoughtful alignment between the product and its messaging is what is believed to have set the gold standard for marketing campaign.

More than just an ad, it highlighted the nurturing role of mothers — their care and devotion reflected in the food they lovingly



prepare. In a society where family bonds and mealtime traditions are sacred, this emotional storytelling gave the campaign a unique power that couldn't be ignored.

Though the campaign, Golden Terra Oil took an essential household item—cooking oil—and imbued it with meaning. The result was a narrative that elevated a basic product into a symbol of family unity, nourishment, and love.



HEAR THE DIFFERENCE!

Mouka Foam,

leading the market in the sleep industry in Nigeria

LEGACY BRAND AWARD (FOAM)

Mouka is the leading indigenous foam manufacturing company in Nigeria. Established in 1959, the company has for over 60 years been producing sleep products of unrivalled quality. The company boasts a diversified portfolio of durable and comfortable mattresses, pillows and other bedding products. These include the Royal Luxury Pillowtop mattress, an intricately designed multilayered mattress designed to deliver a luxury sleep experience, the Mouka Wellbeing range of Orthopaedic mattresses, Mondeo Firm and Mondeo Plus Spring mattresses, Royal Memory Foam Pillow, and Bio Pillow made breakthrough biocrystal technology for a stress-free sleep.

With a vision "to become the market leader in the sleep industry of Africa", the firm has consistently placed a high premium on quality and excellence. It



thus submits that "in the sleep industry, the Mouka brand name is synonymous with quality, adding that "Our expertise in maintaining this consistency is driven by a combination of state-of-the-art technology we employ in crafting our products and the determination of our people to add comfort to life every day". It further states, "We were the first company in Nigeria to offer a quality warranty on its products, a testament to our confidence in our brands".

Significantly, some Mouka mattress brands come with a 6-year warranty, and others, like the Royal Pillowtop, come with up to a 10-year warranty! It is little wonder that Mouka Foam has undoubtedly become a market leader in Nigeria's sleep sector as its products are available in over 3000 branded outlets across the country.

In its words, "through our extensive network of distributors, sub-distributors, modern retail outlets, Sleep Galleries and eCommerce platforms"; adding, "With manufacturing facilities in Lagos, Benin, Kaduna and numerous depots spread across the nation, Mouka is able to serve its highly esteemed customers". Historically speaking, Mouka Foam was established in 1959 by the Lebanon-born Moukarim family based in Kano. For many years, the company was majorly owned by leading international investment firms. However, in late 2021, the Morocco-based Dolidol International Group brokered a seamless change of ownership of Mouka. This strategic initiative changed the fortunes of Mouka for the better as Dolidol International Group is the undisputed market leader in the sleep industry in Francophone Africa. Thus, as a member of the Dolidol International Group, Mouka's footprints now extend beyond Nigeria. It is on record that Mouka has been listed twice in the London Stock Exchange Group's Companies to Inspire Africa reports for 2017 and 2019. To be included in the list, companies must be privately owned and show an excellent rate of growth and potential to power African development.

CHIVITA FRUIT

JUICE: Delivering essential minerials, vitamins and nutrients of good health

LEGACY BRAND AWARD (JUICE)

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

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



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

Also, the company's market network that spreads across Nigeria and beyond further endears and shores up its patronage and revenue.

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

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

orchards.

With innovation at the core of everything we do, our company continually delivers a robust portfolio of products that are rich in essential vitamins, minerals, and other nutrients that meet consumers' requirements for good health. The Nigerian consumers' desire for healthy and great-tasting products is also met with the wide range of product variants and flavours that Chivita offers'.

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

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

GINO: Taking tomato paste production to heights

OUTSTANDING USE OF INFLUENCER MARKETING OF THE YEAR



Gino, from the stable of GBFoods, is a consolidated brand in African countries as Nigeria and Ghana.

This is due to the broad range of high quality products that make the daily lives of many African families easier.

These include basic products like tomato sauce, bouillon cubes, and curry powder, among others.

Gino is a name of Italian origin, which, among other things, means "well-born", or "noble" to depict the brand's unique brand purpose and its brand positioning.

It would be recalled that since its



Relish

Beef Flavor





evolution in 2007 from the merger between Gallina Blanca and Star, GBFoods has taken tomato paste manufacturing to very lofty pedestals in this market.

Significantly, the company, as at the end of October, 2021, had invested N20 billion in agricultural production and industrial processing of fresh tomatoes.

As it explained then, GBFoods explored the gains inherent in backward integration through a strategic partnership with the Central Bank of Nigeria, CBN and the Kebbi State government to build one of the largest single tomato farms in Africa. It prides itself as the only fully backward integrated plant in the entire Sub-Saharan

Africa.

GBFoods has always assured Gino's ever-growing consumers across Nigeria that "Our brand is built on quality. We take quality very seriously and we're constantly looking for ways to improve".

UBA Plc – Africa's world financial powerhouse

LEGACY BRAND AWARD OF THE DECADE

United Bank for Africa Plc is a multinational Pan African financial services group, offering banking services to more than 35 million customers with about 1,000 branches in 20 African countries. With presence in New York, London, Paris, Republique du Benin, Burkina Faso, Cameroun, Congo Brazzaville, Congo DRC, Cote d'Ivoire, Gabon, Ghana, Guinea, Kenya, Liberia, Mali, Mozambique, Nigeria, Senegal, Sierra Leone, Tanzania, Tchad, Uganda Zambia and Dubai, UBA is connecting people and businesses across Africa and the world at large with retail and corporate banking, innovative cross border payments, trade finance and investment banking.

With a history of over 74 years, UBA is one of the most recognised banks to originate from sub-Saharan Africa and has been providing superior financial services to small businesses, corporations, governments, institutions and individuals globally. The bank, which also operates in the United Kingdom and France, officially opened for business in Dubai, the United Arab Emirates, last year.

UBA provides corporate, commercial, SME, consumer and personal (retail) banking services to more than 27 million customers through diverse channels: over 1,000 business offices and customer



touch points with 2,669 ATMs, 87,223 PoS and robust online banking services. Additionally, UBA offers pension custody and related services.

The bank has proven expertise and capacity in key sectors of economies across Africa, especially in Oil and Gas, Infrastructure Finance, Agric, and Commodity/Export, which positions it as a preferred partner for structured solutions to key governments and corporations, operating in and into Africa.

Recently, the bank signed a \$6 billion financing agreement with the African Continental Free Trade Area (AfCFTA) in Accra, Ghana to eliminate trade barriers and promote intra-African trade. The Bank's solid financial performance, excellent service delivery to customers and its continuous role of facilitating rapid economic growth across the African continent were some of the reasons that led to the bank, being named the Best Bank in 12 of its African subsidiaries, including Nigeria.

Significantly, as part of its Corporate Social Responsibility effort, the Bank established the UBA Foundation, in January 2004. And as the Corporate Social Responsibility arm of the UBA Group, Foundation is committed to the socioeconomic betterment of the communities the bank is operating, focusing on

development in the areas of Education, Environment, Economic Empowerment and Special Projects.

The UBA Foundation is a Part-sponsor of the 7th Annual Celebrations and Entrepreneurial Awards of the Fate Foundation, a private-sector-led non-profit initiative with a vision to foster the establishment of 5,000 businesses and creation of employment for at least 50,000 Nigerians.

In line with its commitment towards sustainability, the UBA Foundation joined a group of elite financial institutions in May 2008 who signed on to the United Nations Environment Program Finance Initiative (UNEP FI) Statement. Through this, the foundation is focused on improving the environment and promoting sustainable development by forging best practice throughout the industry.

The Foundation maintains three gardens across Nigeria.

For its excellent services, CSR and philanthropy, the bank has been a recipient of several awards for pioneering innovation in the African banking sector. The awards range from its recipient of the Africa Bank of the Year 2021 from The Banker Magazine, a Financial Times publication, the Banking Group Brand of the Year, Ghana 2021 by Global Banking and Finance Award, Best CSR Bank, Ghana 2021, Best Remittance Bank, Ghana 2021 by Global Banking to the Finance Award.

With multiple awards, being received by it, UBA continues to distinguish itself in the financial service industry across Africa.

MCOM, leading the 5G revolution in Nigeria

OUTSTANDING NEW TELCO BRAND OF THE YEAR

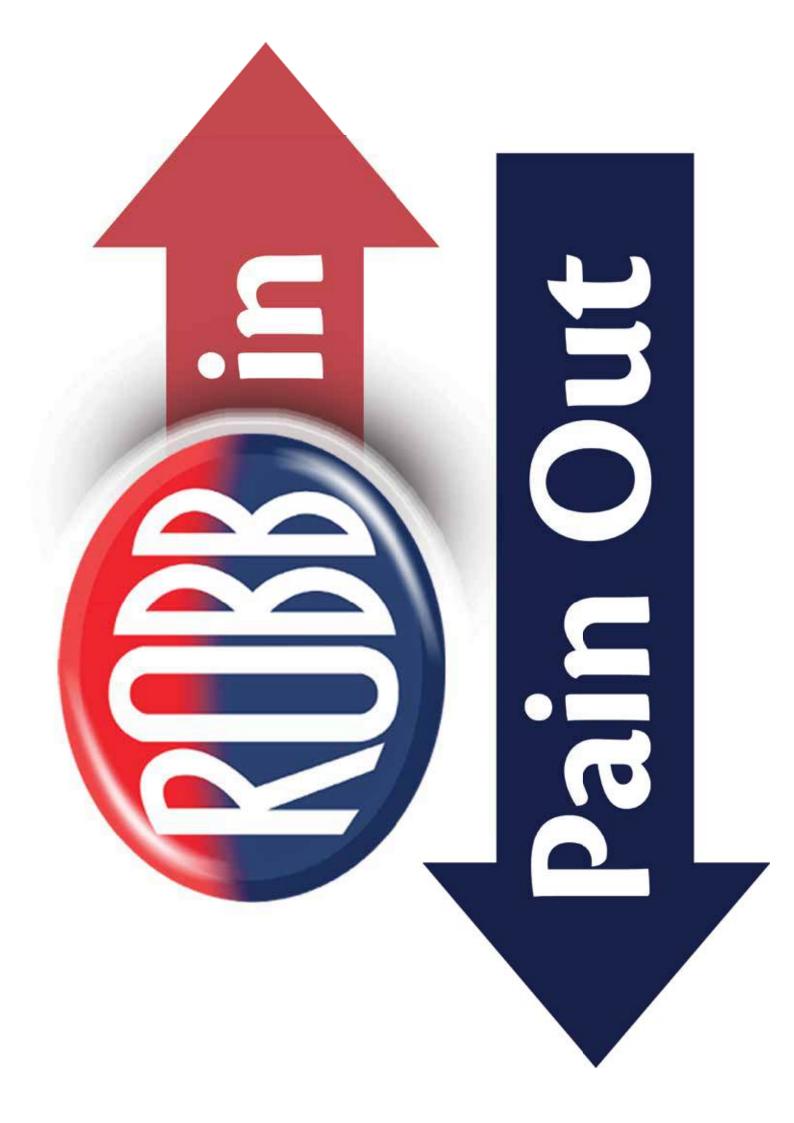


Nigeria embraced the 5G revolution in 2021, with MTN and MAFAB Communications (now operating as Mcom) being the first telcos to acquire the license in 2021, followed by Airtel the following year.

One of the fundamental distinctions within the realm of 5G networks is the differentiation between Standalone (SA) and Non-Standalone (NSA) modes. The 5G Standalone (5G SA) has emerged as a powerful catalyst for industry

digitalization. This revolutionary development is poised to usher a new era of connectivity for users, enterprise businesses and institutions across multiple industries, including healthcare, finance, energy and utilities, retail, manufacturing, among others.

5G SA isn't just about faster internet; it's a transformative network architecture that brings forth a myriad of benefits. Beyond the promise of more bandwidth, it introduces ultra-reliable low latency



communications. This low latency is a game-changer for applications that demand near-real-time responsiveness. Think about autonomous driving vehicles navigating our roads, telemedicine, and machine vision enhancing various industries. Some other revolutionary innovations users will experience are Voice over New Radio (VoNR) and Video over New Radio (VoNR), which enable voice and video calls to be made over 5G SA networks without relying on LTE as the anchor. VoNR is the successor to Voice over LTE (VoLTE), which allows voice calls to be made over 4G LTE networks.

Another key feature of 5G SA lies in its capacity to support massive IoT (Internet of Things) ecosystems. With specialized machine-to-machine communication protocols, it opens up new possibilities for interconnected devices and services. This allows for the efficient management of countless devices, making smart cities, industrial automation, and healthcare applications more practical and efficient.

Moreover, 5G SA's standalone architecture ensures that it is fully independent of 4G networks. This autonomy means greater reliability and

resilience, reducing the risk of network congestion and downtime.

According to Adam Simmons, an industry expert, there are over 1 billion 5G connections worldwide, encompassing both SA and NSA versions. However, most of these connections still rely on Non-Standalone (NSA) networks that utilize 4G LTE networks as a fallback. SA 5G is commonly seen as an Independent 5G standard as it operates without the need for support from other generations. It offers the fastest wireless connection, enabling users to connect directly to the digital world without limitations.

The launch of 5G network in Nigeria has heralded a new era of innovation and connectivity, revolutionizing how Nigerians interact with technology. With remarkably improved download and upload speeds, low latency and superior network connectivity, it enhances a wide range of applications and innovations, including cloud computing, telemedicine, cloud gaming, Augmented Reality (AR) Virtual Reality (VR), and smart homes.

In Nigeria, only Mcom offers standalone 5G, a transformative development in the country's digital landscape.

With a standalone 5G network, users, including SMEs, home users, gamers, enterprises, among others, can experience the full capabilities of 5G without dependence on older generation networks. This translates to a stronger, more stable connection with reduced latency, ensuring uninterrupted access to the digital world while eliminating delays and connectivity fluctuations.

In summary, the advent of 5G technology has reshaped the landscape of connectivity, transforming how we engage with the digital world.

While Airtel and MTN have integrated 5G into their installed based network, which makes sense, Mcom stands out for its exclusive provision of true 5G Standalone capabilities as a greenfield player. Its network ensures that users enjoy seamless, efficient, and stable connections without reliance on older generation networks.

As technology continues to evolve, Mcom is at the forefront, setting new connectivity standards with its 5G experience, propelling Nigeria into a future of unparalleled connectivity.

Berger Paints Nigeria,

INNOVATIVE PAINT BRAND OF THE YEAR

Berger Paints Nigeria Plc is a leader in the Nigerian coating and allied industry. Established on January 9, 1959, the company has been providing quality paints and allied coating solutions to meet the needs of various sectors of the nation's economy.

In its 65 years of serving generations of Nigerians, Berger Paints Nigeria Plc parade a long list of firsts in the country. Some of its pioneering credentials are:

- First paint manufacturer to be established in Nigeria
- First paint company to be quoted on the Nigerian Stock exchange
- First paint researcher to introduce textured coating named Texcote to the Nigerian market.
- First to develop, manufacture and supply coil-coating paint to aluminum factories in Nigeria
- First paint manufacturer to win NIS Award from SON for premium and market quality decorative products.
- First paint Company to win the Nigerian Stock Exchange Merit Award.

- First to develop and supply Thermo setting acrylic paints to local industries.
- First to win the National Merit award for local raw materials utilization in the paints industry.
- First to develop tropicalized and environment friendly paint products to the Nigerian market.
- First to introduce full process tamperproof containers to the Nigerian market.

With its brand proposition, 'Experience Your World in Colour', Berger Paints Nigeria Plc has always placed innovation, integrity, quality of products & services and the provision of a vast product range at the top of its priorities.

The company is keen on research and development which has resulted in its being known for pioneering new products and setting the pace in the paints and allied coating sector. An example of such specialty products is Berger Fire Retardant Texcote, a textured finish which has been very successful and has been adopted as the generic term for textured paint in Nigeria.

Another first of its kind product in the Nigerian market is Berger Rufhide, a wall putty with superior adhesive strength and capability over other screeding materials. Our other well-known brands such as Luxol and Superstar continue to have

their loyal clientele and enjoy extreme popularity across Nigeria today.

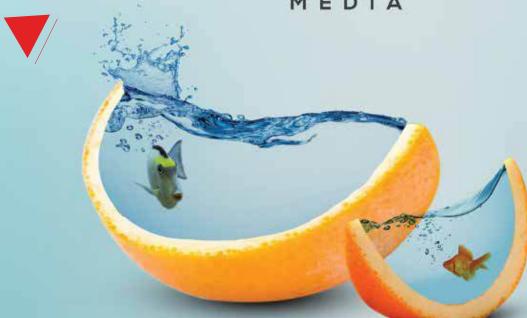
The company parades numerous products across such segments as: Pre-Decoratives and Primers; Decoratives, both premium and standard decorative brands; Marine and Protection; Industrial Coating; Special Orders (Wood Preservers and Finishes and Autolux- Automotive/Vehicle refinishes available as special orders).

Berger Paints Nigeria Plc also has a subsidiary, Swift Painting which uses mechanized and advanced tools, skilled professionals to offer painting services.

The company is always committed to quality assurance such that it always exceeds its clients' expectations working within relevant regulatory and statutory requirements. It pays strict attention to its processes to ensure continuous improvement in accordance with the NIS ISO 9001:2015 standard.















INSPIRED BY IDEAS. DRIVEN BY DATA

AXA Mansard Insurance Plc, An ace in Insurance, Asset management services

AXA Mansard Insurance Plc is glomarously digging more and more into insurance and asset management services in Nigeria and beyond, dwelling largely on motor, home, life, travel, education and commercial insurance services as well as financial advisory, portfolio and risk management and investment consulting services, protecting what matters, being well known as one of the largest global insurers, acting on human progress.

It has the vision of transforming AXA's value proposition "from payer to partner", delivering new services, complementing the traditional insurance coverage and building new business models and increasing the protection of its customers.

Stridently keeping to its values, ranging from Courage, Integrity, One AXA to the Customer First principle, being the four core values adopted by the Group since 2016 to reflect the culture of its teams around the world, being daily expressed, the strength of the company's culture and outstanding managerial continuity over the last 40 years, can equally be seen in the proximity of its values across the various periods.

It is undoubtedly a worldwide leader in insurance and asset management, with 171,000 employees, serving 105 million clients in 61 countries.

AXA is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

AXA was incorporated in 1989 as a private limited liability company and registered as a composite company with the National Insurance Commission of Nigeria (NAICOM) to offer life and non-life insurance products and services to individuals and institutions across



Nigeria as well as health insurance and Investment management services through its wholly owned subsidiaries, AXA Mansard Health Limited and AXA Mansard Investments Limited.

Listed on the Nigeria Stock Exchange in November 2009, and now with the highest market capitalisation in the Insurance sector of the Exchange in line with its mission statement, which requires it to test its activities with standards of excellence, the company has implemented a robust Environmental and Social Management System (ESMS), the essence of their policy approach, being to ensure that all projects or transactions it's executing, underwriting and funding comply with its environmental and social commitments as well as with other applicable local and international standards, fervently pursuing its mission to proudly emerge the first Nigerian Insurance Company to implement an ESMS that would enable it to achieve superior shareholder performance through environmentally and socially sustainable

AXA Mansard brand expert teams are ever diligently working to manage risk and maintain the company's reputation for excellence, and readiness to better serve its customers, being one that promptly identifies and effectively manages risks and deliver on its promises to customers and shareholders, leveraging on the latest of technologies and best practices to ever drive growth and create value for its customers.

Highly rated for its services, service delivery, and general performance, it has become a yearly dot of awards, getting them right hand, left and centre yearly, amongst them, the 2022 Nigerian Investor Value Awards (NIVA), Best Performing Stock 2022, Top 50 Brands in Nigeria Awards, Top 50 Brands in Nigeria 2022 World Economic Magazine Award, Most Innovative Insurance company of the Year Award, the Chartered Institute of Personnel Management of Nigeria (CIPM) (People First Organisation Award), and the Marketing Edge Award as Market leader in the insurance sector of the country, 2021.

AXA Mansard HMO, On the Frontline in Good Healthcare Services

OUTSTANDING HEALTH
INSURANCE COMPANY OF THE
DECADE

A Health Maintenance Organisation (HMO), AXA Mansard HMO is providing healthcare services to individuals, families and corporate organisations, offering a range of plans to suit different needs and budgets.

Its services include access to quality healthcare providers, comprehensive medical coverage, flexible payment plans and a 24/7 customer support.

Generally known as AXA Mansard Health Ltd, the HMO is providing optimal and effective health management solutions and financial services to individuals and corporate bodies.

A division of the AXA Mansard group, providing premium health services in the form of health insurance to its beneficiaries, the HMO offers a range of benefits and services, including Unlimited Scope of Coverage, Unlimited Service Delivery, Cheaper Healthcare Costs, High-Quality Care Delivery, Reduced Administrative Burden, Nationwide Emergency Coverage and Flexibility.

As things stand today, they are a leading HMO in the country, providing the best of services and like all the other subsidiaries of the Mansard group, continually on the upward leap, yearly reaping, counting bountifully and garnering honours and awards from far and near.

Moniepoint:

Providing businesses with tools, needed growth support

OUTSTANDING DIGITAL BANK OF THE YEAR



Moniepoint MFB is a Central Bank of Nigeria (CBN) regulated Microfinance bank for businesses and their customers in Nigeria. Through Moniepoint MFB's platforms, over three million small and medium-sized businesses, organisations and their customers gain access to banking and credit. For them, Moniepoint processes over \$17 billion monthly, while providing them with all the tools and support they need to grow.





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Baselinks Business Consult:

The phenomenon of a brand, optimising consult

OUTSTANDING VISUAL STORYTELLING COMPANY OF THE YEAR

Baselinks Business Consult is a dedicated premier branding and business consultancy, helping businesses of all sizes to optimise their processes, strengthen their brand identity, and taking them into achieving sustainable growth.

Founded 15 years ago by Samson Balogun, a visionary Career Coach, Brand Strategist and Chief Creative Director, Baselinks has become a trusted partner for



businesses, seeking to enhance their competitive edge in an ever-evolving marketplace.

With Headquarters in Lagos, Nigeria, but active operations in two other cities, it operates with a diverse multinational team of experts in branding, technology and strategy. It's holistic approach combines creativity, technological innovation, and market insights to deliver results that mater in its business strategy and

consultation, bothering on expert guidance on business growth, process optimisation, strategic planning and enablement of companies to navigate challenges, taking to new opportunities; just as in its creative media and content production, it has taken to professional photography, videography, event coverage and multimedia content creation, capturing brand's essence and telling stories in a compelling way.

It's so with it on its Brand Development and Digital Presence in which it's comprehensively administering branding solutions, varying from graphic designs, social media management, web and app development, digital marketing strategies, and building and enhancing brand identities.

That being not enough, it's training and capacity building courses and workshops in digital skills run from digital marketing, web development, graphic design, social media management to team equipment with the needed tools to thrive in today's digital world.



AllCO, A truly formidable general insurance, life assurance firm

OUTSTANDING INSURANCE COMPANY OF THE DECADE

Established in 1963 as an insurance, health maintenance and asset management Group in Nigeria with market-leading positions in its key business lines, AIICO Insurance Plc commenced operation as an Agency of American Life Insurance Company ("ALICO"), a subsidiary of American International Group (AIG).

The Company was incorporated, registered and licenced in Nigeria as

an American Life Insurance Company Limited.

A wholly -owned subsidiary of ALICO/AIG in 1970, it was offering Life and Pension products as well as Insurance services.

It was later renamed American International Insurance Company Limited (AIICO) upon the acquisition of a 60% stake by the Federal Government of Nigeria and listing on the Nigerian Stock Exchange in 1990, after which both shareholders divested.

But on the consolidation of the insurance industry in 2007, the Company acquired NFI Insurance Plc and Lamda Insurance Company Limited, accounting cumulatively for less than 30% of AIICO's pre-acquisition gross premiums.

Subsequently recertified as a General Insurance and Life Assurance Company, it took the advantage of its legacy, brand, franchise and strong retail distribution network to grow a leading General Insurance business.

AIICO owns valuable financial and

strategic assets, including a controlling stake in AIICO Multishield Limited and a 19% stake in Healthcare International Limited; both Healthcare Management Organisations(HMOs). AIICO Capital Limited, an asset management company, is a wholly- owned subsidiary, aspiring to be the dominant insurer in the Sub Saharan Africa built on the deep understanding of customer needs and world-class digital experience, embracing its core values:

Service Excellence, Trust, Team Spirit, Entrepreneurship, Professionalism.

AIICO Multishield had in 2005 achieved pioneering status in the Nigerian health insurance industry by being one of the first eight HMOs to be licenced by the National Health Insurance Scheme(NHIS) that would be active in all of the six geopolitical zones of the country with tested and proven expertise in its theatre of operations, just as it's widely acknowledged to be one of the industry leaders in Nigeria, having evolved to become a subsidiary of AIICO Insurance Plc.



ALAT: A bank of the future

LEADERSHIP AWARD IN DIGITAL BANKING

In recognition of its pioneering and sustained strides in the digital banking space in Nigeria, ALAT by Wema has been conferred with the EDGE Leadership Award in Digital Banking by MARKETING

FDGF

Launched on May 2, 2017 by Wema Bank, a Nigerian commercial bank, ALAT was built with a mission to become Nigeria's most dominant digital banking platform. It is Nigeria's first fully digital bank to offer bespoke solutions to all banking needs while providing support for customers' lifestyle choices, business demands and recreational ventures.

ALAT offers a 360-degree digital banking experience that is simple, reliable



and convenient. Its technology inspires customers to manage their money differently while allowing them to bank on the move from anywhere.

It takes about the same time used to eat a burger to sign up to its branchless bank and get a functional account number, access to loans, a FREE debit card delivered to customers with an option to lock and unlock anytime. Simply put, ALAT is a bank of the future.

BUA FOODS PLC:

A leading Nigerian firm, championing food security



CUSTOMER-CENTRIC FMCG CORPORATE BRAND OF THE YEAR

BUA Foods Plc, is a leading food business with well-diversified and scalable operations, producing sugar, flour, pasta, rice, and edible oils. Food security is the most important mission at the heart of BUA Foods' existence. It shapes the Company's strategic direction and operational ethos towards fulfilling Africa's food demands and improving the wellbeing of individuals and communities.

The Company owns strategically located plants across Nigeria and a cordial alliance with local stakeholders in host

communities. Additionally, BUA Foods is a resilient business built on a strong brand proposition and an operator with a well-known reputation for delivering high-quality products.

BUA Foods continues to invest in modern technology for efficient food production, innovatively expanding with strategic partners across the value chain to reduce food insecurity in the African region. We are currently keyed into the Backward Integration Programme of the Federal Government in sugar specifically and promoting the local sourcing of paddy rice.

Headquartered in Nigeria, BUA Foods was established in November 2021 through the restructuring of six companies. It was listed on the Nigerian Exchange (NGX) in January 2022, which increased the market capitalisation of the exchange by over N1 trillion. Since then, the company has experienced tremendous growth, becoming the most profitable indigenous food business in Nigeria with a market capitalisation of N7.146 trillion. This success is due to the company's commitment to innovation and excellence.

The company has maintained an unbroken record of year-on-year growth while consistently delivering value to shareholders. Over the years, BUA Foods' brands have grown to become market leaders in their respective categories with continuous investment to maintain this trajectory.

BUA Foods aims to become the biggest wheat flour milling company in Nigeria.

In line with this strategic roadmap, and unwavering commitment towards contributing to food security in Nigeria and beyond Africa, BUA Foods signed agreements with FAVA (Italy) and IMAS (Turkiye) to expand its pasta and wheat flour production to 900,000 metric tonnes per annum and 2.5 million metric tonnes per annum respectively with state-of-theart facilities.

To support the expansion project, a complimentary agreement was also signed with Martini (Italy) to supply packaging equipment and Cukurova Silo (Turkiye), a global leader in silo solutions, to increase BUA Foods' grain storage capacity by 100,000 tonnes.

BUA Foods is dedicated to customer satisfaction, ensuring reliable production, efficient storage, and adaptable capacity. We prioritise shareholder value by making strategic decisions aligned with value-creation principles. Our commitment to community development is evident through economic empowerment, providing jobs, scholarships, electricity, clean water, and healthcare to elevate living standards.

"At BUA Foods, our people are our greatest assets, therefore, we have an effective talent management system that builds organisational resilience, the company said.

It has been recognised for its innovative approach to ensuring consumer satisfaction, increasing stakeholder equity, and sustaining growth locally, regionally, and internationally.

ADVANS La Fayette Microfinance Bank:

Providing innovative financial solution to clients in 10 countries

OUTSTANDING CUSTOMER-CENTRIC MICROFINANCE BANK OF THE YEAR

Advans Nigeria is a member of the Advans Group, which for more than 15 years, has provided innovative financial solutions to over 1.1 million clients in 10 countries, and offered a complete range of financial services that have helped to



build over five million small businesses. As an international microfinance bank with a national license from the CBN, Advans La Fayette Microfinance Bank offers great flexibility, independence and financial security to help clients stay committed to their short and long term financial goals. The bank, which was incorporated in Nigeria in February 2013 is envisioned to be a model financial institution that promotes private sector-led economic and social development in Nigeria.

With a mission to "Provide client centric financial services to micro, small and medium enterprises and under-served

populations in a sustainable and responsible manner, Advans La Fayette aims to provide simple and efficient financial services to Nigerian MSMEs, primarily individuals and corporate organisations in furtherance of its financial inclusion objectives.

Deploying its carefully crafted business strategies of Putting the client first, building impact, enhancing performance and harnessing opportunities to innovate, it claims to ensure that it starts and ends with clients and creates and adapts services in line with their needs, greatly accelerating financial inclusion and security for clients, support the professional development of its staff, improve profitability, efficiency and risk profile to attract investors and raise resources for its development, using new technologies to improve clients' access and boost staff productivity.



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1XBET: Elevating the Nigerian betting experience with diverse sports, casino games and user-centric design

OUTSTANDING SPORTS BETTING COMPANY OF THE YEAR

Since its launch in 2007, 1XBet has firmly established itself in the Nigerian online betting scene, evolving into a well-recognised international brand.

With a commitment to providing a secure betting environment, it operates under proper licencing, reassuring users of its legitimacy. The platform is particularly popular for its extensive range of sports



betting options, covering everything from local Nigerian leagues to major international tournaments to be catering for a diverse audience of sports enthusiasts.

One of its standout features is live betting, which allows users to place wagers on ongoing matches while accessing real-time statistics to enhance their decision-making. Known for offering competitive odds, 1XBet ensures that bettors receive attractive payouts.

In addition to sports, 1XBet boasts a rich casino section that includes a variety of games, such as slots, table games, and live dealer options. Popular games like blackjack and roulette with interest in different gaming preferences. The user

interface is intuitive, making navigation seamless on both desktop and its dedicated mobile app, which allows for betting anytime, anywhere.

1XBet also prioritises customer engagement through generous welcome bonuses and regular promotions, including cashback and free bets. With a wide array of payment options, local and international, transactions are quick and efficient. Support is readily available via live chat, email and phone, ensuring that users receive assistance when needed.

With responsive customer support available through various channels, including live chat and email, 1XBet is dedicated to enhancing the user experience. Overall, it offers a rich, engaging betting environment tailored to the Nigerian audience, blending extensive sports coverage, user-friendly design and local relevance to create a compelling choice for bettors.

Lagos State Health Management Agency (LASHMA):

Solely coordinating the mandatory LSHS

OUTSTANDING HEALTH INSURANCE AGENCY OF THE YEAR

Aware of the huge benefits of having healthy citizens, the Lagos State Health Management Agency (LASHMA) is responsible for the coordination of all activities that pertain to health insurance in Lagos State, the Lagos State Health Scheme (LSHS) in particular in 2015.

The LSHS is mandatory for all residents of Lagos State and all employees in the public and private sectors, including the self-employed and the unemployed.



The overall goal of the LSHS is to ensure that all residents of Lagos have unhindered access to quality healthcare services in an efficient sustainable, and equitable manner.

The LSHS comprises three components:

The Lagos State Health Plan (LSHP), now rebranded as ILERA EKO

The Formal Health Plan (FHP) provided for Lagos State Public Servants, The Lagos State Private Health Plan (LSPHP), is being marketed by all the Lagos State-based private Health Maintenance Organisations (HMOs).

The Lagos State Health Management Agency (LASHMA) comprises three (3)

arms for the implementation of the LSHS.

LASHMA has commenced regulations of health insurance in Lagos State with the approval of Governor Babajide Sanwo-Olu in line with the provisions of the Lagos State Health Scheme Law (LSHS). The regulation arm is responsible for the domestication of the NHIA Act 2022 as well as ensuring public awareness and compliance with the enabling Laws of the Agency.

ILERA EKO is the mandatory State Social Health Insurance Plan, being managed by LASHMA and offering the basic minimum health plan that provides quality and affordable healthcare for all residents of the state regardless of their socio-economic class as provided by the Lagos State Health Scheme (LSHS) law.

This is further strengthened by the provisions of the revised NHIA Act 2022, which states that the State Health Plan, is the basic plan and is compulsory for all residents before they can take up any other plan as supplementary.

Coronation Group Limited: An African financial services partner, building independence, enduring legacies

CORONATION

OUTSTANDING FINANCIAL SERVICE GROUP OF THE YEAR

A leading African financial services partner that is helping to build financial independence and enduring legacies that lead to sustainable wealth creation, Coronation Group Limited's Life Assurance is ever there for those in search of Savings and Investment Plans, Retirement Protection Plans or

Life Insurance Policies, the same way it's providing transformational solutions for Africa's unique challenges as it's protection icon Insurance, a diversified financial services institution, is providing protection against all forms of insurable risks to everyone while the World Icon Asset Management that has become a leading African financial services partner is supporting sustainable wealth creation that guarantees financial independence and enduring legacies.



How about its Lock Icon Securities Trading and Brokerage, offering buy and sell side trade advisory and execution services, with licences and partnerships, covering all recognised exchanges in Nigeria and beyond?

Similarly, its Key Icon, Wealth Management of wealth expertise in finance and a team of experienced wealth managers are providing safe hands that are assisting to maximise wealth and sustain property, just as the company is also an expert fiduciary, providing trusted estate planning solutions, being ever committed to helping to achieve financial goals, combining market-leading technologies with a highly experienced team that has made its products and services for

individuals to be providing self-sufficiency, financial independence, creation and preservation of future wealth. Coronation Group across Africa is today a leading financial service partner, helping to build enduring legacies that are leading to sustainable wealth creation in Africa.

CORONATION

Coronation Registrars Ltd:

Making a kill of security registers, data administration services

OUTSTANDING REGISTRARS COMPANY OF THE YEAR

A leading provider of security registers and data administration services in Nigeria, Coronation Registrars through world-class technology solutions have pioneered the introduction of new products as electronic polling, e-dividends, e-bonus, e-notifications and e-lodgments, utilising their specialist team and innovative technology to be providing capital-raising services, maintaining share registers, administering meetings and managing investors with the best of standards.

Also known for client meetings' officiating and continued conduct of voting processes and shareholders' meeting services, its unrivalled experience and capabilities in managing stakeholder events is underscored by its thorough knowledge of the formal processes in executing Annual General Meetings(AGMs) and Executive General Meetings(EGMs), just as it's also very well into providing clients with the tools and intelligence to manage relationships with their shareholders and wider stakeholder audiences as successful management of investors' base is key to having access to relevant data and insights.

And being a Securities & exchange commission licensed provider of security registers, it perfectly understands the importance of maintaining up-to-date records of client's shareholders and painstakingly ensuring that its records are adequately updated with changes to shareholder's data as they occur, just as it also treats security offerings with due attention and supporting the largest and most prestigious capital raisings amongst companies quoted on the Nigerian Stock Exchange, acting in some cases as transfer agents to non-quoted companies and mutual funds.

Added to that, with a corporate board, comprising highly accomplished and experienced professionals, providing diversity of expertise and understanding of the financial services industry, Coronation Registers is formidably in business, providing clients the best of services and bountifully reaping the best of it.

DeMiller Industries Limited: A dynamic

innovative firm of fast moving consumer goods

OUTSTANDING INDIGENOUS PEANUTS PRODUCING COMPANY OF THE YEAR

DeMiller Industries Limited is a dynamic and innovative Fast-Moving Consumer Goods (FMCG) company based in Nigeria. It is dedicated to creating high-quality, affordable snacks made from locally sourced raw materials.

Its products are designed to cater for the needs of every African household,



ensuring that everyone has access to healthy and affordable food options. By processing and packaging farm produce in-house, it maintains strict control over quality and

freshness, delivering only the best to its customers at all times.

With a Mission, "To farm and process farm products to create healthy and affordable snacks and present it on all snack shelves in Africa", the company has made quality to be its hallmark; and is committed to manufacturing products that meet the highest quality standards.

Its other core values include, but are not limited to Affordability; Sustainability;

Innovation; and Integrity.

The company is being led by Mr. Yinka Omogoye, a seasoned farmer and entrepreneur with a deep passion for making food affordable and accessible to all Africans. Yinka leverages on his extensive knowledge of agriculture and business to lead the company towards its vision of empowering local communities and providing high-quality, locally produced snacks across Africa. His visionary approach and commitment to community development are central to the company's success and continued growth.

Demiller Industries Limited has recently expanded its factory operations to three new locations: Abuja, Lagos Island and Sango. This strategic expansion enhances the company's production capacity and distribution network, ensuring that its products are even more accessible to consumers across Nigeria.

Bengarard & Phil Real Estate Company Limited: A Real Estate firm of

great potentials

OUTSTANDING REAL ESTATE COMPANY OF THE YEAR

Bengarard & Phil Real Estate Company

Limited was Incorporated in Ikoyi, Lagos, Nigeria with Registration Number 722301.

Registered on December 11, 2007 with an office address of No. 19, Awolowo Road, West Ikoyi, Lagos, its work activities are we'll known, being a good customer service as a real estate firm located in lagos island.

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∂20 OFFICIALLACVIS

Premium Times Services Limited:

On the zenith of Nigeria's investgative Journalism

BEST PLACE TO WORK OF THE YEAR (ONLINE MEDIA)



Premium Times has continued to climb and appears to be climbing to no end as it daily improves on its methodology of investigative journalism it has made the basic of its practice.

Being published by Premium Times Services Limited, a Nigerian media organisation based in Abuja and duly registered under the laws of the Federal Republic of Nigeria, Premium Times on the mission of helping to strengthen Nigeria's democracy, and to advance the socio-economic wellbeing, the rights of the people, promote, enrich their cultural practices, advocate for best practices, good governance, transparency and human rights in line with the values expected of a modern democratic state.

The medium very much believes that the time has come for Nigeria to embrace the challenge of progress and development in a substantial and concrete sense.

It has, therefore, brought to the table a commitment to offer Nigeria the type of media that will advocate for the people and nudge the nation on the path of development and social reengineering.

A truly independent and sustainable investigative newspaper, advancing fundamental human rights, deepening public sector accountability, promoting good governance, inclusive service delivery, civic engagement, resource governance, anti-corruption and democratic governance in Nigeria, the founders and some of its reporters have improved on the investigative journalism tradition in Nigeria, and are consistently right now investigating and writing extensively on matters, bordering on corruption, injustice and human rights in the country as they are improving on providing its readers with solution-based journalism, the medium's journalism, being driven by a deep desire to be advocates for orderliness, transparency, good governance, social change and justice in their immediate communities and the country as a whole, convinced that they are the issues that should be at the core of any responsible journalism and social activism, keeping stridently their purpose of highlighting the plights of the oppressed and making those that are plundering the country uncomfortable as they provide the Nigerian people with the right kind of information that aids informed decisions that hold the leadership to account.

The result of that is that, it has grown in no time in its places in Abuja and Lagos to an institution with over 700 full time staff and correspondents across the six geopolitical zones of Nigeria.

In addition to that, its today now being read in 217 countries around the globe, but its primary constituency remains the

Nigerian people.

With its investigative prowess, it recently got the honour of being the only Nigerian medium and only one of the two Africa media houses, the other being The Mail and Guardian of South Africa invited by the International Consortium of Investigative Journalists to participate in its ground-breaking global investigation into tax havens, counting as the second for them, being then the only Nigerian publication that was part of the groundbreaking #PanamaPapers investigation that exposed how the powerful around the world conceal assets, avoid taxes and engage in criminalities.

Its investigative reports have severally led to action on the part of government with lawmakers taking decisive steps, and in some instances, setting up committees to go into further investigations of such reports, some of which earn it support and laurels and their reporters honours for their works.

As matters stand today, Premium Times' reporters are retaining most of Nigeria's prestigious media awards, varying from the Wole Soyinka Investigative Journalist of the Year Award, which they have held for three consecutive years, the individual categories of the award they have dominated to the CNN and African Investigative Journalism Awards respectively, which their reporters have severally won in the same way as their work and those of their other partners on the #PanamaPapers investigation rewarded with a Pulitzer, the highest prize in American journalism.

Only recently, it was awarded the Global Shinning Light Award by the Global Investigative Journalism.

What more, it's on the threshold of journalism and excelling.

TVC Communications:

A multi-platform of national and international media service organisation

OUTSTANDING TV STATION OF THE YEAR & BEST PLACE TO WORK OF THE YEAR (BROADCAST MEDIA)

Leading and fast-growing media conglomerate, TVC Communications, a privately owned, multi-platform, national and international full-service media



organisation established in 2007.

The leading media outfit boasts of over 10 million viewers and listeners every day across all its brands, including TVC, TVC News, Max FM Lagos, Max FM Abuja, and Adaba FM, making it one of the largest media companies in Nigeria today.

TVC News, its 24-hour television news channel, hosts over three million viewers per day on all digital platforms, including DSTV, StarTimes, and GOTV while TVC, its pure entertainment channel is now the No.1 channel in Lagos with over four million viewers daily across terrestrial and

digital channels (GOTV, Startimes, and Play TV).

The radio arm, MAX FM Lagos (Hit Music for Lagos) and Max FM Abuja (Hit Music for Abuja) proudly boast of two million combined listeners daily, as well as Adaba FM, our radio station in Akure, which still maintains its number one spot as it boasts over 800,000 daily listeners.

As a corporate organisation that is socially responsible, TVC understands that government alone, cannot handle quality health delivery service to the people, it is, therefore, engaged with life-changing CSR activities by partnering with Procter & Gamble, by donating Pampers Baby Diapers to post-natal mothers at Ayinke House Maternity Hospital, Ikeja Lagos, Nigeria in commemoration of the Child Health Day, which is also in line with the company's commitment to ensuring that it reaches the underprivileged in the society and create awareness on the need to promote child development and growth.





HE Babajide Olusola Sanwo-Olu:

A meritorious professional of ability and capability

GRAND PRIX AWARD IN POLITICAL LEAERSHIP

Babajide Olusola Sanwo-Olu is a Nigerian politician and current Governor, Lagos State. A graduate of the University of Lagos with a BSC in Surveying and an MBA, the London Business School, Lagos Business School and the John F. Kennedy School of Government, he became Governor under the platform of the All Progressive Congress (APC). But before his gubernatorial ambition, he was the managing director and CEO of Lagos State Property Development Corporation (LSPDC).

He is an associate member of the Chartered Institute of Personnel Management (CIPM) and Fellow of the Nigeria Institute of Training and Development (NITAD).

Babajide Olusola Sanwo-Olu was treasurer at former Lead Merchant Bank from 1994 to 1997, after which he moved to the United Bank for Africa as head of foreign money market, then proceeded to First Inland Bank Plc now First City Monument Bank then a Deputy General Manager and Divisional Head, and then, Chairman, Baywatch Group Limited, a First Class Group Limited.

Babajide Olusola Sanwo-Olu began his political career in 2003, when he was appointed a Special Adviser on Corporate Matters to the then Deputy Governor of Lagos State, Femi Pedro. He was later made the acting Commissioner for Economic Planning and Budget until 2007, when he was appointed as the Commissioner for Commerce and Industry by then Governor, Bola Tinubu. After the General Elections of 2007, Babajide Olusola Sanwo-Olu was appointed Commissioner for Establishments, Training and Pensions by Governor Babatunde Fashola, and later Managing Director/CEO of the Lagos State **Development and Property Corporation** (LSDPC) on appointment by Governor Akinwunmi Ambode in 2016.

Some of his notable public sector achievements include the supervision of the Bureau of Public Enterprises (BPE) privatisation projects. He set up and was the Pioneer Board Chairman of the Lagos Security Trust Fund and his directive, getting established. The LAGBUS System and the Control & Command Centre in Alausa.

On 16 September 2018, Babajide Olusola Sanwo-Olu formally declared his intention to run for the office of the Governor of Lagos State under the platform of the All Progressives Congress (APC) to make him a major contender against the incumbent governor then, Akinwunmi Ambode.

His declaration attracted endorsements from major stakeholders in Lagos State politics, including the Governor's Advisory Council of the Lagos chapter of the APC and members of the Lagos State House of Assembly, leading to the withdrawal from the race by Dr. Femi Hamzat, another governorship aspirant on the platform of the APC

Sanwo-Olu, eventually won the Lagos gubernatorial primaries of the APC on 2, October 2018. At the APC flag-off campaign rally held on 8 January 2019. Governor of Lagos State then, Akinwunmi Ambode, and 63 other political parties lent their support for the candidacy of Mr. Babajide Sanwo-Olu and in a landslide victory over his opponent, Jimi Agbaje, Sanwo-Olu was elected to the Office of Governor of Lagos State at the 2019 General Elections for Lagos State held on 9 March 2019. He was sworn in as the 15th Governor of Lagos State at the Tafawa Balewa Square (TBS) Lagos Island on Wednesday, May 29, 2019.

He has been working on different development activities, including road constructions across major areas in Lagos state. Recently, Babajide Sanwo-Olu asked that the statue of Fela Kuti that was erected by Akinwunmi Ambode be removed from Allen Avenue in Ikeja to ease the situation of traffic in that area. However, the statue is said to be relocated to a more convenient area in Lagos state. The Governor commissioned the Oshodi - Abule-Egba BRT Lane amongst other projects in 2020.

Babajide Olusola Sanwo-Olu has received a variety of awards to his credit, including among others, Platinum award from the Lagos State Public Service Club, 2009; Best in Human Capital Development award from the Industrial Training Fund (ITF), Merit award from the Association of National Accountants of Nigeria, Merit award from the Chartered Institute of Personnel Management in Nigeria (CIPMN), Merit Award from the Association of Professional Women Engineers of Nigeria (APWEN), LSDPC Impactful Leadership and Recognition Award and Vanguard Personality of the Year.

He is married to Dr. Ibijoke Sanwo-Olu.

HE Abiodun Abayomi Oyebanji:

A Man of Character, Statemanship At the Helm in Ekiti

OUTSTANDING GOVERNOR OF THE YEAR FOR INCLUSIVE LEADERSHIP AND GRASSROOTS DEVELOPMENT A former lecturer, farmer, public servant and Secretary to the Government of Ekiti State, His Excellency, Mr. Biodun Abayomi Oyebanji, is the incumbent Governor of Ekiti State.

Born on December 21, 1967, in Ikogosi-Ekiti to the family of Mr. E.O. Oyebanji and the Late Mrs. E.B. Oyebanji, he had his early education in his home state in institutions such as Baptist Primary School, Ikogosi- Ekiti, Awo Community High School, C.A.C. Grammar School, Efon-Alaaye, and District Commercial Secondary School, Aramoko-Ekiti. He moved on to attend Federal School of Arts and Science, Ondo State, before earning

a Bachelor of Science (BSc.) degree in Political Science from the Ondo State University, now Ekiti State University, Ado-Ekiti, in 1989.

He subsequently attended the University of Ibadan to bag a Masters' Degree (M.Sc) in Political Science (International Relations & Strategic Studies) before starting his career in the academia as a lecturer in the Department of Political Science, University of Ado Ekiti, worked for four years, 1993 – 1997, and moved on to the financial services sector to serve as Manager, Treasury and Financial Services at the defunct Omega Bank Plc, now Heritage Bank, till May 1999, when



he moved on to commence an illustrious career in politics and governance.

Obviously today one of the longest serving political office holders in the Government of Ekiti state, having served over 11 years in various capacities, varying from positions as Special Assistant, Parliamentary Affairs, to the Governor of Ekiti State, June 1999 – July 2001, Special Adviser, Parliamentary Affairs, to the Governor of Ekiti State, Aug. 2001 – 2002, Chief of Staff to the Governor of Ekiti State, Sept. 2002 – May 29, 2003, Chairman, Governing Board, Citizenship and Leadership Training Centre, Federal Ministry of Youths and

Sports Development, June 2009 – 2010, Commissioner, Ministry of Integration and Inter-Governmental Affairs, Ekiti State, December 2010 - December 2011, Head, Office of Transformation Strategy and Delivery (OTSD), Ekiti State, December 2011 – January 2013, Commissioner, Ministry of Budget, Economic Planning and Service Delivery, Ekiti State, January 2013 - October 2014, to the Secretary to the Government of Ekiti State, October 2018 – December 2021, Oyebanji, a devout Christian, sees his career in politics and governance as a divine call, and has been serving God and country most diligently, remaining a loyal party man and a conscientious public servant in different capacities from the inception of the fourth republic in several dispensations and administrations, holding sensitive positions, demanding high level of discretion and trust to become a pillar in the progressive movement in the state and a bridge between the old and the younger generation on account of his track record, reputation and accessibility.

Engaged in Agribusiness for over two decades to become the chairman of Con Dois Farms Limited, in recognition of his inspirational journey of life as a successful businessman and a devoted public servant, has earned him many awards, among others, the Distinguished Alumnus Award

of the Alumni Association of the Ondo State University, Ado-Ekiti now Ekiti State University, and a Certificate of Excellence awarded him by the National Association of Political Science Students (NAPSS), the same University, Member, Ekiti Exceptional Achievers (MEEA) award in the order of the Ekiti State Honours Roll Law, 2020, conferred on him in recognition of his critical contributions to the creation of Ekiti State in 1996, particularly by his providence and remarkable show of patriotism and sacrifice at such a young age at the time he served as Secretary, Committee for the Creation of Ekiti State in 1996 and Secretary, Ekiti State Development Fund that would make writing the history of politics and governance in Ekiti State incomplete without referring to his contributions, being an embodiment of an Ekiti man model in character, intellect, experience and goodwill across board.

Married to Dr. (Mrs.) Olayemi Oyebanji, a seasoned scholar with over 80 publications in the field of Institutional Administration, Higher Education, Quality Assurance in Education, Human Resource Development and Leadership in Education and a senior Lecturer in the Department of Educational Management, Faculty of Education, University of Ibadan, they are blessed with three children.



Chief Wole Olanipekun, CFR, SAN: Legal luminary of national attainment

LIFETIME ACHIEVEMENT AWARD IN LAW

Chief Wole Olanipekun, CFR, SAN, is a respected and prominent Nigerian legal luminary and founding partner of the Wole Olanipekun & Co. His distinguished career spans various legal disciplines, including Land Law, Constitutional Law, Criminal Law, Maritime and Arbitration.

Olanipekun has earned a reputation for integrity, professional excellence and mastery of legal arguments. His journey into Law was inspired by eminent Nigerian legal figures and in 1991, he became one of the youngest lawyers to be conferred with the prestigious rank of Senior Advocate of Nigeria (SAN).

Olanipekun's academic background is equally impressive. He studied law at the University of Lagos and attended the Nigerian Law School, Lagos. He had his early education at Amoye Grammar School in Ikere, Ekiti, and Ilesa Grammar School in Ilesa.

He has made notable contributions to academia, serving as patron to several law faculties across Nigeria, including the University of Lagos, University of Ibadan, and Obafemi Awolowo University. His belief, a lawyer's responsibility to be diligent,

God-fearing and creative, that reflects his personal and professional philosophy.

All through his career, Olanipekun receives and keeps receiving, prestigious awards, including the National Honour of Commander of the Order of the Federal Republic (CFR), conferred on

him by President Muhammadu Buhari in 2022. He has also been recognised by institutions such as the University of Ibadan, Redeemer's University and the Federal University, Oye Ekiti that each awarded him honorary doctorates for his contributions to law and national development.

In addition to the ANCOPPS Medallion Award from Ekiti State, he was named one of Nigeria's 50 Most Influential People in 2024 by the Nigeria Global List. His alma maters, including the University of Lagos and Amoye Grammar School, have also acknowledged his achievements with Distinguished Alumnus Awards, solidifying his legacy in both education and law.

In 2024, Olanipekun was appointed Pro-Chancellor and Chairman of the Governing Council of the University of Lagos by President Bola Ahmed Tinubu. He had previously held similar positions at other institutions, which is a testament to his commitment to advancing the Nigerian educational system. He is not only celebrated for his legal expertise but also for his humility and selfless service.

Married and blessed with children, Chief Wole Olanipekun remains an influential figure whose work has significantly impacted Nigeria's legal and academic society.



Bashir Adewale Adeniyi: Reward of
Brilliancy, Being Enterprising
and Hardworking

OUTSTANDING PUBLIC SERVICE BRAND PERSONALITY OF THE YEAR

Most quiet, disciplined and ever thought provoking, the young determined zealous Bashir Adewale Adeniyi for the top graduated in 1987 from the University of Ife, Ile-Ife, Now Obafemi Awolowo University), bagging a Bachelor of Science in International Relations before enlisting in 1990 into the Nigeria Customs Service as a Cadet officer.

Posted after training to the TinCan

Island Port, Apapa, Lagos, as an Assistant Superintendent in March 1991, served there till May 1996 before being redeployed in June 1996 to the then Economic Relations Research and Planning Department, Customs Headquarters, Abuja, where he worked until February 2001 before being appointed in March 2001, the Customs Public Relations Officer, a post he held until December 2016, when he was deployed to the Apapa Port Area Command, Lagos, to serve from December 2016 – March 2017.

He obtained a Masters degree in Communication Science from USI, Lugano, Switzerland, in 2013, served as Deputy Commandant, Nigeria Customs Command and Staff College, Gwagwalada, Abuja, from March 2017 – July 2019 before being redeployed in August 2019 to serve as a Customs Area Controller at the Murtala Mohammed International Airport Command, Lagos, till February 2020.

He was redeployed that month to serve as the Commandant, Nigeria Customs Command and Staff College, Gwagwalada, Abuja, where he remained until his appointment as Ag. Deputy Comptroller General in charge of Strategic Research and Policy on January 12, 2023.

That appointment was Confirmed by the Nigeria Customs Service Board at its 57th regular meeting on 4th May 2023, before he was consequently appointed Ag. Comptroller General of the Customs Service by President Bola Ahmed Tinubu, GCFR on June 19, 2023.

He got confirmed as the substantive 31st Comptroller General of the Customs Service on October 19, 2023.

CGC Adeniyi variously attended National and international courses, varying from Strategic Leadership and Management Development at the World Customs Organisation in Brussels in September 2016 to Mastering Trade Policy at Harvard University, in August 2015, among others, just as he is known to have attended and participated in the following World Customs Organisation Meetings, including Council and Governing Council Meetings of the World Customs Organisation in Brussels, Belgium, from 2010-2019, Policy Commission meetings of the World Customs Organisation from 2010 – 2019, Directors – General of Customs Meetings in West and Central African Region from 2010 – 2019, and meetings of DGs and Experts from 2010 – 2019.

Adeniyi is as well a member of the following professional bodies, including the Nigerian Institute of Public Relations (NIPR) and a former Vice-President of the Governing Board and Fellow of the Institute, International Public Relations Association (IPRA), and Fellow, Nigerian Institute of International Affairs.

In addition to all of that, in recognition of his hard work and dedication to duty, he has among others to his credit as awards the Comptroller-General of Customs Comptroller-General of Customs Award for the seizure of \$8,065,612 million cash at the Murtala Mohammed International Airport, January 2020, Large College Crest Award for Excellence in Service as Deputy Commandant, NCCSC, Gwagwalada, December 2019, World Customs Organisation Award of Excellence for Project Team Leader, Nigerian Institute of Public Relations Presidential Award, April 2018, Best Customs Public Relations Officer, 2004 – 2007, and then, his award on November 18, 2022 as Member of the Federal Republic of Nigeria (MFR) by former President Muhammadu Buhari.

The CGC is happily married and blessed with children.



Dr. Tunji Olugbodi

FRPA,FNIM: Leader of a multi-contextual group of specialised brand marketing competence

LIFETIME ACHIEVEMENT AWARD IN CREATIVE ADVERTISING

Dr. Tunji Olugbodi is the Executive Vice Chairman and Group Chief Executive Officer of Verdant Zeal Group; a multi-disciplinary marketing and communications outfit with two international branches in key locations across the West Coast of Africa. For almost two decades, Olugbodi has led Verdant Zeal on a progressive trajectory, morphing from a multi-disciplinary organisation into a multi-contextual group with specialized brand marketing competence in Strategy, Content Conceptualisation and Development, Digital & Interactive Media, Public Relations & Custom Publishing, Activation & Experiential Marketing, Specialist Communication, Entertainment, and Intellectual Interventions.

He is a prolific and eloquent speaker, a professional par excellence, who has graced several stages to speak on customer service, marketing, leadership, strategic networking, public relations, risk and crisis management, amongst others.

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Personable, confident and enthusiastic, Tunji has handled and co-ordinated several high profile campaigns and effectively managed account teams, supervised setting up and running specialist operations across the whole spectrum of marketing and communications.

He is the convener of The Innovention Series, an annual Thought Leadership Convo that hosts creative and conceptual thinkers to a roundtable discussion on how to apply the concept of innovation to development. The platform has featured many distinguished intellectuals, political leaders and captains of Industry. The current President of Ghana Nana Akuffo Addo was once a distinguished speaker at the forum.

He was recently conferred with the ADVERTISING PERSONALITY OF THE DECADE AWARD by the prestigious Marketing Edge Magazine.

A veteran in the industry, his illustrious career, spanning over three decades in journalism, advertising and

enterprise development has seen him pass through the walls of The Guardian Newspapers, SAAL Advertising, Promoserve-Grey and Prima Garnet Africa before setting up Verdant Zeal in 2007. As a result of his multifarious knowledge and ability to interact at all levels, Olugbodi also chairs the board of several other organisations, including BT Bytol Group (a cluster of business interests in Travel, Tourism, Confectionery and HR Advisory), Background Check International (B.C.I), Team Building international and Epicentre Events.

His continuous zeal for personal development, evident right from his undergraduate days at the Ogun State University (now Olabisi Onabanjo University, O.O.U), where he finished top of his class with a Bachelor's degree in English Language, has seen him participate in several local and international training courses, conferences and workshops. He has also represented Nigeria at the World Economic Forum and presented

papers at numerous international events like Cambridge Africa Business Network (CABN), at the University of Cambridge, LIK

Dr. Olugbodi was pioneer chairman of Nigeria's foremost advertising awards, Lagos Advertising and Ideas Festival (LAIF), was recently awarded the LAIF LIFE TIME ACHIEVEMENT AWARD. He is a fellow of both the Nigerian Institute of Marketing (NIMN) and the Advertising Regulatory Council of Nigeria (ARCON). He is also a member of the Chartered Institute of Marketing (CIM), London and Institute of Directors (IoD Nigeria). He has received numerous awards and recognition for his works; this include the Living Legends Industry Award (by Red Media Africa) and the Brand Icon Award (by Brand Age Magazine). He was also conferred with a doctorate in Business Economics from University Bilingue Libre du Togo (Liberal Bilingual, University of Togo).



John E. Ehiguese, MBA, MNIPR, FAPRA, arpa: A Marketer, Broadcaster, Advertiser, and PR man of distinct

LIFETIME ACHIEVEMENT AWARD IN PR

John E. Ehiguese, (popularly known as

JE, is the Founder/CEO of Mediacraft
Associates, one of Nigeria's leading
Public Relations consultancy firms,
and the exclusive Nigeria affiliate of the
FleishmanHillard global PR network.
Before establishing Mediacraft in
September 2003, he worked as an Accounts
Director at C&F Porter Novelli (Nigeria),
with direct responsibility for co-ordinating
PR support for the market roll-out of
MTN, Nigeria's largest telecoms network.

In a career spanning over 30 years, Ehiguese has garnered extensive crossfunctional experience in Marketing, Broadcasting, Advertising and Public Relations.

Under his leadership, Mediacraft Associates has worked with several high-profile clients, including the Stanbic IBTC Group, USSEC (US Soybean Export Council), Interswitch Group, Olam Group, Truecaller, Mastercard, Western Union, Sanofi (a global French pharmaceutical giant), ExxonMobil, Nigerian Breweries Plc (a Heineken company) and AVON HMO.

Ehiguese holds an MBA from the Lagos Business School of the Pan Atlantic University, Lagos (2004). In 2013, he obtained a Certificate in Leadership And Governance In Media & Communications (LGMC) from the School of Media & Communications (SMC) of the Pan

Atlantic University (PAU). He is also an alumnus of the IESE Business School, University of Navarra, Barcelona, Spain and the University of Central Lancashire, Preston, UK.

He is a Member of the Nigerian Institute of Public Relations (NIPR), The Advertising Regulatory Council of Nigeria (ARCON), the PRCA (UK), a Fellow of the African PR Association (APRA) and a Board Member of The International Communications Consultancy Organization (ICCO).

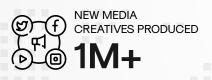
He is also the Immediate Past President of the Public Relations Consultants Association of Nigeria (PRCAN), the umbrella body of practicing PR consultancy firms in Nigeria.

Ehiguese was awarded the Most Outstanding PR Personality of the Year (2019) and the Lifetime Achievement Award (2021) by LaPRIGA. He was awarded the Most Outstanding PR Practitioner of the Decade by Marketing Edge magazine in 2021, and was inducted into The Marketing Edge Hall of Fame (PR) in 2022. He also received the 2022 Industry STAR Award, formerly The Industry Lifetime Award in the Public Relations category.



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Ayodele Abioye: A multi-skilled business engineer of dynamism

OUTSTANDING COMPANY CEO OF THE YEAR

Engr. Dr. Ayodele Abioye is an experienced and multi-skilled business engineer with, over 25 years in business operations, leadership and management, food manufacturing, project engineering, supply chain, change and general management. Ayodele Abioye joined the BUA Group in 2021 as Chief Operating Officer, businesses and later Acting Managing Director, BUA Foods Plc in 2021.

His previous roles include General

Manager at Seven-Up Bottling Company, Franchise Technical Director at Coca-Cola Nigeria, Regional Supply Chain, Director with Nigerian Bottling Co. Ltd., and Chief Operating Officer, SecureID Ltd.

Ayodele has a Bachelor's degree in Mechanical Engineering from the University of Ilorin, a Master's degree in Engineering Management and a PhD in Manufacturing Engineering, both from the University of Benin. He is passionate about business strategy execution for growth, leadership and governance, internal control, waste reduction, sustainability and associates' developments. He has extensive professional training and exposure locally and internationally across the United States of America, Europe, and South Africa.



Dozie Mbanefo:Extraordinarily outstanding in value creation and addition

LEADERSHIP AWARD IN OOH ADVERTISING

Prince Dozie Mbanefo, Managing Director/ Chief Executive Officer of New Crystal Communications Ltd, a leading Out-Of-Home digitally wired agency, is Primus enterperes in the competitive Nigerian OOH Sector.

A trained Engineer with impeccable track records of out-standing performances in his chosen field, Mbanefo, who has put behind him over two decades of admirable year with dynamism behind him in the industry, is a proud holder of an MBA in marketing and advertising in Nigeria, UK and United states of America.

He has gathered a lot of experiences, working on multinational and government accounts across several sectors and services, ensuring that the accounts in his control have the best. He has also been involved in development of data and tools for accessing efficiency of out-of-home Advertising.

New Crystal Communications, the agency, which he founded and leads, is a major outdoor advertising company with offices in major cities of Nigeria and advertising coverage, reaching all the corners of the country and most West African countries.

Initially established as a printing and public relations company in 1994, the company has risen to become one of the most prominent and influential outdoor advertising companies in the country. In fact, the agency has grown into an Octopus

with foot-prints on all paths.

Since its inception as an outdoor advertising company in 1998, New Crystal has quickly risen to lead the market with its innovative approach, introducing a number of world class products and services to the Nigerian market and earning itself a prestigious position within the Outdoor Advertising Association of Nigeria (OAAN).

With his digital-driven OOH Products, doting skylines of many Nigerian cities, towns and metropolis, Mbanefo is fast assuming the status of the "KING OF THE AFRICAN OOH". Gentle, Suave and humane, Mbanefo, an avant-garde professional, is one bold and audacious entrepreneur that his generation has bequeathed to the Nigerian advertising industry and enterprise.

He continues to navigate the fortress that even the devils fear to thread. He is bold and audacious. He has guts, grit and intellectual acumen that keep propelling him to higher and enviable heights. As at today, he remains a quintessential OOH practitioner, all advertisers in the country, would like to trust with their brands exposure on the OOH. Yet, he remains loving, humble and affable but extraordinarily outstanding value creation and addition.

Barrister Allen Onyema: A Peaceoriented Jurist cum aviation gem of philanthropism

BRAND PERSONALITY

OF THE YEAR

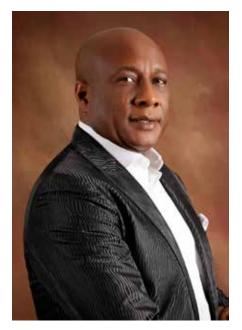
A thorough-bred pan-Nigerian businessman with strong nationalistic orientation, Barrister Allen Onyema, Chairman/Chief Executive Officer (CEO) of Air Peace Limited (APL) is of profound interest in peace advocacy, youth empowerment, aviation, legal practice and

real estate investment.

Equally an ambassador of the One-Nigeria project, with a track record of deploying resources to key initiatives, promoting peaceful coexistence, he is actively into productively engaging the Nigerian youth.

Onyema, is result-oriented and a





decisive conflict resolution veteran.

On the completion of secondary education, he gave his gift of peace advocacy some professional touch on securing admission into the prestigious University of Ibadan for a Bachelor of Laws (LLB) degree. There at the University, Onyema's zeal for peace-building compelled him to lead a group of nine other students to Zaria to quell a raging religious ethnic riot that claimed lives.

For the success of that effort, the enthusiasm of all of them involved grew and formed a body known as Eminent

'Friends' Group with the mission of promoting ethnic harmony in Nigeria. They persisted and forged on.

At the Nigerian Law School, Onyema combined his professional training with social activism aimed at engendering peace in the country.

Called to Bar in 1989 to start legal practice at Nwizugbo & Company in 1990, he set up his own law firm, Onyema & Co and a property firm, Allen Onyema & Company and recorded huge success in legal practice and business in no time but despite the success, he was not quite satisfied and he put all that aside for his passion for peace advocacy by establishing the Foundation for Ethnic Harmony in Nigeria (FEHN) as a platform to organise his peace efforts across Nigeria.

A few years after, Onyema bagged a Certificate in Non-violent Leadership from Emory University, Atlanta Georgia, USA and a while after that, the Niger Delta militancy crisis became intractable and he quietly rose to the challenge, risking his life to embark on countless peace missions to the troubled region.

He trained over 30, 000 fierce Niger Delta militants without any clash, just as he funded the Arewa Transformation and Empowerment Initiative (ATEI), a platform that was reorienting youths of northern extraction.

In addition to that, he solely funded the first Nigeria Forever Project between 2004 and 2005, a programme that was executed in the 36 states of the federation and

witnessed remarkable success.

He followed that up in September 2017, inviting Dr. Bernard Lafayette and his Non-violent Education team from the US to train the Arewa, IPOB and Oodua Peoples Congress (OPC) agitators for five days in Lagos with the agitators, burying their hatchets after the training, and Onyema thereafter sponsored almost 70 leaders of the different groups that participated in the first part of the programme on the second phase of the training at Emory University, Atlanta, USA, spending over N300 million for them in the US university, and winning for Nigeria there after, the hosting rights of the Global Conference on Non-violence and Peace held in Abuja from December 3-5, 2007, with the News Magazine honouring him with the Hope for Humanity Award, the Martin Luther King Jr. Global Award of Excellence for institutionalising Nonviolent Education and culture in Nigeria and West Africa a year later

Driven by the desire to create jobs, in September 2014, the Nigerian Civil Aviation Authority (NCAA) finally issued Onyema an Air Operator's Certificate (AOC) to commence operations under the brand name of Air Peace Limited (APL).

Onyema is a distinguished legal luminary of peace, a distinctive Aviation manager of Class and a philanthropist of World order.



Emmanuel Oriakhi: Charting the Course of Excellence as Marketing

Director at Nigerian Breweries Plc.

OUTSTANDING MARKETING PERSONALITY OF THE DECADE

With a legacy of transformative initiatives and strategic achievements, Emmanuel Oriakhi, Marketing Director of Nigerian Breweries Plc, continues to lead Nigerian Breweries into a future marked by innovation, resilience, and growth, having charted an impressive trajectory over his 18-year journey in channel strategy, communication development, sales strategy, insight generation, innovations, and brand building.

A key figure in the industry, Oriakhi has been a force for good in Nigeria, steering the commercial function of Nigerian Breweries towards a culture of innovation and excellence. One of his significant accomplishments was the delivery of over 12% of OpCo revenue in 2020 through strategic renovations and innovations, showcasing his prowess in driving tangible business results.

Under Oriakhi's leadership, the

Heineken brand soared to number 1 status in Africa, contributing to substantial growth in AMEE's regional beer volume, revenue, and Functional Gross Profit (FGP). Not only did he secure the brand's equity, but he also positioned it as the volume leader within Africa, marking a remarkable achievement for both Heineken and Nigerian Breweries.

Still under the outstanding leadership of Emmanuel Oriakhi, and despite challenging economic factors, ranging from heightened operational costs, continued pressure on consumer disposable income, escalating inflation rates, FX volatility, amongst others, Nigerian Breweries (NB) Plc recently announced it's intention to raise N600 billion fresh capital via rights issue to restore the company's balance sheet.

This is to restore the company's balance sheet to a healthy position, following the net finance expenses of N189 billion recorded in 2023, driven mainly by a foreign exchange loss of N153 billion, resulting from the devaluation of the naira. Although 2023 was a tough year,

NBC did not relent on its objective to raise fresh capital to settle outstanding foreign exchange payables and part of the local bank facilities.

Emmanuel's odyssey with Nigerian Breweries commenced in 2003, a journey that has seen him rise from the ranks of a management trainee to his current role as the exceptional Marketing Director. His story is one of tenacity, innovation, and an unwavering commitment to excellence.

Assuming the role of Marketing Director in 2018, Emmanuel Oriakhi brought a wealth of experience to Nigerian Breweries, contributing significantly to the company's growth and success. Prior to this, he served as the Heineken Business Development Manager for Africa, the Middle East, Russia, and Belarus from 2015 to 2018. In this capacity, Emmanuel managed the global Heineken brand, led market share, volume, and profitability development, and played a pivotal role in aligning strategies with global objectives.

Emmanuel Oriakhi is in marketing with 18 years expertise in building brands, channel strategy, communication development, sales strategy, innovations, brand experiences, and managing multiple territories in Africa. He reached significant career heights by enhancing the volume, profitability and brand value of Heineken Nigeria's portfolio through improvements in business performance.

Emmanuel's global outlook on marketing was further honed during his tenure as Heineken Regional Marketing Manager for Global Marketing in the Africa and Middle East region from November 2014 to July 2015. Based in Amsterdam, Netherlands, he drove equity and volume growth for the Heineken portfolio across multiple markets, including Algeria, Morocco, Ghana, Sierra Leone, Lebanon, Ivory Coast and the Gulf operations.

Throughout his illustrious career, Emmanuel Oriakhi has achieved notable milestones that have significantly impacted the fortunes of Nigerian Breweries. He played a pivotal role in re-establishing an innovative culture within the commercial function of Nigerian Breweries, delivering over 12% of the company's revenue in 2020 through renovations and innovations.

Emmanuel's strategic prowess is exemplified by his role in growing the Heineken brand to the number one position in Africa. This accomplishment contributed to substantial regional growth in volume, revenue and functional gross profit.



Bunmi Oke: An embodiment of excellence, resilience and pioneering accomplishment

LIFETIME ACHIEVEMENT AWARD IN CREATIVE ADVERTISING

As Bunmi Oke turns 60, it is never in doubt that drums will be rolled out, or chestra hired and memories of a chequered beautiful life so far spent would be re- ignited and resurfaced!

This is because she embodies a remarkable legacy of excellence, resilience, and pioneering accomplishments. Highly respected in the advertising and marketing sectors of Nigeria and Africa, her career stands as a testament to her innovative leadership and groundbreaking contributions.

Mrs Olubunmi, a British-born
Nigerian with over 30 years of experience,
began her advertising career in 1986 at
Grant Advertising (a McCann-Erickson
affiliate) as a PR Executive and Account
Management trainee. She moved to LTC
(now JWT) advertising in 1989, where
her outstanding organizational and
presentation skills quickly propelled her
to the position of the first female Client
Service Director within a decade.

Mrs. Oke received her education from some of Nigeria's finest institutions, including the University of Lagos where she studied Mass Communication, Queen's College, Yaba, and Holy Child College, Obalende, all located in Lagos.

Olubunmi Oke serves as the Chief Executive Officer and Lead Consultant of Ladybird Ltd, a burgeoning newgeneration advertising agency in Nigeria. Under her stewardship, the agency has become well known for its creativity, effectiveness, and innovative campaigns that resonated deeply with audiences.

Prior to establishing her own firm, Bunmi, as she is affectionately known, was the inaugural Chief Operating Officer and Executive Director at 141 Worldwide (now NITRO 121), a top integrated marketing communications agency in Nigeria and a member of the global WPP group.

In her role at 141 Worldwide, she guided a talented team, transforming the agency into a leading advertising powerhouse in Nigeria. She managed numerous multinational accounts, including British American Tobacco – West Africa Area, Etisalat Nigeria (now 9Mobile), SWIPHA, First Bank of Nigeria, Multichoice/DSTV, and Cadbury Nigeria Plc, among others.

With a career spanning over three decades, this leading figure in the Nigerian advertising industry has achieved significant milestones. As one of the first female CEOs of a major Nigerian advertising agency, she paved the way for future generations of women. She became the 17th and second female President of the Association of Advertising Agencies of Nigeria (AAAN), a Council member of the Advertising Practitioners Council of Nigeria (APCON), and a Fellow of APCON—one of only four women in Nigeria to reach such a high status in the industry. Additionally, she is a Council member at WIMBIZ.

This advertising Amazon is well travelled and has attended several business and advertising courses in Nigeria and abroad. She was also a recipient of the 2011 Vital Voices – Wimbiz & Exxon – Mobil ToT EinH training in Uganda programme, for a female marketing communications specialist in Nigeria.

As Bunmi Oke marks her 60th birthday, her legacy is well-established. She has made a lasting impact on the advertising industry and has influenced many lives through her mentorship and philanthropic activities.

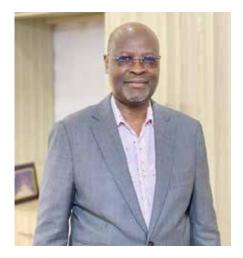
Atilola Odudare

A Professional's Lucid journey into glory

LEADERSHIP AWARD IN OOH ADVERTISING

Mr Atilola Odudare commenced his career with the Nigeria Air force in 1988, joining thereafter Optimum Exposures Ltd, a division of Tryoka Holdings, as a Systems Analyst entirely.

As he wholly managed it, he designed a software for easy management of client portfolios and got elevated Systems and



Admin Manager in 1995, and then, systems and admin controller in 1997.

He consequently co-founded Hi-Spec Ltd in 1999 with two others as Executive Director, Client services and moved on in April, 2003 to float his own advertising company, Gems Communications Ltd, that specialises in digital, mobile and static display boards.

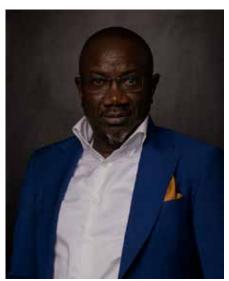
Obviously now an outdoor advertising giant, Odudare has remained the MD/CEO of the company since then, garnering over two decades of advertising and marketing communication experience, having also in the past decade held numerous executive positions in the outdoor advertising sectorial group, the Outdoor Advertising Association of Nigeria.

Arising from the innovative and captivating LED boards and mega-boards his company has introduced into the Nigerian outdoor space, amongst them, the first rock design LED in West Africa, popularly addressed, the GEMSROCK and the Otedola Bridge LED, one of the first mega LEDs in Lagos, he has been a leader in the Nigeria outdoor advertising space over the years, engaging Outdoor Advertising, working and partnering with brands of different sectors, ranging from those of FMCGs, financial institutions to public and private sector institutions to achieve his marketing and communication goals.

He holds a degree in Computer Science and a Masters in Business Administration from the Metropolitan School of Business and Management, United Kingdom, just as he has attended several local and international capacity building workshops in advertising, marketing, management, Executive leadership programmes from School of Business Management, Howard University, USA, Executive Education Programme on "the Art and Science of Outdoor Advertising in the Age of Digital Media" held at Fargo, North Dakota, and a certificate in "Strategic Marketing Programme" (Branding Principles and Practices) at the University of Cape Town, South Africa.

Happily married with two children,

Odudare is a fellow of the Advertising Regulatory Council of Nigeria (ARCON), Out-Of-Home Advertising Association of Nigeria (OAAN), Computer Association of Nigeria and the National Institute of Management (NIM).



Israel Jaiye Opayemi

A Master Strategist of Class

GRAND PRIX AWARD IN PR

Israel Jaiye Opayemi, fnipr, MD/Chief Strategist, Chain Reactions Africa, holds a B.A. (Hons) Degree in Philosophy and a Masters in Political Science from the University of Lagos, Nigeria.

He commenced his career on completion of his university education as a freelance copywriter and speech writer, outsourcing his services to several agencies, medium-sized corporate organisations, and public sector clients. He moved from there to serve as Chief Press Secretary in the office of the Deputy Governor and a Special Assistant on Public Affairs in the Office of the Governor of Lagos State, Nigeria, charged with the responsibility of Public Affairs Strategy Development and Public Communication, including Speech Writing from 2002-2007.

He 2007 in left the Lagos State Governor's Office on the completion of the administration's tenure to become the founding Chief Executive Officer (CEO), Image Savvy Limited, a Media and Public Affairs Consulting firm, then, pioneer Managing Director, Wisdom Keys Group, Nigeria, 2008 – 2010, and then, MD/Chief Strategist, Chain Reactions Africa, March 2010 to date.

In 2016, Chain Reactions Affiliate,

under his leadership, became the Nigerian Affiliate and West Africa's Preferred Partner to Edelman, the world's largest Public Relations firm.

Israel Opayemi in March 2022 led Chain Reactions Africa to make a new positioning declaration, stating, "It's Time for Africa," as it announced its new status as an independent full-service Public Relations and Communications Consulting firm poised to help local and International clients understand the nuanced market of Africa and the continent's unique people.

A consummate Strategist and Master Storyteller, Opayemi has served as an External Public Relations Consultant to a number of Nigeria's high-level public sector clients, amongst them, the Federal Government of Nigeria, State Governments, Governors and Ministers, just as he led Consultants to several high-profile past, present clients and brands, including Reckitt, Vital Voices, ONE Campaign, 9mobile, First Bank of Nigeria, Polaris Bank, Nigeria, Facebook (now Meta), HP, Dubai Tourism, Motorola Solutions, World Bank, and National Social Investment Office (NSIO), among others.

Opayemi is a Fellow of the Nigerian Institute of Public Relations (NIPR) and he is currently serving as the President, Public Relations Consultants Association of Nigeria (PRCAN).



Alero Ladipo: A leading marketing strategist, Pan-African

Prior to joining the UBA Group with presence in 20 African countries and four financial global centres, she was the Executive Head, Marketing and Customer Experience at Old Mutual, the Nigerian subsidiary of Old Mutual Limited, the pan-African Insurance and Financial Services Group with presence in 13 African countries.



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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, 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.



Uduak Bassey,

Digitally bestriding the OOH landscape with intellect

LEADERSHIP AWARD IN OOH ADVERTISING

Uduak Bassey is the founder of Plural Media, one of Nigeria's leading outdoor agencies. The outdoor professional is a visionary and experienced entrepreneur that has built thriving/successful businesses from the ground up, particularly in marketing, media and entertainment. He is driven by the passion to contribute innovative, sustainable, long-term, value-adding ideas; adept at trying new things with cheerful optimism, learning new things and an unflinching quest for discovery of how to make life better for his generation.

Before now, he was the Chief Operating Officer of Virtual Technologies Ltd (WorldSpace Direct Media), where he managed a franchise business of Satellite Radio/Targeted Data Subscription and Advertising across West Africa.

He previously served in the sales and marketing department at Multichoice Nigeria Limited. He was one of the pioneer personnel that implemented MNET's successful introductory communication campaigns ATL/BTL. He ensured changing the paradigm from 'free TV viewing' to pay-tv subscription with several compelling communications and marketing strategy implementations as well as the successful launch and positioning of DSTV in the Nigerian market.

The outdoor expert has continuously expressed his commitment, and he is proud to be changing the learning paradigm in Nigeria, working with Veative Labs. Bassey is passionate about the sound education of the Nigerian child and believes it is time to use immersive technologies, as VR/AR to stimulate high order, thinking and deeply understanding concepts by students. To avert the consequence of the unprecedented lock down of the COVID pandemic, the managing director in his wisdom to ensure child education is sustained in the course of such pandemics, saw a spike in blended learning and created opportunities for students to combine online, in-person, and tech-enabled offline learning programmes that leverage virtual reality (VR), artificial intelligence (AI), and Mixed Reality as a way to embrace the new normal.

Bassey has extended his versatility to becoming a keen author with a yet to be launched book, titled:" Lola and the Broken Ladder: An Immigrant's Journey and Resolve.

The ace marketer also launched a new consumer engagement," Nexcel iSignage", a software and platform that facilitates audience-engaging and dynamic media displays on TV screens, mobile devices and large format billboard being powered by Nexcel Technologies Ltd, a communication technologies solution provider with development partners in Europe and the United States.

Plural Media, which Bassey founded, was established in July 2006, into the Nigeria's advertising landscape with a clear perceptive of challenging the status-quo in the delivery of OOH media communications.

After deployment of first digital OOH in Nigeria's oil rich Garden City, Port-Harcourt, the company quickly extended its tentacles to the centre of excellence, Lagos, and since then has not rested on its oars in delivering communication value to her teeming clients, pan-Nigeria.

An active member-company of the Outdoor Advertising Association of

Nigeria (OAAN).

Its mission is "enhance visibility and deliver measureable out-of-home communication value to customers through the provision and management of strategic media apertures" and a vision "to be the leading provider of innovative advertising media platform that meet the yearnings of our customers in Africa", Plural Media is not just another provider of display media for advertising, but an end-to-end communication solutions provider.



Lanre Adisa: From a trainee copywriter to a magnifying Eva-defining works

LIFETIME ACHIEVEMENT AWARD IN CREATIVE ADVERTISING

Lanre Adisa is the Founder/CEO and Chief Creative Officer of Noah's Ark Communications Group, comprising Noah's Ark, Integrated Indigo (PR), Underdog Productions (Content) and The RedWolf Company (Digital).

He started his career in 1990 as a Trainee Copywriter at MCA: Saatchi & Saatchi and went on to work for some of Nigeria's top agencies, including Rosabel, Insight-Grey and TBWA\Concept before founding Noah's Ark in 2008.

Over the years, he has created era defining works for iconic brands like Indomie Noodles, Virgin Atlantic, Virgin Nigeria, MTN, Peak, Milk, Airtel, Three Crowns, Nokia and SFH, among others.

Lanre has served on the Juries of the African Cristal, Cristal MAD, Pitcher



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Awards, where he served as the pioneer President of the Heritage category. In 2018, he was appointed a member of the Brand Experience & Activation shortlist jury and the Young Lions at the Cannes Lions Festival, a first for West Africa. He equally served on the Management Board of the Lagos Advertising & Ideas Festival (LAIF) for over one decade.

Currently, he is the Chairman of the Membership Committee of the Association of Advertising Agencies of Nigeria (AAAN).

In 2022, Lanre was at the Cannes Lions Festival as a discuss panelist, at the Indie Forum organised by the onetworkone and is ever being sought after for such local and international industry issues. Beyond that, Lanre is a great lover of ideas, artistry and creativity, no matter the form. For instance, his taste in music and playlist are simply eclectic.

Saint Peter's Teachers' College, Akure to obtain the Grade II Teacher's Certificate, Adeyemi College of Education, Ondo for the National Certificate in Education (NCE) and then, a first degree in English Language (Education) from the University of Ife (now, Obafemi Awolowo University), Ile-Ife, in 1987.

Married to Mrs. Damilola Mercy Akinsiku with children, Akinsiku started private practice on Out-of-Home media in 2001 when he co-founded KOK Visibility Edge with two of his cousins, Adegunloye Gilbert Robert and Adebayo Folasele Felix.

KOK, today a leading member of the Outdoor Advertising Association of Nigeria (OAAN) and operating in the six geo-political zones of the Country, Akinsiku has blossom, rising to the climax of the profession, delivering service and the best of professionalism in the sector. With over 39 years of managerial and leadership experience, he has had his

career journey from roles at Megform Limited, a Senior Supervisor at Black and White Reingung GMBH in Berlin, Germany, from 1994 to 1997 to serving as a Special Assistant to the Executive Chairman of Industrial and General Insurance Limited, London. He consequently acquired substantial managerial and leadership skills and founded in September, 1988 his first company, Temple Resource, Nigeria Limited, a printing press. Driven by passion for capacity building and personal development, he established the Development Training Resource Centre, Abuja in 2008, with headquarters in the United States.

He variously organised and attended numerous training programmes and workshops locally and internationally, becoming an Associate Producer with Red Carpet Television, Lagos, and Executive Director, Campaign for a Better Society, just as he serves as President and Chairman, Council of the Chartered Institute of Transport Administration and Group Managing Director, Temple Group Limited made up of such subsidiaries as Temple SYC Inspection, Drivers Testing Resources, Residency Management System, Segun Obayendo Foundation and Motor Vehicle Administration Academy.

Added to that, he is the Managing Director/Chief Executive Officer of the FCT VIO Computerised Vehicle Inspection Centre, Abuja since 2012.

He initiated and secured the Public-Private Partnership concession to pioneer computerised vehicle inspection for safety in the Federal Capital Territory and across the 36 states of Nigeria, remaining a member of several professional bodies, amongst others, including the Institute of Directors(IOD), Nigeria Special Marshal, Federal Road Safety Commission, Associate Member, Nigerian Institute of Management (NIM), Associate Member, Chartered Institute of Personnel Management (CIPM), Fellow, Chartered Institute of Transport Administration (FINSTA), Chief Superintendent, Supernumerary Police, Rotary Club, Fellow (FinsTA) and President, Chairman, Governing Council, Chartered Institute of Transport Administration, Nigeria.

Obayendo is unarguably a distinguished professional and a careerist of many parts.



Sola Akinsiku:

The Salutary Professional Pedigree of OAAN, Rotary 9110 District President

LEADERSHIP AWARD IN OOH ADVERTISING

President, Out-of-Home Advertising Association of Nigeria (OAAN), Sola Akinsiku is equally the President of the Rotary Club of Ikeja, District 9110.

Inducted as the 55th president with a new board of directors for the club,

Akinsiku, a fellow of the registered practitioners in adverting in Nigeria, was born in 1958 in the prominent Erinketa quarters of Ondo Kingdom to Adeniyi Moses Akinsiku and Mogbonjubola Beatrice.

He had his elementary and secondary education in Ondo and then proceeded to



Dr. Segun Obayendo

A Professional Careerist of Many Parts

OUTSTANDING TRANSPORT TECHNOLOGY BRAND PERSONALITY OF THE DECADE

Dr. Segun Obayendo is Honorary Doctor of Safety and Security Management of the Triune Biblical University, Global Extension, New York, USA, just as he's an alumnus of the Netherlands Business School, and holding a degree in Political Science from the Ondo State University.

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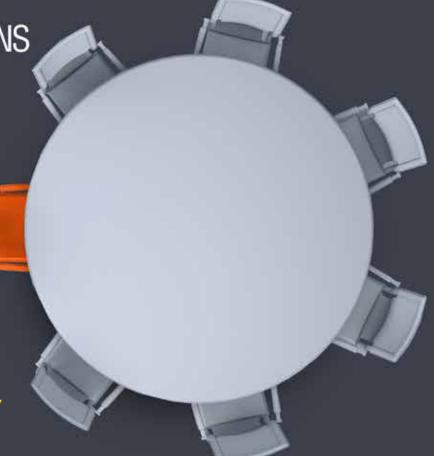


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Emeka Chris Okeke, An Advertising Guru and Thought Leader of Global Repute

LIFETIME ACHIEVEMENT AWARD IN MEDIA ADVERTISING

Emeka Chris Okeke is an accomplished and visionary leader. Widely recognised for his role as the Founder, Managing Partner, and Group Chief Executive Officer of MediaFuse-Dentsu, the man of an illustrious career, spanning over three decades, is responsible for the development of Dentsu's global and local service brands in Nigeria.

The outstanding advertising guru, with experience, spanning across the print media, full-service creative and media agencies, has made significant contributions to the media and advertising industry in Nigeria, Ghana and beyond.

Notably, Emeka launched Ghana's first Media Independent Agency Network – Premier Media Company, Ghana in 1999 (now iProViz) Ghana, a division of Dentsu Ghana) to pioneer the development of professional media planning services and communications practice in that part of Africa.

As the GCEO of MediaFuse-Dentsu, Emeka Chris Okeke has demonstrated exceptional leadership skills and a deep understanding of the ever-evolving media landscape. Under his guidance, MediaFuse-Dentsu has emerged as a prominent player in the industry, offering cutting-edge solutions in media planning, buying, and advertising. With a focus on innovation

and strategic thinking, he led the company to achieve remarkable success, serving a diverse range of clients and helping them to effectively reach their target audiences.

Emeka Okeke's leadership and contributions have been recognised with numerous accolades and awards throughout his career. His innovative thinking, strategic vision, and commitment to excellence have set him apart as a trailblazer in the media and advertising industry. With this, he has successfully led MediaFuse-Dentsu in Nigeria to winning numerous awards and recognitions since its inception, cutting across different service categories, and has at the same time earned notable recognitions and professional awards for himself from different organisations in and outside Nigeria. Some of the awards, among others, include, Media Entrepreneur of the Year (2014), Outstanding Leadership in Advertising (2017), Outstanding Media Advertising Leadership Awards (2018), Advertising Professional of the year (2018), Life-Time Award Winner (2021), CEO of the Year (Media Independent), Life Time Award by The Industry (2021), Best Agency in Gender Inclusion (WIMCA 2021 and 2022), Outstanding Media Personality (Three Decennaries) by MIPAN, and recently, an inductee, Media Pacesetter Hall of Fame (2022) by MARKETING EDGE, and Most Media Friendly Personality of The Year (2023).

Under his leadership, MediaFuse-Dentsu also won outstanding awards for quality service delivery. Among those awards are Innovative Marketing Communications Network of the year (2021, 2022), Most Reliable and valuable Media Advertising Agency (2022), Most Outstanding Quality Advertising Agency of the Year (2023), Most Valuable Media Advertising Agency Brand of the Year (2023).

This is in addition to the outstanding performance of agencies under Emeka Chris Okeke-led MediaFuse-Dentsu. Between 2022 and 2023, the agencies have won over 60 professional and recognition awards and medals, including Grand Prix, gold, silver, and bronze medals at the Pitchers Award. Under Emeka Chris Okeke's leadership, a client to one of MediaFuse-Dentsu agencies, AB-Inbev, had its product, Trophy, become the first Nigerian brand shortlisted for the Cannes Lions Award, popularly called the 'World Cup of Creativity'.

Okeke's expertise extends beyond his role at MediaFuse-Dentsu. He is

highly regarded as a thought leader and influencer in the media and advertising industry. Emeka has consistently advocated for the adoption of digital technologies and data-driven strategies to enhance marketing effectiveness. His insights and perspectives have shaped industry trends, driving innovation and pushing boundaries in the field of advertising.

Apart from being a Fellow of the National Institute of Marketing of Nigeria, a Fellow of the Advertising Regulatory Council of Nigeria (formerly APCON), a member of the International Advertising Association, and other industry professional bodies, Emeka Chris Okeke plays leadership roles in Media Independent Practitioners Association of Nigeria, where he is an ex-officio member of the body's executive committee. He is also recently inducted into the Pacesetter Hall of Fame.

Emeka Chris Okeke's professional work life has taken him to many global communication networks, conferences and allowed him to be in a position to support clients from different product and service categories, spanning across conventional media communications, digital marketing, creative, content as well as integrated communications strategy in today's dynamic marketing communications landscape and evolving global digital and attention economy.

His passion for excellence and his commitment to raising industry standards have also earned him respect and admiration from his peers. He is known for his unwavering dedication to delivering exceptional results and providing clients with customised, tailor-made solutions that meet their unique needs.

In addition to his professional accomplishments, Emeka Chris Okeke is a philanthropist deeply committed to giving back to society and supporting various charitable causes and community development aimed at empowering and uplifting human conditions. He believes in the transformative power of education and has been involved in educational projects that aim to provide opportunities for underprivileged youths to access quality education.

An alumnus of the University of Nigeria, Nsuka, Lagos Business School, and University of Navarra's, IESE Business School, Barcelona, Spain, to mention a few, and all tertiary institutions that have contributed to shaping his career in marketing communications.



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Fidelia Igwe:

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OUTSTANDING YOUNG ADVERTISING PERSONALITY OF THE YEAR

Fidelia Igwe, an accomplished marketing professional of over 12 years experience in real estate and advertising, is well gifted, thorough and innovative, just as she is well known to demonstrate

the ability to drive business success through strategic marketing and innovative solutions.

Her illuminating professional journey continues to place her in a good stead to give her high-profile multinational brands like Procter & Gamble (P&G), Diageo (Guinness Nigeria), Friesland Campina WAMCO, Nestle Nigeria, The Coca-Cola Company, Standard Chartered Bank, PZ Wilmar Group, Beiersdorf (NIVEA), Mastercard, and Godrej Nigeria, among others to manage.

Beyond just the earnings she get from them, the way she runs and scientifically manages the accounts, giving them the best of services, continue to win her multiple global awards, varying from the Pitchers awards, 7Gold medals, 6Silver medals, 6Bronze medals to the 1 Silver Crystal awards on all levels of her worksintegrated media campaigns, Use of Media, Use of Data, Excellence in media execution, Use of insight and strategy, and Excellence in media planning, among others.

Fidelia's usual data-driven approach allows her to craft compelling marketing strategies on measuring effectiveness and optimising results.

Added to her practical experience remains the fact that she holds a Bachelor of Science in Marketing from the Babcock University and an MBA in International Business from Nexford University that equipped her with a strong academic foundation to complement her professional expertise.

A passionate mentor, who fosters collaboration and creativity within her teams as she individually empowers them to give their best ideas, she is ever updated on emerging marketing trends, leveraging on new technologies to enhance marketing strategies.

Looking ahead, she aims to explore the intersection of technology and marketing, leading initiatives that drive brand growth and meaningful consumer connections. With her strategic vision and commitment to excellence, she continues to remain a formidable force in the marketing industry, committed to delivering innovative solutions that achieve outstanding business results.

Fidelia, if there's any other thing today to label her, is of class and result-oriented in her business calling.



Abayomi Ayoola:

A Business Incubator, Developer and Strategic Visionary Communications Consultant

OUTSTANDING EXPERIENTIAL MARKETING PERSONALITY OF THE YEAR

A venerated marketing communications consultant of over 15 years of comprehensive experience, Abayomi Ayoola has established himself as a leading expert in driving business growth across diverse sectors.

His expertise spans across core banking operations, media, entertainment, hospitality, logistics and experiential marketing with a proven track record of adept leadership, mentoring capabilities and strategic vision.

Obviously one of academic excellence with a Certificate in Business Sustainability Management from the Cambridge University, UK, and a degree in Business Administration of the Lead City University, Ibadan, his career had commenced in the banking sector and was mentored by Sanusi Lamido Sanusi at First Bank of Nigeria Plc before he left for First City Monument Bank (FCMB) to work in their Operations Department.

By the year 2020, Ayoola ventured into consumer and event management and within a while achieved resounding successes and industry recognition, demonstrating his entrepreneurial prowess during the Covid-19 pandemic by establishing an Exposé, a dynamic and integrated marketing solutions agency, that rapidly, under his leadership, emerged as a top contender in the Consumer ecosystem that partnered with local and international brands, including Pernod Ricard, Unilever, Seven-Up Bottling Company, Dangote, Transcorp Hilton, Alat, Tolaram Group, and BetKing, among others.

A well acknowledged visionary leader, Ayoola sees success as being beyond financial projections, and boosts his teams with promises, fostered creativity, innovations and problem-solving skills.

He encapsulates his success philosophy in the mantra: "Keep Walking," emphasising learning, unlearning and relearning in his leadership approach as he promotes a knowledge culture in the industry.

With Expose, making it its sole mission to be "connecting brands to control through the media, entertainment and culture," as well as adopting a unique approach tailored to each client's needs, it has been garnering prestigious awards, among them, "Young Experiential Marketing Agency of the Year" and "Emerging Experiential Marketing Agency of the Year," with Ayoola envisioning a most illuminating future for it and propelling it to become a "Global" powerhouse.

He is as well playing a renowned role in generational human capital development and enhancing productivity, being seen in his commitment as a member of the Advertising Regulatory Council of Nigeria and Fellow, National Institute of

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His professional journey is known to be guided by core values of Professionalism, from Ambition, Creativity to Excellence, his attention to operational details and relentless pursuit of excellence, being well established to have driven the success of his ventures, and now finding fulfillment in talent discovery, empowerment and guidance to success.

He prioritises work-life balance and makes time for family, friends, and personal interests.



Mabel Adeteye:

A PR, Brand Management and Strategic Communication Resource

OUTSTANDING CORPORATE COMMUNICATIONS PERSONALITY OF THE YEAR

Mabel Adeteye, an official member of the Forbes Communications Council, and an exceptional brand communications expert, specialising in strategic communication, brand management and public relations is of about 15 years impressive experience in the business, excelling in various areas, varying from strategy, marketing communications, brand and product management, digital media marketing, events planning and management to CSR sustainability.

Mabel has in the last 15 years truly showcased her extensive knowledge, expertise and professionalism, being a member of the world's largest and most influential PR and Communication body, the Public Relations and Communications

Association (PRCA), UK, to double as a certified Advanced Branding expert of numerous digital certifications with Google, including of the digital Sales Certification, YouTube Channel Growth, and Campaign Manager certification, among others.

She is currently the Head of Brands & Marketing Communications, Wema Bank.



Wale Adegoke, A Champion of the Advertising Course of SMEs

OUTSTANDING OOH PERSONALITY OF THE DECADE

Wale Adegoke, popularly being addressed as Wale, is the CEO of Nimbus Media Limited, a pioneering Nigerian destination of out-of-home advertising company.

With a Nigeria-wide network of digital out-of-home advertising channels, Nimbus Media is providing clients and brands solutions to increase their reach, exposure and engagement.

Described as a modern-day renaissance man, Adegoke has over a decade of experience in media, advertising technology, business and sports, being motivated by a desire to cultivate a personal and professional shared knowledge base focused on producing value to improve the quality of life in his community.

An active member of Nigeria's startups and innovation ecosystem as he is a member of the Advertising Practitioners Council of Nigeria (APCON) and the Institute of Directors of Nigeria (IOD), he is a co-founder and Chief executive officer of LVM Ltd, a Lagos-based Nigerian technology and gaming company, Adegoke is a passionate supporter of Nigerian small businesses, and leading the Nimbus Aid Foundation that started as a corporate impact initiative of Nimbus Media Ltd, supporting SMEs and Startups with advertising collateral to grow their businesses.



Meka Niyi Olowola,

An Egalitarian Professional of Humanitarianism and Service

OUTSTANDING BRAND STRATEGIST OF THE DECADE

A renowned oil and gas sustainability expert and management consultant of over 25 years of cross-functional experience in CSR, strategy, branding, banking, and energy sectors, Niyi Olowola is at the moment the Executive Chairman, Zenera Group, a strategy, advertising and investor relations conglomerate.

An alumnus of the Federal Government College, Ogbomoso, Ahmadu Bello University (Human Physiology), Zaria, Harvard Business School (Sustainable Business Strategy), and Colorado State University (Change Management), being most passionate about sustainability, he is devoting his time to organisations, platforms and courses, promoting the concept in Africa.

Equally a Board Member of CSR-in-Action, a non-profit for the promotion and unification of corporate and collective social responsibility in Africa, he is as well

NAVIGATING DIRECTIONS

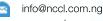


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serving as the Chairman, Project Light International, a global initiative dedicated to helping the financially challenged market women. Meka, as popularly called, is also sitting on the board of Mission Enablers, Africa, an agency dedicated to advancing the kingdom of God on earth by funding missions and Asido Foundation, a not-for-profit organisation, committed to optimal mental health in Africa, he was also recently named the chairman.

Olowola had served as Chairman, Organising Committee of the Sustainability in the Extractive Industries (SITEI) Conference for the last 14 years, developing in 2017, the brand strategy, communications framework and launched the Nigeria's social intervention programme for the bottom of the socioeconomic pyramid that has grown to become the world's largest public microfinance initiative.

He is a member of the Visions Community, which collaborates with the Federal Government of Nigeria to actualise its economic development goals through the Horasis-Nigeria Economic Development Council.

Olowola began his career in 1998 in PR and Advertising, had a three-year stint in banking before moving to the oil and gas industry, where he spent a decade before founding the National Zenera Group in 2013 and co-founding the BuzzDigital in 2014 before launching Ethica 360, a brand service that integrates best practices in Corporate Code of Ethics International, reporting Standards and Corporate Social Responsibility.

As an influential speaker, Olowola has participated in numerous local and international conferences, including the 21st World Energy Congress in Montreal, Canada, and the Horasis Global China Business meeting in the Netherlands. He is a regular guest on leading television stations, discussing national and global issues, especially in the oil and gas sector.

He is a Fellow of the Institute of Management Consultants of Nigeria(IMCN) and an active member of the Nigerian Institute of Public Relations(NIPR), Advertising Practitioners Council of Nigeria(APCN), Nigerian Institute of Management(NIM), Certified Marketing Communications Institute of Nigeria(CMCIN) and the National Institute of Marketing, Nigeria (NIMN).

He had the Honour of being once appointed, Chairman of Sustainability in the Extractive Industries (SITEI) Conference for 10 years, the Nigeria's special subcommittee for hosting the World Economic Forum on Africa in 2014, Member of the Visions Community, collaborating with the Nigerian Government on economic development goals, Bishop's Commissary and member of the Diocesan Board and Synod of the Anglican Diocese of Okene since 2020, and as Executive producer, "Earth Women," a docu-feature funded by the Ford Foundation to highlight gender-based violence in extractive communities, just as he had such recognitions since winning his first award for Outstanding Humanitarian Services in 1997.

He keeps being consistently recognised and receiving accolades, most notable among them, including the Innovative Leadership in PR and Image Management award he received at the 2019 National Marketing Stakeholders Summit and the Brand and Advertising Awards of Excellence. Under his leadership, Zenera Consulting has won several awards, ranging from Inspiring Agency of the Year, 2017 in Accra, Ghana, the Outstanding Brand Management Company of the Year Award in 2019, and then, to this year when he won the Brand Strategist of the Decade of the prestigious Edge Awards.

Olowola is a distinctive egalitarian professional of humanitarianism and service.

Aderemi Ogunpitan,

An Awesome Professional of thought, Knowledge and Wisdom

LEADERSHIP AWARD IN AUDIO VISUAL PRODUCTION

A leader by example and of thorough knowledge of his industry processes, Aderemi Ogunpitan works in all areas of his endeavour, from creativity, management, technical to operations.

And with the capacity to create, develop and implement from the simplest to the most sophisticated, including videos, TVs, digital contents, live events, experiential and immersive productions of the highest international standards, even at challenging times to meet budgets and clients' expectations.

In addition to that, he is also known to have an expansive knowledge of the content value chain from ideation,



creation, acquisition, production, posting, distribution, digital asset management, archiving, integration, virtual, remoting, hybrid video streaming projects to developments and management, and you ask, what's left of the work he would even need the support of anyone, perhaps for the need only to ease the job on him.

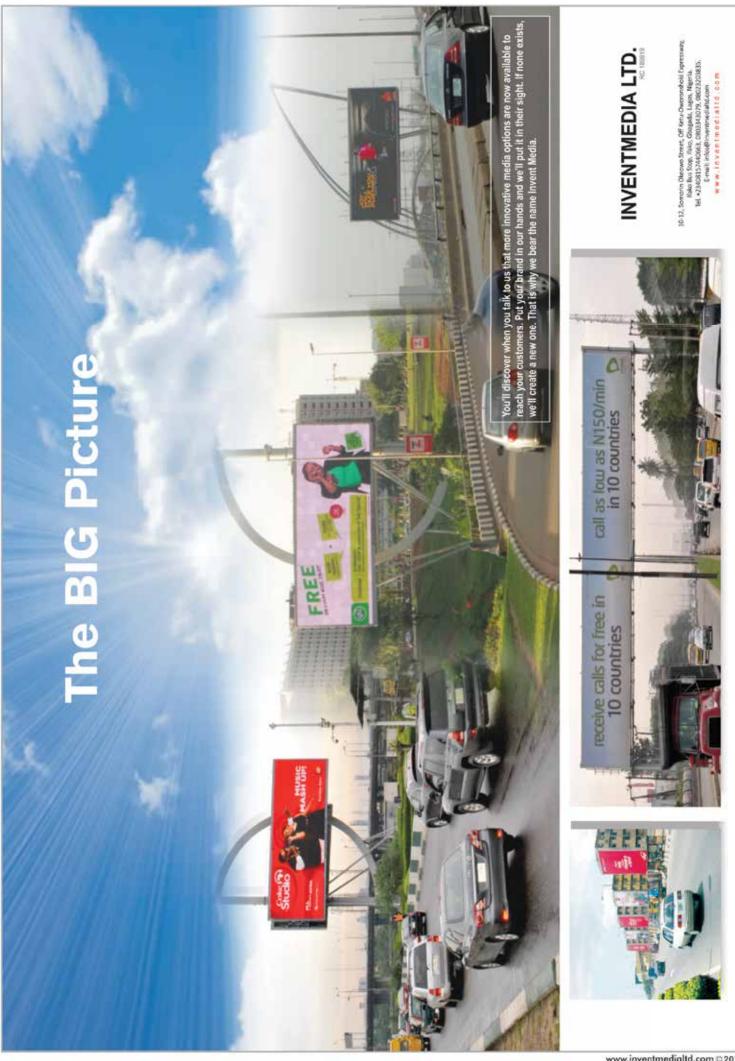
His creative skills interpret creative remits and channel the requirements into processes that articulate and produce high quality contents of various genres, including licenced formats for brands, non-profits, clients and broadcasters, seeking discerning and exciting contents to reach, grow and sustain their viewership, consumers and demographics, just as he

is equally able to score emerging technologies and creative strategies in the world of AI, VR and directs on applying big data to content creation and distribution strategies for broadcast, social media and DM.

He has a consistent record of achievements matched with project deliveries of note over the past 30 years for some of the world's biggest brands, Nigeria inclusive, and then, broadcasters and clients, ranging from the CNN, the Federal Government of Nigeria, Huawei, ITN, Nestle, MTN, EBU, World Bank, Seplat, Discovery Channel, Facebook, BBC, Ford Foundation to Coca-cola, among others.

Ogunpitan also has a perfect understanding of the African market and has partnerships across the continent, being supported with associates, partners and connections, working out projects to life with him.

He is one in all, being most awesome, knowledgeable and of the wisdom of all his works.





Sir Efedi Jellily Chukwuhumeyan: A

A mix of Professionalism and Humanitarianism

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

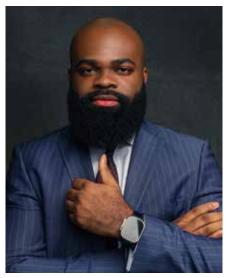
Currently Head, Corporate Marketing & Export Marketing Manager of Soulmate Industries Limited, one of Africa's leading cosmetic industries, High Chief (Sir) Efedi Jellily Chukwuhumeyan, a versatile marketer of repute, is as well in charge of the company's National Corporate sales and its Export market of the African region and the West Coast.

That apart, Chukwuhumeyan is the MD/CEO of Jelluminious Consult, a Marketing and Management consulting firm, just as he is equally the CEO of Jelluminous Designs & Entertainment, a man well known for his love for fashion and entertainment.

Traditionally conferred with the title of AKAEZE EKWU-EME of Ndi-Igbo of Ikeja land, he is a High Chief that has served in several positions in Rotary International, an international humanitarian organisation, in the spirit of his selfless service to humanity.

A native of Ute-Okpu Kingdom, Ika North-East, Delta State, Nigeria, he was born in the early 1980s to the family of Late Chief L.N.D Efedi & Mrs Evarista Efedi (Ezi-Nne) and bagged the Bachelor of Science degree in Biochemistry, obtaining several professional Management and Marketing certifications within and outside Nigeria, there after.

Chukwuhumeyan is happily married to Lady Hannah Efedi and the union is blessed with two Daughters and a son.



George Omoraro,

The Entrepreneur with Passion to Build Platforms

OUTSTANDING CREATIVE ADVERTISING PERSONALITY OF THE YEAR

A globally driven entrepreneur with a burning desire to build platforms that establish Africans as global icons, George Omoraro through various initiatives while solving the continent's major problems and crises as the founder and CEO of the Rage Media Group and the five subsidiaries ,has garnered vast experiences in several industries, including the automobile, financials, telecommunications, FMCG, real estate industries and in government parastatals.

Omoraro continues to make invaluable contributions in his professional and philanthropic commitments, having become a member of the Nigerian Institute of Directors(IOD) and made phenomenal charitable strides in his roles in Raven's Place and Foundation De Christie.

In his capacity as CEO, his views are sought after by very important top officials and business moguls, but besides all of that, he has behind his accomplishments a man, building a lifelong knowledge and zeal to constantly improve on what it takes to achieve excellence and make an impact.

From sales to investing, leadership to entrepreneurship, Omoraro has become an unbelievable mentor, providing true practical blueprints for successes, and he's on the move, there's no stopping him.



Rilwan Ajiferuke

An OOH Executive of Media and Brand Initiatives

OUTSTANDING OUTDOOR ADVERTISING PERSONALITY OF THE DECADE

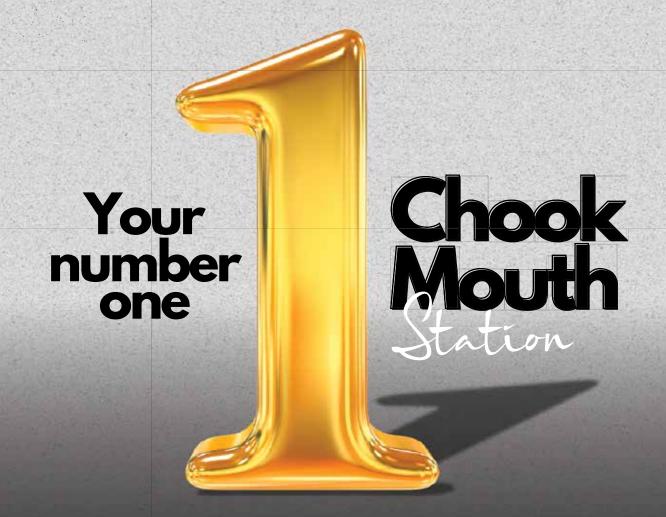
Rilwan Ajiferuke, Executive Director, Plural Media, a Lagos-based, Nigeria leading Digital Out-Of-Home advertising company, is a registered advertising and Public Relations practitioner.

A graduate of the University of Nigeria, Nsuka (UNN), Ajiferuke, who is of over 20 years experience in the OOH sector, is actively involved in the sectorial body as a member of the OAAN Research and Education Committee, starting his career in the OOH industry with RailAd, formerly Nigerian Railway Advertising Service, a foremost OOH advertising company in the country.

He sharpened his skill over the years, attending in the course of his career, several training programmes locally and internationally that has seen him involved in several ground breaking media and brand initiatives in the sector.



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Adewunmi Desalu:
Highly experienced
Marketing, corporate
communication, brand
management professional of
repute

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

Adewunmi Desalu is a highly experienced marketing and corporate communications professional with over 15 years of industry experience. She is currently the Director of Marketing and Corporate Communications at BUA Foods Plc, where she brings her expertise in Corporate Communications, Brand Management, Stakeholder Management, Marketing Communications, Radio/TV/Event Production and Customer Relationship Management.

Prior to joining BUA Foods, Adewunmi worked at Insight Publicis, where she rose through the ranks to become Business Director within the Brand Management and Production departments. In both roles, she was responsible for driving multifaceted consumer-led campaigns through multi-departmental collaborations from conceptualisation to production, launch and execution management to maintain relevance for the brands she handled, while helping the company grow its business by capturing additional market share.

Adewunmi has diverse knowledge from her experience, managing brands in the

FMCG, Oil and Gas, Telecommunications, Consumer electronics, Retail and Financial sectors. Additionally, she has held various management positions while leading teams to deliver business objectives through Marketing and Corporate Communications for global brands such as Nestle, Heineken, Friesland Campina, VISA, Pepsi and Samsung, among others.

Adewunmi earned a Bachelor of Science degree in Biochemistry from the Lagos State University in 2004. Also, she possesses a postgraduate diploma in professional marketing from the Chartered Institute of Marketing, UK and a postgraduate diploma in Digital Marketing from the Digital Marketing Institute, Ireland. A member of the Chartered Institute of Marketing, UK, Adewunmi is a go-getter, an intrinsic leader, a mentor and a hardworking team player.

She is a versatile creative marketing professional with proven success in assisting Conglomerates and Multinationals to grow their businesses across Africa. Her expertise in Brand Management, Marketing Communications and Customer Relationship Management has been a significant contributor to the success of BUA Foods Plc.



Ilyas Kazeem: An authority in Marketing and Category Management

OUTSTANDING MARKETING PERSONALITY OF THE YEAR Ilyas Kazeem, currently the Commercial Marketing Director, Food Division, Flour Mills of Nigeria Plc with over 17 years work and expertise in Marketing and Category management across multiple brands and geographies in Sub-Saharan Africa.

He has numerous experiences building brands across the FMCG & Food sectors, having worked with P&G, Hayat Kimya and Eat'N'Go, prior to joining FMN in 2022.

He is a graduate of the University of Oxford, where he bagged a Masters degree in Global Business Management from the Said Business School. He is also currently a Doctorate Degree Research Student in Business Management. Ilyas has an MBA in Marketing and a bachelor's degree in chemical engineering.



Ehianeta Ojie Arthur, A Seasoned marketing strategist

OUTSTANDING DIGITAL PERSONALITY OF THE YEAR

Ehianeta Ojie Arthur, an award-winning marketing strategist, has spent over a decade providing cross-functional expertise in performance marketing, integrated marketing communications, digital marketing, brand management and strategic planning for brands across West Africa.

Over the last 10 years, he has developed strategies for brands across a range of categories, as Coca-Cola, Samsung, ARM Pensions, Mondelez, Unilever, BetKing, LG, Kimberly Clarke

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Jameson, and Martell.

A recent recipient of BrandComs top 35 under 35 marketing professional award, his new role will see him drive the profitability and equity growth for the Impress and Night Out brands at Pernod Ricard, which include Martell Cognac, Chivas Whiskey, and GH Mumm.

As he steps into this new role, Ojie is charged with designing and implementing consumer marketing strategies with a team of brand managers, who will deliver sustainable topline growth and value share for the portfolio.

Ojie has a degree from the University of Benin, an MBA specialised in marketing from the University of Lagos, a marketing certification from the Chartered Institute of Marketing UK, a professional certification from Harvard Business School on design thinking, and a product management certificate from the product school.



Gbenga Adigun:

The Beauty of Zeal, Total Commitment

OUTSTANDING YOUNG ENTREPRENEUR OF THE YEAR

From the banking and finance sector at Guarantee Trust Bank(GTB) and a large non-bank Financial Institution, ARM, he was for 12years, Gbenga Adigun commenced his interesting career that has made him a monumental asset of zeal and commitment.

He moved on in 2020 to assist to float a Fintech, called Zimvest, in the Asset Management space but never ever scared of going into anything new, he in the same 2020, did a 360-degree switch across industries, diving fully into the

Construction and Construction Logistics sector, which for about six years, turned out a side hustle for him.

Amid all of that, he about three years ago quickly moved his company into becoming an industry leader in the Construction Support / Logistics space, founding and becoming the Co-CEO of Rebar Perfecta, where he oversees all things Finance & Logistics, just as he is responsible for planning & strategy, the growing methodology, scaling and the development; intact, virtually the vision custodian of the company's ambitious dreams.

Adigun is equally the Founder and CEO of a Fintech firm by the name, Scrella, an Innovative Insuretech that is transforming electronic device preservation.

Adigun holds the first degree in Pure & Applied Mathematics of the Ladoke Akintola University of Technology, and an MBA from the Edinburgh Business School – Heriot-Watt University, UK. He attended other courses home and abroad; including at the highly prestigious Harvard University of the United States, where he was a course participant of the class – "Entrepreneurship in Emerging Economies" in 2017, just as he is an Alumni Executive, implying the President of the Owner Manager Program (OMP 37) of the Prestigious Lagos Business School.

Adigun has become an amalgam of business finance.



Brenda Nwagwu:A Market Communication, Financial and Tech Czar

OUTSTANDING MEDIA ADVERTISING PERSONALITY OF THE DECADE

Brenda Nwagwu is a seasoned entrepreneur and communications

specialist with over 20 years' experience across the Marketing Communications, Financial and Technology sectors.

Brenda graduated from the University of Lagos with a degree in Accounting. After graduation, she worked briefly for Asset & Resource Management Holding Company (ARM). Thereafter, she moved into the marketing communications space as a Sponsorship Manager at MediaReachOMD, one of Nigeria's foremost Media independent agencies.

Following her passion for entrepreneurship, she founded QVT Media, a communication strategy, media planning, buying and sponsorship Management Company in 2012.

Her main passion is leading people to achieve goals that have the potential to transform lives.



Jude Odia, A Thought Leader per excellence

LEADERSHIP AWARD IN MEDIA ADVERTISING

Jude Odia is the Managing Director of Starcom Media Perspectives. An astute IMC strategist with 360-degree work experience across client and agency divides, his vast experience has exposed him to best-in-class brand management, strategy and media operational models from leading global media networks.

Prior to Starcom Media Perspectives, he has held several leadership roles across brands, including, sitting as the Group Head, Brand Management at FinBank Plc, where he handled the Re-branding of First Inland to FinBank in 2008, developed FinBank Brand Communication Strategy for 2009 and managed the Implementation of the Brand Communication Strategy across Corporate & Retail Products in 2009 and other several functions.

He was also Head, Strategy & Planning, MediaCapital. There, he led as agency Lead, Media Strategist & Account Manager, while handling the MTN Media











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Odia's beautiful beginning in 2001 saw the start of his illustrious career as a TV Presenter & Team Co-ordinator at Minaj Broadcast International blazing as a Content & Research Executive, along with other roles.

Jude's work covers a wide spectrum of industries, having worked on multinational clients like P&G, Coca-Cola, MTN, VISA, Samsung and Mondelez, among others, working with regional account management teams across West Africa. The marketing expert has successfully carried out numerous high-profile campaigns in several industries in the course of his career, such as championing and coordinating winning integrated media campaigns across these leading brands.

He led the Starcom team that locally operationalised SMG connection, planning framework HX, the first successful attempt in West Africa. This effort and many others helped in positioning Starcom Nigeria as the go-to operational hub for the network across the region.

With great passion for industry upliftment, the MD of Starcom Media Perspectives has facilitated at various professional fora, locally and globally. He was one of Nigeria's top IMC professionals invited to the 2018 EMEA Emerging Executive summit organised by Google at its global HQ in California, USA in September, 2018. Jude believes that brainpower and knowledge-sharing are critical in achieving a better world. His endearing persona has won him several friends in the IMC and beyond.

Jude Odia, one of Nigeria's marketing communications finest thought leaders is an advertising veteran with decades of work under his belt. He is known to have developed winning media strategies for multinational/local brands in Nigeria and across the WA markets. With an enviable pool of inspiring talent and exposure to the best of tech and trends, he has coordinated the WA account management teams that implemented many successful media advertising campaigns for leading multinational clients. Odia is a great team player and a passionate manager of people and resources.

With a Master of Business
Administration from the University of
Bradford, United Kingdom, Odia, also has
Senior Management Programme, Business
Strategy, HRC, Leadership Management,
globalisation from the Lagos Business
School. As a registered practitioner, he is
an Associate member of the Advertising
Regulatory Council of Nigeria, ARCON
(formerly APCON).



Otis Ojeikhoa: Deeply experienced Marketing and exposed egghead

LEADERSHIP AWARD IN EXPERIENTIAL MARKETING

Otis Ojeikhoa is one of the leading lights in the experiential marketing subsector of Nigeria's integrated marketing communications industry.

A professional cum entrepreneur, Otis, as he is simply called, is the founder and Chief Executive Officer of Brands Optimal, a front running experiential marketing agency in Nigeria, with footholds in Nigeria and Ghana. The agency was founded in 2010, but started operations 2015, on the principle of doing ordinary things in extraordinary ways.

Before founding his own company, this iconic experiential marketing practitioner had garnered over 15 years marketing and sales experience with nine of those years in Senior Management positions. He was Country Sales Manager at Kodak, and Managing Director at Brand Footprint.

It is on record that Otis designed and executed successful major brand building campaigns for such clients as P&G, Airtel, Cadbury, La Casera, SABMiller, PernodRicard, Diageo, Coca-Cola, Reckitt and Guinness from Strategy to Execution, Monitoring and Evaluation.

As should be expected of such a deeply experienced and vastly exposed egghead, Otis has been recognised, honoured and celebrated with several awards, including among others, Experiential Marketing Personality of the Year award and, now Leadership Award in Experiential Marketing, recently conferred on him by MARKETING EDGE, Nigeria's Numero Uno and award-winning brands, advertising and marketing-focused magazine.



Bamise Oyegbami, Charting New Horizons of Growth at Anheuser-Busch InBev (Nigeria)

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

Bamise Oyegbami, Marketing Director, Nigeria, at Anheuser-Busch InBev, stands out as a proven leader in the marketing landscape.

With vast experience in the Nigerian FMCG sector, Oyegbami joined the global brewing giant in 2020, marking a significant milestone in his illustrious career.

Previously at PZ Cussons, he held pivotal roles, showcasing versatility and strategic acumen.

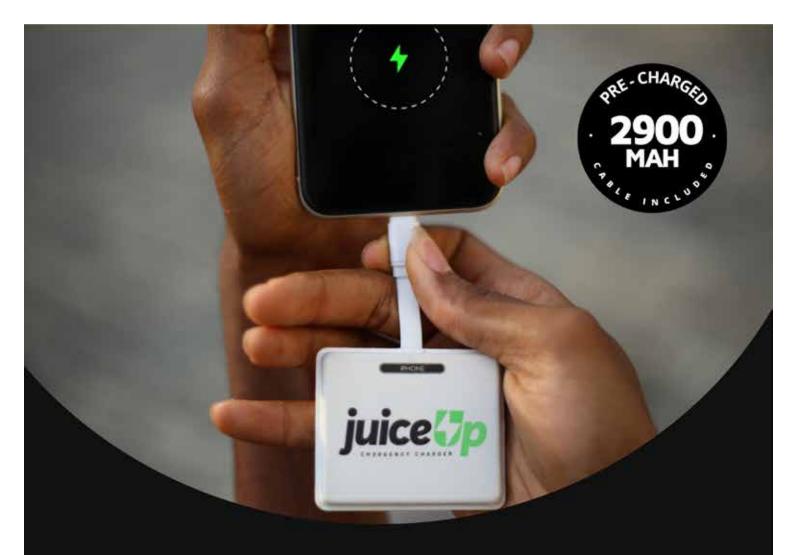
A highlight of Oyegbami's career was his role as Marketing Manager for Trophy, propelling the brand to popularity through innovation and compelling strategies.

Holding a Postgraduate Diploma in Marketing from the Wharton School and a Bachelors in Mechanical Engineering from Peoples' Friendship University of Russia, Moscow, he boasts a unique blend of skills and exceptional leadership ability to drive innovation and achieve unprecedented success in marketing.

Just recently, Oyegbami clinched a position in the prestigious top ten list of Marketing Directors and Chief Marketing Officers (CMOs) in Africa and the Middle East as revealed in the 2023 Loeries Rankings.

This exceptional recognition of Oyegbami's contributions to the marketing landscape came as no surprise, given his exemplary accomplishments throughout his illustrious career, particularly in the year scrutinizsed by Loeries.

In the words of Preetesh Sewraj, CEO of Loeries while unveiling the rankings,



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Tope Sule: Highly proficient in brand-building

OUTSTANDING BRAND MANAGEMENT PERSONALITY OF THE YEAR

Tope Sule is a T-shaped marketing professional who has demonstrated a high level of proficiency in brand building over the years through various strategic marketing initiatives. His experience cuts across both the client side and agency side as an all-round creative.

He has led teams and worked on impactful campaigns for brands such as BetKing, Kellogg's West Africa, United Capital PLC, Celio, Mango, TopCrust, Parimatch, to name a few. He currently works as a Brand and Marketing Manager at the renowned CWAY Food and Beverages where he champions all brand and marketing initiatives for their flagship brands; Nutri Milk and the Superkids brands.

In 2023, Tope Sule was recognized as one of the Top 35 under 35 marketing professionals in Nigeria. He was also a nominee at the Advan Future leader of marketing awards.

He is a member of National institute of marketing Nugeria and a mentor and Faculty member at the prestigious Orange Academy. Tope Sule is passionate about building people and building brands that are strongly rooted in the culture of the consumers. He is also the Founder and Executive Director of Inspiring Giants Africa Foundation, a non-profit he founded during his undergraduate days focused on curbing social vices that affect young people.

With a journey and track record that is inspiring to many young people, Tope Sule is already leaving his footprints in the sands of time,



Henry Akpede: A Visionary Leader of Creative Ingenuity

OUTSTANDING CREATIVE PERSONALITY OF THE YEAR

Country Manager and Chief Creative Officer of Ogilvy Nigeria, Henry Akpede is a visionary leader of creative ingenuity that has significantly contributed to the advertising and marketing communications industry in the country.

A seasoned strategist of close to two decades of experience, Henry Akpede is renowned for his innovative approach to brand development and storytelling, just as he is known for greatly collaborating with top creatives across the world-Africa, Europe, America, and beyond in awardwinning campaigns of notable brands as Coca-Cola, Heineken, MTN, Airtel, Samsung, PZ, UBA, and Flour Mills of Nigeria, among many others.

Nicknamed the "Nigerian Prince of Advertising" by his global colleagues, Henry's creative business approach and guidance from the Group CEO, Mr. Seni Adetu, has earned Ogilvy Nigeria the title of the fastest-growing Business Unit in Ogilvy Africa. His leadership has helped the agency to achieve notable successes and recognition as his works have consistently raised the bar for creative excellence in Nigeria's advertising sector.

For all of his effort, he was recently honoured with the prestigious Outstanding Creative Advertising Personality of the Year award at the Edge Awards, an accolade that was clearly a testimony to his professional distinction cum excellency, just as it further cements his status as one of Nigeria's most influential creative professional, inspiring the next generation of advertising talents.

But before the Edge Award, he had received the AAAN Trailblazer Award that named him the Creative Advertising Practitioner of the Year in 2023.

His tenure at Ogilvy is laced by a string of accomplishments that keep earning the agency the top-five spot among the most awarded at the LAIF Awards.

On the whole, his role at transforming Ogilvy Nigeria into a powerhouse of creativity has earned him the moniker, "The Nigerian Prince of Advertising," and he remains committed to pushing the boundaries of creativity and strategic insight, continuously leading the way in brand communication.

In addition to his role at Ogilvy, he is also the Vice Chairman of the AAAN LAIF Awards Board.



Ozone Mbanefo

OUTSTANDING BRANDS ADVERTISING AND DIGITAL MARKETING PERSONALITY OF THE DECADE

Ozoemena Mbanefo is the Founder/ Provost of Oxygen Academy, fondly known as 02 Academy by all, Nigeria's first online and foremost advertising school.

Ozone, as he is simply called, has been described as passionate, driven and determined.

With an HND in Mass Communications from the Institute of Management and Technology, Enugu, he has mastered the craft of art direction. With core values aimed at achieving corporate goals, his experience spans over a decade with leading advertising powerhouses; LTC/JWT, INSIGHT COMMUNICATION, DDB, TBWA, BATES COSSE, and 141Worldwide.

Ozone has worked on local and multinational brands like Fanta, Limca, Goldspot, Eva table water, Calypso coconut liquor, Shell, Magnum trust bank, UBA, WEMA BANK, Pale soda, Trebor peppermint, Knorr cubes, Close up, Lux Lipton, Nigerian breweries corporate, Eco bank, Legend extra stout, Diamond bank, Glo, Lg electronics, Sony, Conoil, Equitorial trust bank, Fidelity Bank, MTN, FSDH, Indomie, Nandos, Virgin Atlantic, Virgin Nigeria, UBA, Wema Bank, Etisalat, Dstv, Multichoice, British American tobacco, Cadbury corporate, Tom Tom, Cadbury bournvita, etc.

Alongside his very demanding career, he has a passion for helping and strengthening the weak. This passion drove him to create a youth empowerment NGO that is focused on putting a smile on the faces of orphans and the less privileged around us. Created in 2009, City Greeters seeks to clean the tears of some of the kids and teenage youths who do not have the same equal opportunities as some of us. This is a Non-Governmental Organization that is made up of a team of upwardly mobile male-female professionals who believe that the real essence of life is to live life to give life to other lives.

His strong faith and belief in others have always been his driving force and source of inspiration.

With a clear understanding of the importance of human capacity building and personal development he decided to go the extra mile to empower a larger scale of the Nigerian youth populace. He assembled a team of advertising industry experts to start a 16 weekend hands-on programme that is designed to help each student generate content and create a career path for themselves in the brand communication s world.

Since 2007 till date, this initiative has produced hundreds of admen working in most of the reputable ad agencies across Nigeria.

Ozone is a motivator, a teacher and a mentor to hundreds of Nigerian youth. He believes in creating ample opportunity to every willing heart not out of charity but because it is the common good that holds us together.

According to him, the real value of life is determined not just by the value we carry but by the value we can add in other lives.

Ozone loves to unwind by choosing from his numerous hobbies, such as playing 3D games, drawing, painting, interacting with friends and inspiring others.



Igwe Okeke: Skilled in Integrated Marketing Communication and Media

OUTSTANDING MEDIA ADVERTISING PERSONALITY OF THE DECADE

Igwe Okeke is currently Managing Director at Carat Media Fuse, an award-winning media and content agency that uses its peerless understanding of the passions, motivations and behaviours of real people to bring brands and their customers together.

He is an experienced marketing communications and media strategist; a leader of people and great manager of material resources.

He is experienced and skilled in Integrated Marketing Communications and media, with an unquenchable winning attitude, and very strong communication skills.

Prior to his current position, he was the Media Director of Media Fuse Dentsu Aegis Network.

Igwe holds Bachelor of Arts in Mass Communication/Media Studies at the University of Nigeria, Nsukka. He has attended senior management training at the Lagos Business School.



Olamide Ogundeji: A vibrant dynamic brand and marketing srategist

OUTSTANDING BRAND MANAGEMENT PERSONALITY OF THE YEAR

Olamide Ogundeji is a vibrant and dynamic Brand & Marketing Strategist with over seven years' experience, working with local and international brands in the FMCG,

Banking, Pharmaceuticals, Health, Agro, Insurance, and Real Estate sectors.

He is currently a Brand & Marketing Manager at CWAY Group where he oversees all aspects of marketing related to the Company, ensuring that all branding decisions ultimately results in stronger sales. He is also responsible for developing and executing Company's Brand Strategy and improving brand management; while managing the marketing budget, developing and implementing marketing campaigns and overseeing the marketing team, among other responsibilities.

Before joining CWAY Group in October, 2021, he had worked with DKK Nigeria as Lead Strategy & Business Development Manager. There, he led a 20 man team of Strategists, Graphics designers, Digital Specialists, and Account Managers who served more than 15 clients at the time. He earlier worked with MEDIAMORE as a Media Planning Manager in 2013.

Olamide is imbued with oral and written communication skills, computer proficiency, leadership experience, organizational know-how, problem-solving abilities, strong work ethic, solid team work and collaboration.

His vast and varied industry knowledge cuts across Go-to-market Strategy;

Strategic Marketing; Market

Intelligence; Consumer Behavior; Customer Analysis;

Market Research; and Brand Communications.

This award-winning professional holds a Bachelor of Science degree in Marketing from Babcock University and a Certificate in Business Economics from University of Hull.



Oluwatosin Adewusi

Combining deep knowledge with vast experience

OUTSTANDING BRAND MANAGEMENT PERSONALITY OF THE YEAR

Oluwatosin Adewusi is a brand management and marketing professional with experience of more than ten years garnered from respectable FMCGs companies. He is currently Brand & Marketing Manager, Refill and Dispenser at CWAY Group.

Since joining the Company in 2021 Tosin, as he is simply called, has brought to bear upon his duties his very deep knowledge and vast experience in sales and marketing both of which are rooted in impeccable professionalism.

In this portfolio, he has consistently ensured budget utilization with planned activities; managed 3rd party agencies to achieve activation goals; conducted consumer base and marketing research; identified brand positioning in different Markets; led marketing campaigns; and anticipated consumer trends, while keeping brands constantly updated.

Before CWAY, Tosin was Brand Activation Manager at Honeywell Flour Mills Plc where he drove strategic initiatives to support budget volume achievement; guaranteed adherence to TM (Point of Consumption Marketing and Activation) budget; executed HoReCa Loyalty Scheme in Lagos & East for Wheat Meal; executed approved strategic BTL activations to deliver on set targets for brand, trade and shopper reach; generated proposals, follow-up for approvals, timely submission of reports and Quarterly Plans presentation to management; sustained Key Business and Trade Marketing Processes; managed 3rd party customers (agencies, suppliers, vendors etc.) to deliver on project objectives, among many other functions. This he did between 2016 and 2021.

From 2010 to 2016, this budding brand and marketing management expert was with Honeywell Flour Mills Plc. as an Asst. Brand Activation Officer.

With a Bachelor of Science in Business Education from University of Lagos, Tosin is a man of high integrity, ready to work and achieve target goals with little or no supervision.



Tunde Shobanjo,

The Nigerian Marketing, Advertising Generalissimo

LEADERSHIP AWARD IN CREATIVE ADVERTISING

With more than 15 years in the Marketing Industry, defining, developing and executing brand/business visions, Babatunde Shobanjo is dedicated to ensuring that people and processes are in place to support business strategies and deliver results.

Equally of him in the advertising industry, which he is slightly over a decade and half in now, Shobanjo has cut his teeth in companies as Dimeo & Co, Chicago

Illinois, Grey London, Saatchi & Saatchi London, Insight Communications Nigeria and Leo Burnett Lagos, with his portfolio of accounts, including and not limited to Heineken, Mondelez, P&G, Popeyes Chicken, Burger King, Nivea, Nasco, Pepsi, Heritage bank, Cancer Aware and Lighting Africa project by The World Bank, ever now on the explosion.

Obviously a globally celebrated practitioner of the trades today, Oshobanjo is unequivocally the generalissimo of the Nigerian marketing and advertising industries.



Jennifer Nwanneka Egbuonu: A master strategist in marketing executionnscampaign

OUTSTANDING BRAND MANAGEMENT PERSONALITY OF THE YEAR

A dedicated and result-oriented brand and marketing professional with a proven track record in crafting compelling brand stories, executing successful marketing campaigns, and driving growth through innovative strategies.

Currently serving as Brand and Marketing Manager at CWAY Food and Beverages, overseeing the Nutri-Yo and Jellyfun brands. Successfully, leveraging market insights and creative strategies to amplify their market presence.

Adept at analyzing consumer behavior trends and developing targeted brand strategies that resonate with diverse audiences. Passionate about staying abreast of emerging trends and technologies in the marketing landscape to continuously innovate and stay ahead of the curve.



John Obayuwana, Aname synonymous with luxury

OUTSTANDING LUXURY BRAND PERSONALITY OF THE DECADE

John Obayuwana is a visionary Nigerian businessman and one of the pioneers of the luxury industry in Africa.

In 1987, he founded Polo Limited, a company that has become synonymous with sophistication and excellence in luxury retail.

Under his leadership, Polo established itself as Nigeria's foremost luxury goods company, representing globally renowned brands such as Rolex, Cartier, Piaget, Montblanc, Chopard and Swarovski. Through Polo Limited, John has set new benchmarks for luxury retail, making world-class brands accessible to Africans while redefining the standards of elegance and aspiration on the continent.

Beyond luxury, John's entrepreneurial spirit has driven ventures into diverse industries. He is the founder of Alphagram, the parent company of LuckyBet, a leading name in Nigeria's sports betting landscape, celebrated for its innovative features and user-centric approach.

He also serves as Chairman of CAT Construction, a company that has executed transformative infrastructure projects, contributing significantly to Nigeria's economic growth.

A patron of the arts and a part-owner of Balanced Scorecard West Africa, John brings strategic insight and a commitment to excellence to every endeavor.

His legacy is one of innovation, quality, and an unwavering dedication to elevating African enterprise.



Ayodeji Tobun: Most work talented, leadind a bunch of exceptional talents

OUTSTANDING AUDIO VISUAL PRODUCTION PERSONALITY OF THE DECADE

He is a Media and Marketing Communications expert with about 25 years of experience under his belt. He is a business leader, who has developed, supervised and executed many multisectoral projects for Tier 1 organisations, within and outside of Nigeria. He is passionate about his work and leads a team of exceptional talents as the Managing Director of IBST Limited, with its base in Lagos, Nigeria.

Ayodeji is a graduate of the New York Film Academy, Pan-African University's School of Media Communications and a member of the Chartered Marketing Communications Institute of Nigeria.

Damola Richard Salvador-Adebayo:

A committed believer in disruptive thinking

OUTSTANDING DIGITAL MARKETING PERSONALITY OF THE YEAR

Damola Richard Salvador-Adebayo is a firm believer in disruptive thinking. He is the CEO and Lead Strategist at Digisplash, a content-led, integrated marketing and award-winning advertising agency, and



Polareef Studio a modern photography and video production Studio in Lagos.

A marketing professional with over 14 years' experience, with strong creative and strategic skills, Damola's uncanny knack for interpreting and distilling brand needs has led to an admirable level of respect across industries.

Damola holds a BA (Honours) in Business & IT from the Dublin Business School. He is an associate member of ARCON, a member of the FORBES BLK community, a member of the Chartered Management Consultants, a full member of the National Institute of Marketing of Nigeria, a certified speaker, and a trained speaker and leader from the John Maxwell Leadership team. He has spoken at various Industry events, including Creativity Festival, ImpactHer, WomeninTech events, Marketing Edge, Hervest, and BusinessDay.

He has managed campaigns for global brands such as Coca-Cola, Phoenix Browser, Diageo, Suntory, The World Bank, Reckitt Benckiser, and Etisalat, to name a few.

His agency, Digisplash manages brands such as Custodian Investment Group, Zedcrest Group, MCOM Nigeria, PremiumTrust Bank, Jobberman, and Saro Life Care to name a few.

Last year, 2023, Digisplash made its debut at the 18th edition of the LAIF Awards. At the event themed 'A New LAIF,' they secured a recognizable presence by winning 7 awards, including 1 gold, 4 silver, and 2 bronze medals, totaling 39 points.

The agency entered 13 categories and emerged victorious in 7, a notable accomplishment underscoring the agency's capabilities. The LAIF Awards encompassed six major categories, receiving over 550 entries from 19 creative agencies registered under AAAN.

He has an impressive collection of

accolades, most recently he was awarded the 2023 Marketing Edge Innovative Digital Personality of the Year and in the year 2022 Marketing Edge Young Creative Personality of the Year. He has led his Agency Digisplash to National and International accolades such as the 'Best Young Digital Agency of the Year 2023' award by the Brand Journalists' Association of Nigeria. Marketing Edge 2022 Outstanding Young Creative Agency of the Year, Marketing Edge Outstanding Loan App of the Year for MoneyPal by Zedvance, Marketing Edge Outstanding Beauty Soap of the Year for Diva's Secret, Fintech Awards Best Fintech Campaign of the Year 2019 for Zedvance, 2018 Gold, 2022 Silver Cannes Lions Award for Digital, 2022 Silver Cannes Lions Award for Film, 2018 Pitchers Silver Integrated campaign of the year, 2018 Pitchers Bronze Integrated campaign of the year, Public Sector campaign of the Year 2017, MADCON top 100 agencies in Dubai in December 2019 & 2022, Nigerian Marketing Award 2022 Digital Agency of the Year and is was a recipient of the BusinessDay Top 100 Fastest Growing SMEs in 2022. Digisplash also won 7 awards at their maiden appearance at the Laif Awards in 2023.

Consult, a comprehensive branding, digital, and creative solutions company which he founded in 2009.

A graduate of IPMC in Ghana with a specialization in Graphics and Web Design, he further pursued a Brand Professional Certification in the Netherlands.

Baselinks, his company, has built a strong portfolio, working with multinationals and delivering top-tier branding solutions that have significantly impacted their market presence.

Mr. Balogun single-handedly built the company's reputation by delivering highquality solutions to his clients, laying a strong foundation for future growth.

With a passion for knowledge sharing, he and his company have trained over 4,000 students in skills such as graphic design, programming, digital management, photography, and videography.

The company has also worked closely with interns from various higher institutions, further cementing its role as a leader in creative skill development.

Balogun's passion for writing has also led to ghostwriting projects for international professors, and one of his articles garnered over a million downloads, winning him an award two years ago for the best creative and meticulous designer in the branding industry.

secured global accounts like Burger King and ALX Africa, solidifying her reputation as a creative powerhouse. Esosa's storytelling prowess has earned her accolades both locally and internationally. She was named "Outstanding Creative Director 2023" at the Women in Marketing and Communications Conference and Awards and received the Creative Game Changer award at the "SHE WINS" conference organised by "The Industry". Over the years, her portfolio of work cuts across brands such as YouTube, Chivita, British

trajectory.

challenge.

American Tobacco, Nestlé, First Bank, Mondalez, World Bank and more. In 2023, she created the "Unwrap Joy, Unleash Taste" campaign for TGI, which earned Leo Burnett several local and regional awards, including its first GRAND PRIX at the 2023 Lagos Advertising and Ideas Festival (LAIF).

At Centerspread FCB, Esosa did more

Despite her fierce loyalty, Esosa's thirst

than navigate briefs, she owned them. Her

audacity led her to choose 141Worldwide,

a WPP group member, from a pool of

agency suitors, always seeking the next

for more led her to leave the WPP family

after eight successful years. In 2016, she

stepped into the dynamic world of Leo

Burnett Lagos. Rising quickly from Group

Head to Head of Creative and Digital, she

Esosa's daring spirit shone through when she applied for the Cannes Lions See It Be It programme, emerging as the sole representative from West Africa among the top 16 globally selected from over 1000 applications.

A copywriter by craft and a human behaviour analyst by training, Esosa places people at the heart of her creative solutions. She is a sought-after creative, serving as a juror on prestigious global and local creative award panels such as CLIO, D&AD, The One Show, and LAIF.

Beyond her creative achievements, Esosa is dedicated to nurturing emerging talent in Nigerian advertising schools, advocating for women in the industry. As the Creative Director at Insight Publicis, she leads a group of creatives with diverse skills to deliver stellar work for the global and local accounts in her portfolio not limited to SBC brands(Pepsi, Mirinda, 7UP and more), CAF, Nigerian Breweries (Heineken, Desperadoes, Tiger, Amstel Malta and more), FBN Quest., CAF, Complan, Keystone Bank, and recently, in a very competitive pitch, won the highly coveted Airtel account in less than six months assuming the role.

Esosa's journey is a testament to her relentless pursuit of creative excellence and an inspiration to the next generation. In her world, creativity knows no bounds, and every zag redefines what's possible on the global stage.



Samson Balogun: A master in comprehensive

branding, digital and creative solutions

OUTSTANDING VISUAL STORYTELLING PERSONALITY OF THE

Mr. Samson Abayomi Balogun is the Founder/CEO of Baselinks Business



Esosa Adetokunbo Osagiede: A creative trailblazer of record

OUTSTANDING CREATIVE PERSONALITY OF THE YEAR

Esosa Osagiede is a creative trailblazer, known for zagging, where others zig. Her nearly two-decade journey began with a bold decision to become a copywriter in Nigeria, setting the stage for her unique



Tosin Eniolorunda, Africa's Leading Innovator in Fintech Space

OUTSTANDING FINTECH PERSONALITY OF THE YEAR

Tosin Eniolorunda, Founder/ CEO of Moniepoint Incorporation (Invorp.), Africa's second fastest growing company in 2023, with over 1000 employees.

Now the platform of choice for over 1,000,000 businesses to make Africa's largest fintech platform by transaction value and Google Cloud's big-

gest client in Africa, Tosin has the vision of building an impactful financial technology platform to support the dreams of millions of small business owners and is right now generating annual revenues of over a \$1 billion.

He programmed the first point-of-sale software for Interswitch on which majority of POS terminals in Nigeria are being run now and he is currently revolutionising payments for businesses in emerging markets through Moniepoint and they are processing over \$14 billion monthly for businesses in Nigeria and East Africa.

He has been recognised by several leading institutions, among them, The Central Bank of Nigeria (CBN), Insights, Endeavour, Financial Times and PYMNTS in appreciation of the impact of his work at creating innovative solutions.

He was equally listed among the 100 most influential people in Africa in 2022, and 100 iconic African Leaders in 2023.

Born Oluwatosin Michael Eniolorunda in September 1985, the Nigerian software engineer, began his career with Interswitch as a software engineer before starting TeamApt in 2015.

A Lagosian, being of Lagos State origin, Nigeria, he is an Engineering graduate of Obafemi Awolowo University, Ile-Ife and later of the Lagos Business School at masters level. He's now an acclaimed leading innovator in the African Fintech space with a track record of groundbreaking contributions to financial technology in the continent with operations in Nigeria and an ongoing expansion into other emerging markets.

Moniepoint, his business is having over three million users across its business and personal banking products and hopes to power the dreams of businesses and individuals by providing them with the financial technology tools they need to grow, no matter their digital literacy level.

Having programmed the first pointof-sale software for Interswitch, on which majority of POS terminals in Nigeria are now being run, he is currently revolutionising payments for businesses in emerging markets with its processing of majority of in-person payment transactions in Nigeria now standing at over \$12 billion monthly.

Ayodeji Razaq: A

Marketing Communications Specialist, Creating Customised Solutions

OUTSTANDING PR PERSONALITY OF THE DECADE

A Marketing Communications and Experiential Strategist in the United Kingdom, Ayodeji Razaq is a Marketing Communications Specialist with nearly 17 years of experience, creating customised solutions for FMCG brands, Technology, Manufacturing and Financial Service's industries.

Now the CEO of RED Group, a communication firm that uses storytelling to solve problems, change narratives, and build movements for companies, investors, changemakers and governments, group subsidiaries include Red Media Africa, StateCraft Inc., Red Production and The Future Awards Africa.

Also a Co-Founder of X-Holdings Group, a company group that includes Riquesa Africa, a leading experiential and activation company with operations in Africa, Europe and the Middle East and the Duo Agency, a digital and tech-driven marketing agency,

Ayodeji is skilled in bringing complex ideas to life, and he has demonstrated this capacity through his work with several brands, performing excellently at his maximum and becoming renowned in all areas.

Dr. Isaiah Macwealth

A Divinely Called Pastor With Churches in Four Continents

OUTSTANDING HUMANITARIAN PERSONALITY OF THE YEAR

A man of many parts, being a lover of Jesus Christ, a renowned author, philanthropist and a Senior Pastor of the Gospel Pillars International Churches worldwide, Dr. Isaiah Macwealth, also known as Isaiah Wealth for short, is equally the founder of the One Sound Revival Fellowship, running a TV house, a Bible College and a Charity foundation.

His ministry impacts so many around the globe and has church presence in four continents.

Called a prophet of God, his daily aim is to seek alignment with the Trinity to deliver prophecies, teachings and exhortations right from the heart of the Father to people, nations, tongues and kings as in Revelation.

On November 11, 2023, he launched his ministry headquarters, the Ark of Light for all Nations, which has become a Gospel hotspot and an acclaimed mega church in Ikeja area of Lagos, hosting thousands of worshippers every week and housing a Food and Emergency Bank that serves various communities in Lagos with free food, clothing and emergency supplies.

Living in Lagos with his wife and son, he was born June 3, 1981 in the same Lagos, Southern Western Nigeria, and attended the University of Benin and obtained a first degree in Engineering before proceeding to Trinity Theological School of Ministry to learn Apologetics and Ministry. Before then, he became a financial advisor and founded a financial academy, just as he commenced Bible training centres for continuous development of his congregation that has now spread to many states and countries before formerly starting a ministry in 2004, stressing that he saw Jesus after a spiritual encounter during his final year as a student of the University of Benin, calling him into the ministry.

He writes spiritual books and songs. His Church, called the Ark of Light for all Nations, sits on my about 8,900 square meters land with an auditorium that can host about 10,000 worshippers and was inducted into the Nigerian Books of Record in 2022.

Morolake Kolawole Akintimehin:

A Marketer of Continuous Learning Enthusiasm, Stay on Industry Trends

OUTSTANDING BRAND MANAGER OF THE YEAR

A Senior Brand Manager of the Nigeria Breweries Plc's Heineken brand, Kolawole Akintimehin, a marketing professional, is charged with the responsibility of building sustainable business values, enhancing consumer affinity and preference for Heineken and the Tiger beers by consistently delivering on brand promises and creativity in strategic communication and media investment choices, and innovative solutions that address consumer needs, among others.

A Sustainable Finance Accelerator Website Ad person prior to this appointment, Kolawole served as Senior Brand Manager, Flavoured Beer (Desprados and Star Radler) in the same organisation and in various other capacities in different categories for over eight years, having joined as an Assistant Brand Manager, Star and steadily climbed the corporate ladder to senior managerial roles.

But before then, he worked with oPZ

Well known to be a strong believer in the power of simplicity, creativity and the building of purposeful brands that address real consumer needs, he enjoys collaborating with diverse teams in safe, multicultural and inclusive environments, his enthusiasm for continuous learning, having fueled his exposure to new cultures and the drive to stay in the forefront of industry trends.

Kolawole holds a Bachelor of Science degree in Biochemistry of the Redeemer's University, Lagos and has worked, exhibiting the best of professional skills and talents to be what he is today, hoping for better top grades in no distant time.

Titilayo Odekunle:

A Curious Professional of Excellent Interpersonal, communication Abilities

OUTSTANDING BRAND MANAGER OF THE

YEAR

A passionate curious professional of excellent interpersonal and communication abilities, Titilayo Odekunle as well has keen interest in Human Capital Development and its management, the key driving factor in all she does at all times and has successfully implemented and improved organisational structures in some startups, profit and non-profit, resulting in increased efficiency, productivity, and revenue for her.

Currently building a career that is an intersection of psychology, technology and education, she is at the moment coordinating a cross-functional team to deliver complex technical projects, including but not limited to Enterprise Fraud Management applications, Network and Application Security solutions for financial and governmental institutions within Nigeria, just as she reviews NDAs, Partnership to ensure legal compliance and protection of company interests . She is also into gathering technical requirements, translating complex needs into actionable project plans in the same way as she is setting goals and coordinating product teams and ensuring timely submission of project deliverables and achievements of KPIs, conducted market research to identify the pain point of target audience and the viability of products to satisfy the necessity of the consumer. She as well drafts product roadmaps and monitors customer processes and journeys to ensure smooth user experiences, undertaking inbound and outbound communication to double her as a customer relationship manager, receiving enquiries, complaints, doing reviews, and resolving product and communication issues between clients and organisations, leaving to work in another place in Lagos as a Social Media Manager between May and Oct 2021 6 mos Lagos State, and took to Planning, creating and posting engaging contents across social media platforms to boost brand visibility to stimulate audience engagement and improvements by at least 30 percent, just as she was collaborating with another external digital marketing company to draft content plans and increase ROT as she was equally taking creative shots of products and editing videos that were increasing lead generation by at least 10 percent.

She eventually became a Brand and Operations Manager in Jun 2020 - Apr 2021 in Lagos also, charged with the responsibility of developing, updating and maintaining databases of existing and potential customers as well as drafting effective customer relationship management strategies and executing

plans that monitors standard process adherence to ensure quality control, smoother procedures, more efficient workflow, overall business growth and tracked customer shipment requirements to improve customer satisfaction while increasing service efficiencies and resolving complaints in the event of customer dissatisfaction, a duty that doubled her as a customer relationship manager by taking enquiries, complaints, reviews, and resolving communication issues that resulted in about 60% sales conversion and 85% customer retention activities and societies that aggravated her Communication team, Skills, Quality Assurance Product Quality, Project Delivery, Product Operations, Customer Relationship Management (CRM), Market Research Crisis Management, Technical Project, Leadership Documentation and Communication.



Olalekan Akinyele, An Advertising Creative Colossus

OUTSTANDING CREATIVE PERSONALITY OF THE YEAR

A well versed professional of over 13 years experience in advertising, brand design and management, Olalekan Akinyele, an award winning creative, had notched his first award at The Industry Summit that awarded him the Creative Director of the Year in 2022, and then, Marketing Edge in 2024 that gave him The Edge Award as one of the Outstanding Creative Personalities of the Year, being the Creative Director of

7even Interactive, a creative advertising agency in Lagos.

An Ex-Dentsu Creative, Fuel, Etu-Odi, and Noah's Ark, he has worked on local and global brands across FMCGs, Telecoms, Banking, Automobile, Fintech, Electronics, Alcoholic and Non-alcoholic industries. Some of the brands are but not limited to Indomie Noodles, Paga, LG, Sahara Group, Skye Bank, Rolls Royce, Bang & Olufsen, Dunlop, FRSC, Gionee, Chivita, ntel, Lucozade, Ribena, Orijin, Smirnoff, Gordons Gin, Netflix, Hero Lager Beer, Seamans Schnapps, 9mobile, Wild Turkey, Ovaltine, SKY Girls, and many others.

He has served in the jury capacity for many award festivals like LAIF, Pitcher, Loeries, Andy Awards and Red Apple.

He is the founder and lead facilitator of *Think Like A Designer*, a human development platform, teaching creatives, designers, craftsmen, and entrepreneurs and how to apply design, thinking methodologies to create solutions (products or services) for people and businesses.

Lexain, as he is fondly called, is a graduate of Geophysics from Olabisi Onabanjo University with many other certificates across many courses.

He is a fashion, technology, and entertainment enthusiast and loves traveling, reading, writing, capacity building, technology, startups, products and services.

Akinyele is married and has three magnifying children.



Adeyemi Adesanya, A Multifaceted Marketing Communications, Media Professional

OUTSTANDING OOH ADVERTISING PERSONALITY OF THE YEAR

Adeyemi Adesanya, the Group Managing

Director of Media Proximity Holdings, is a multifaceted marketing communications and media professional of over 22 years of global experience in marketing communications, varying from brand building, experiential marketing, media management to Out-of-Home advertising.

He has worked with major brands across all sectors, including banking, telecommunications and advertising before floating the Media Proximity Group, holding senior roles as Director of Business Development at COSSE Group, GM/CEO at Wetherheads Advertising, and Head, Marketing and Business Development at E-Motion Advertising.

He had led Sales and Marketing department at Optimum Exposures, a member of the TROYKA Holdings.

He started his career in the industry as a Marketing executive at Cosse and became Marketing and Regional Manager at Marketing and Media limited.

Holding a Bachelors degree in Agric Technology from the Federal University of Technology, Akure, an MBA of the University of Lagos and two Master's degrees in Marketing and Communication from University of Valencia, Spain, Rome and then, Business School, Italy, he's

a fellow of the Advertising Regulatory Council of Nigeria (ARCON), the same of the National Institute of Marketing of Nigeria (NIMN), Full member, Chartered Institute of Marketing (CIM), UK and the Nigerian Institute of Management (NIM).

He also had a stint at Howard University, Washington DC, Manchester Business School, UK and Lagos Business School, Nigeria.

Adesanya attended numerous international conferences and workshops, just as he had had recognitions with awards as Best Marketer at Pacific Bank 2005 during the Bank's National Sales and Marketing award.

He has equally served as a member of the Public Relations Committee of the Outdoor Advertising Association of Nigeria (OAAN) and has received highest ratings for creativity, innovation and dedication for functional responsibilities at the Troyka Group and the best Departmental Head Award at E-Motion Advertising, and he's highly visible in the Advertising and Marketing Communications industry, successfully managing Accounts and working with major brands in the Telecoms, FMCGs, Financial services, Real Estate and the Automobiles.

Morolake Emokpaire:

A marketing professional of top class, category

OUTSTANDING MARKETING PERSONALITY OF THE YEAR

Recently elevating her to the position of Marketing Lead, West Africa, at Mondelez International, an American multinational confectionery, food-holding, beverage, and snack food company, Morolake Emokpaire, a marketing professional, is responsible in her new position for developing and executing strategic marketing initiatives that elevate the brand, drive customer engagement and accelerate business growth.

A passionate and creative individual with genuine love for brand building, just as she is an advocate of insight-driven business operations, excellence in execution and a sustainable finance accelerator, Morolake Emokpaire was a website Ad person Prior to her new position, being the Category Manager of the same company then and tasked with the responsibilities of business management, brand and marketing management, annual and strategic business planning, innovation and consumer insight and strategy planning/execution.

She started her career at Nestle S.A as a Consumer Services Specialist and there, she developed and drove the execution of BTL consumer marketing campaigns and events pan Nigeria in line with the brand's Integrated Commercial Plan before

moving to May & Baker Nig. Plc as Brand Manager, charged with the responsibility of developing the annual Mimee Business Plan to reflect projections for business growth and roadmap design for achieving them. She was also into designing Marketing strategies and assigning objectives for driving volume and value growth.

She was at a time also with an Indonesian Biscuit Company(INBISCO), a subsidiary of PT Mayora TBK and served as the Brand Manager, Candy Division with the role of overseeing the candy business and coordinating category marketing and communication activities as well as developing marketing/ brand plans for the candy business category and ensuring proper execution and measurement of stated consumer and trade activities.

At Flour Mills of Nigeria Plc also, she worked as a Marketing Innovation Manager and Brand Manager, Ball Foods and NPD.

Morolake holds an Executive MBA in Business Administration and Management from the University of Lagos and a Marketing Certificate from the Chartered Institute of Marketing, obviously making her a professional of top class and category.

Eze Prosper Chukwaka Omeiheukwu,

A Philantropist as Ezendigbo Gburugburu

OUTSTANDING REAL ESTATE BRAND PERSONALITY OF YEAR

Since Eze Prosper Chukwaka Omeiheukwu was crowned as Ezendigbo Gburugburu by the Igbo Speaking Community in FESTAC Town, Lagos, he has been living up to his responsibilities by touching lives, empowering the less privileged in the society irrespective of the ethnic affiliation.

Known to be well disposed to doing that, speaking at such in recent occasion in the area, the Eze said he derives satisfaction from seeing smiles on the faces of the less privileged in the society, especially widows because he knows that they are going through a lot of difficulties in life, stating that he decided to empower about 1000 widows from different ethnic groups this time as a demonstration of giving back to the society and to show them love.

He said apart from giving them cash gifts, he will teach them how to make money so that they will be self sufficient to take care of their families themselves, stating that he has been doing so over the years except that this particular empowerment has greater number of widows unlike the previous ones before he became Ezendigbo Gburugburu.

According to him, giving to the lesss privileged was Biblical, instructing that widows, prisoners and orphans should always be given to put smiles on their faces.

A renowned successful businessman with several conglomerates and a super philanthropist, who has used his wealth to touch the lives of the less privileged in the society without ethnic considerations, receiving many chieftaincy titles before even becoming Ezendigbo Gburugburu.

Some of the chieftaincy titles include Akubuike, Ego Bu Oga, Ogbuagu, Obata Obie and many others, just as he received several awards locally and internationally for his contributions to the development of the society. Recently, he was conferred with the prestigious award of Ezendigbo Gburugburu Worldwide by the Igbo Association of Chicago and Elder Council, United States of America. Igbo Ndi Oma Africa also conferred Ezedigbo Gburugburu on him to demonstrate that Ndigbo recognises him as the King of

Ndieze in diaspora.

The FESTAC Town occasion at his palace presented it as an unprecedented gesture, empowering over 1000 widows in the State.

Adegoke Pamilerin,

A Truly Dignifying Media, PR, Digital Marketer of Influence

OUTSTANDING YOUNG MEDIA BRAND ENTREPRENEUR OF THE YEAR

Now widely acclaimed as one of Nigeria's most influential media entrepreneurs for his outstanding contributions to media, public relations, and digital marketing, Adegoke Pamilerin, Founder, Kamili Capital, is known for helping brands to tell their stories in more impactful ways as well as inspiring young entrepreneurs.

Pamilerin graduated with a degree in Maritime but discovered in no time that his true passion lies in media and public relations and quickly went into that rather than pursuing a career in Maritime to redirect his focus towards media marketing and PR and has in the past seven years accumulated extensive experience in social media campaigns, brand management, public relations and digital strategies to propel himself to the forefront of the industry.

At Kamili Capital since he founded it, Pamilerin has led innovative strategies, helping businesses to connect to their audiences, engaging digital contents. His influence has extended beyond his work as he engages with over a million followers across social media platforms, sharing insights and encouraging others to pursue their passions in the media industry.

Winning this year's EDGE Award for Outstanding Young Media Brand Entrepreneur, he expressed his gratitude and dedication to the industry, saying, "This award is a validation of the hard work and passion I've poured into the media and PR over the years. I'm truly humbled and grateful to everyone, who has supported me on this journey. For me, this is just the beginning."

On the part of Mr. John AJAYI, Chief Executive Officer (CEO)/Publisher of Marketing Edge Magazine that honoured him with the award, "Pamilerin represents the future of media and marketing in Nigeria. His creativity, passion and ability to harness the power of digital media to drive results for brands is exceptional.

"At Marketing Edge, we are proud to recognise and celebrate young entrepreneurs like him that are shaping the future of the industry."

And as it is truly, Pamelerin's win at the EDGE Awards underscores his role as a dynamic leader in the media space and an inspiration for the next generation of entrepreneurs. His ability to blend creativity, strategy, and influence has earned him a well-deserved spot among Nigeria's most impactful media figures.

Segun McMedal:

A Master of Compelling Narratives, Safeguarding Businesses, Entrepreneurial Reputations

OUTSTANDING PR PERSONALITY OF THE DECADE

A strategic communications consultant, Segun Mcmedal specialises in crafting compelling narratives and safeguarding reputations for businesses and entrepreneurs, just as he writes whenever possible, sharing insights and thought leadership.

Managing the University of Lagos Upticomm Marketing Company, Lagos Mainland, Lagos State, Nigeria, Segun is an experienced reputation manager and storyteller, believing that powerful stories have the power to influence a brand's fortune. He, therefore, enjoys crafting compelling stories, contents and experiences that build credibility, loyalty, and financial performance, which he has been doing for over two decades now with a strong background in leadership, having served as the Chairman of the Lagos State Chapter of the Nigerian Institute of Public Relations for over five years, strengthening relationships at the time with stakeholders and founding the esteemed Lagos Public Relations Gala and Awards (LAPRIGA Awards) that honours outstanding public relations practitioners in Nigeria. He also at the time founded the Lagos Digital Public Relations Summit to help professionals advance their knowledge of digital communication, emphasising the theory, Let's build a brand as well as a

To some, Segun is esoteric and a master of enticing polished image branding words of class.

THE NEW LOOK



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