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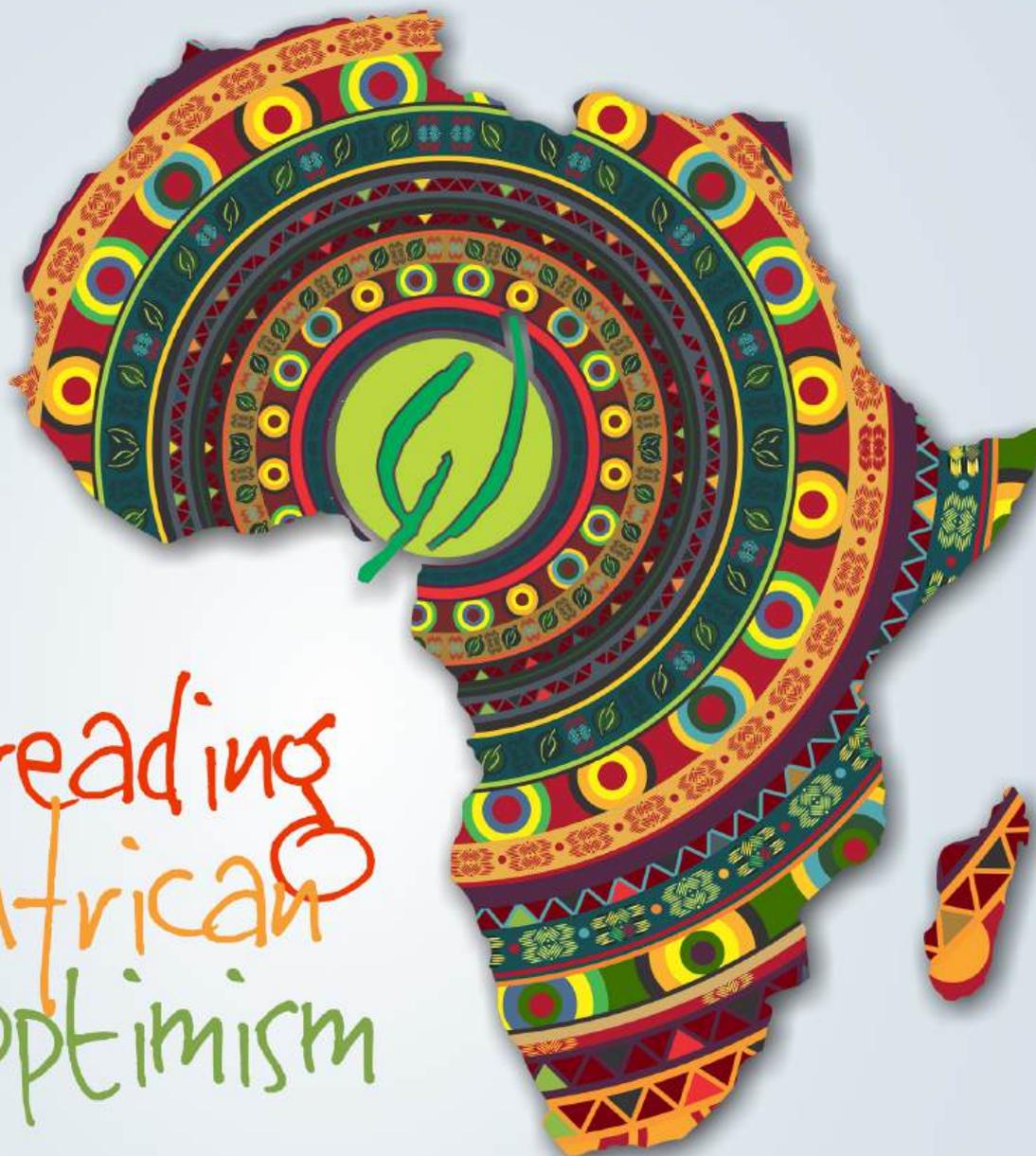
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COVER STORY



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Navigating market storms this year

Cumulative effects of years of lackadaisical economic planning and management have been manifesting in the last 18 months of the current Federal Government, with brands and businesses, taking roller coaster rides never witnessed before and consumers, switching choices due to price hikes of hyper inflations and raising fears that only versatile and agile brands will emerge triumphant from it all and take the market lead this year.

In 2024, many brands demonstrated the power of social-first, not as a channel play, but brand-building approach, a paradigm many more are likely to go this year. It's no longer just about the social media; but understanding the evolving connected media landscape and its impact on culture-driven consumer decisions, embracing new rules of engagement, navigating a world of decentralised influence.

Globally, in today's saturated media landscape, most brands could vanish overnight without consumers noticing it. As attention of consumers gets more fragmented, dispersed across platforms with communities and creators holding the keys, winning in this era requires a lot more than understanding social platforms as a media touch point; it necessitates a reimagining of how brands are built.

This means embracing new rules of engagement, navigating a world of decentralised influence, co-creating with communities. It means brands loosening their traditional tight controls while still finding innovative ways to build memory structures and gather

intelligence. It means playing to the platforms' strengths while seeking legitimate ways to shape culture.

There is a shift in marketing trends every quarter, and it's better for brands to invest in the new trends than remaining static in approaches. To align with emerging trends and shifting consumer expectations, static approaches are no longer sufficient.

As technology advances, this means adopting data-driven tools into companies growth plans. Ultimately, businesses willing to adapt their strategies and take bold customer-centric approaches will thrive in 2025, the year promising to be a defining one for brands willing to adapt and innovate, but those that don't follow the latest trend will lose their competitive edge.

With traditional advertising's effectiveness declining, brands must create contents that entertain, educate and build loyalty. Platforms like YouTube and podcasts enable brands to act as publishers, offering storytelling beyond mere promotion. With modest upfront investment to

develop initial concepts or align with relevant projects already in development, smaller brands can now compete in the content creation space.

Collaboration among brands has been on the rise, and in 2025, it will become a game-changing strategy for innovation. Leveraging on the strengths of complementary brands, and businesses create unique experiences and products that could neither achieve alone.

What's more, machines are churning out designs, copies, and



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Cont'd from pg 6 

even music. Does that mean that AI would snatch the pens out of the hands of creatives and replace the soul of creativity?

AI can only assist enhance and perhaps even inspire, it will never replace the soul of creativity. It can generate ideas, write copy and even compose symphonies in mere seconds. Creativity is a uniquely human trait, imbibed from lived experiences, emotions, and a nuanced understanding of culture. A machine can analyse data, recognise patterns, and even mimic style, but lacks the very essence that makes creative work resonate authenticity. So, in 2025, the question is not what AI can do, but what it cannot do.

Advertising legend, David Ogilvy's mantra that story appeals based on research and brilliant application hasn't been replaced by AI yet. Remember that Ogilvy thought of 22 different story-appeal elements to put in the photograph of Hathaway shirts. The last of them was a photograph of the male model dressed in a Hathaway shirt and wearing an eyepatch. Even though the first "Man in the Hathaway Shirt" ad ran only in The New Yorker magazine, it sold out every Hathaway shirt in stock and was imitated around the world. "But I would not have gone looking, if I didn't know the research," Ogilvy explained.

To make the Rolls-Royce advert a unique one, Ogilvy spent three weeks talking with engineers and reading everything about Rolls-Royce cars. He wrote over 100 headlines and freely admitted that he did not invent his eventual choice but rather pulled it out of an article that had appeared 20 years earlier: "At 60 Miles An Hour, The Loudest Noise In This New Rolls-Royce Comes From The Electric Clock." The campaign had to be paused because Rolls Royce couldn't keep up with the demand for its cars.

Artificial intelligence can write a sensible marketing analysis, but can AI apply research and create a great TV commercial or print advertisement like Ogilvy? Not yet. Until that begins to happen, the great ads and marketing communication will continue to be created by brilliant copywriters and art directors.

In this edition of **MARKETING EDGE**, our readers will get to know that strategy remains key in the integrated marketing communication industry. It's not going to be replaced any time soon. The best creative people know that a great strategy must be single-minded and make meaningful promise to consumers.

The picture of a TV commercial must tell the story because the first five seconds are crucial to grab the viewer's attention. In print, the message must be concisely communicated in the headline because most readers stop there. In outdoor advertising, creatives will continue to look for **BIG** ideas while in digital, everything must be tested from copy, layout, colour, offers, terms, prices, premiums, lists, platforms to targets.

As AI, ChatGPT, DeepSeek and other advances open new possibilities for building brand devotion human experience must remain at the forefront of loyalty. AI powered robots could be cool and helpful, they'll never be as creative as humans because humans have something they don't, wild imaginations.

Happy reading.

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Nigerian Cinema in a record breaking year, notches N7 bn

By Felicia Nwosu



The Nigerian film industry, often referred to as Nollywood, has undergone a remarkable transformation, evolving from its humble beginnings of “rolling tape” and VHS cassettes to a burgeoning powerhouse, generating over N7 billion in ticket sales in just the first three quarters of 2024.

This unprecedented success story was a testament to the resilience, creativity, and sheer hard work of filmmakers that navigated piracy, embraced technological advancements and captivated audiences domestically and internationally.

The journey was arduous. In the early days, filmmakers faced numerous challenges, including limited resources, rampant piracy and lack of infrastructure. Editing films was a laborious process that was taking weeks or even months due to limitations of analogue technology. Yet, despite these obstacles, the Nigerian film industry thrived, driven by a passionate community of filmmakers and audiences eager for homegrown stories.

The advent of digital technology ushered in a new era for film production in Nigeria. Filmmakers embraced digital cameras, editing softwares, and online platforms, streamlining production and distribution. This shift not only improved the quality of films but also made them more accessible to audiences beyond the country’s borders.

The rise of cinema culture has played a pivotal role in this success. The emergence of modern multiplex cinemas across the country has provided dedicated spaces for audiences to watch Nigerian films on the

big screen. This has not only enhanced viewing experiences but contributed significantly to box office revenue.

The Nigerian film industry is experiencing an unprecedented surge in popularity, with box office revenues reaching a staggering 7 billion in ticket sales between January and September 2024. This remarkable achievement, accompanied by over 1.7 million admissions, marked a new high for the industry and underscores its growing influence.

In an official statement, The Nile Group, a leading player in the Nigerian cinema industry, highlighted these impressive figures on their Instagram page. Titled, “RECORD BREAKING YEAR 2024, Nigeria’s box office hits N7B ticket sales with 1.7M+ admissions and still counting,” the post declared.

Several Nigerian films have contributed significantly to this success. “AJosepo,” “Lakatabu,” and “Beast of Two Worlds” have all crossed the N200 million mark, while “Queen Lateefah” and “Farmer’s Bride” enjoyed record-breaking opening weekends.

“HellBoy & Hounds of War,” a Hollywood production with significant Nigerian involvement, has also proven to be a success story.

Notably, “A Tribe Called Judah” amassed over N610 million in 2024 alone, demonstrating the growing appeal of Nigerian films to audiences. With the fourth quarter of the year, promising a blockbuster lineup, including “The Uprising: Wives on Strike 3,”

“Basketmouth’s A Ghetto Love Story,” and the highly anticipated “Everybody Loves Jenifa” by Funke Akindele, The Nile Group confidently projected that the box office will surpass N10 billion in sales by the end of 2024.

This remarkable growth trajectory reflects the increasing sophistication of Nigerian filmmaking, with filmmakers embracing new technologies and producing high-quality contents, resonating with audiences domestically and internationally. While challenges such as piracy remain, the industry’s resilience, innovative spirit continue to drive its success.

Blockbuster hits like “AJosepo,” “Lakatabu,” and “Beast of Two Worlds” have shattered box office records, demonstrating the growing appetite for high-quality Nigerian films. The success of these films has not only provided financial rewards for filmmakers but has also inspired a new generation of talents to pursue careers in the industry.

However, the challenges of piracy persist. Despite efforts to combat it, illegal distribution continues to threaten the livelihoods of filmmakers. A robust intellectual property rights framework and increased enforcements are crucial to safeguard the long-term sustainability of the Nigerian film industry.

Furthermore, while the economic impact of Nigerian cinema is undeniable, the benefits are not always equitably distributed. Many filmmakers, particularly those working outside the mainstream, still face significant challenges in accessing funding, distribution channels, and professional development opportunities.

Looking ahead, the future of Nigerian film appears bright. With a growing global audience, a thriving cinema culture and a new generation of talented filmmakers, the industry is poised for further growth and international recognition.

By addressing the challenges of piracy, ensuring equitable distribution of benefits, and fostering a supportive ecosystem for filmmakers, the Nigerian film industry continue to flourish and solidify its position as a major player in the global film landscape.



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Nigeria's podcast ad market projected at \$2.12m this year

By **Abimbola Mohammed**



Statista projection report of advertising in Nigeria has projected Podcast advertising revenue to hit \$2.12 million this year, stating that

podcast advertising comprises advertising spending, users, average revenue per user and penetration.

According to the report, revenue will show an annual growth rate (CAGR 2025-2027) of 8.59%, and result in a projected market volume of US\$2.50m by 2027, projecting the number of users to be 9.0m by 2027, user penetration, 3.0% in 2025 and 3.7% by 2027, stating that the coverage area of the revenue will include news, entertainment, education, and business. The report further stated that while the expected revenue figures are based on podcast advertising spending, they exclude agency commissions, rebates, production costs, and taxes.

Comparing expected revenue generation in Nigeria with the global market's, the United States, it said, will generate the most from podcast advertising

with \$2,894,000 in 2025, projecting the average revenue per user (ARPU) in the Podcast Advertising market at US\$0.30 in the US in 2025 while the Podcast Advertising market in South Africa will likely reach a revenue of US\$7.18million this year also. This is expected to show an annual growth rate (CAGR 2025-2027) of 4.23% and result in a projected market volume of US\$7.80m by 2027.

South Africa, it said, will lead Nigeria's podcast market because local brands are leveraging on the platform to reach a growing audience of digitally-savvy consumers.

In Nigeria, podcast listenership has grown by over 200% between 2021 and 2022, according to Spotify, a growth driven by several factors, including rising smartphone adoption and increasingly affordable connectivity, increasing number of African-produced podcasts and growing interest in podcasts as a source of entertainment and information. Additionally, brands, it further stated, are exploring sponsorship opportunities, sponsoring entire episodes or series, gaining more exposure and associating their brand with specific contents.

Nigeria's Africa pharmaceutical market share may rise by 15% in 2030

By **Ralph Tathagata**

Nigeria's Africa pharmaceutical market share might hit 15% by 2030.

Prof. Muhammad Ali Pate, the Coordinating Minister of Health and Social Welfare, who shared this on his X handle, noted that the Presidential Initiative to Unlock the Healthcare Value Chain (PVAC) is set to increase local manufacturing of pharmaceutical products to meet at least 70% of the country's domestic demand by 2030.

He further emphasised the federal government's resolve to turn the health sector into a hub for manufacturing and job creation.

"President Bola Ahmed Tinubu's commitment to transforming the health sector involves shifting from a consumption-driven model to one that creates jobs, enhances economic value,

and strengthen domestic manufacturing capacity while improving the overall productivity of our economy," Pate wrote.

Continuing, he stated, "This plan aims to double Nigeria's pharmaceutical market share in Africa to at least 15% over time. I am very pleased to report that since the historic establishment of this initiative, we have achieved critical milestones.

"We are witnessing tangible outcomes from this effort. For too long, Nigeria relied heavily on imports for even the most basic healthcare commodities. This government is committed to industrialisation, job creation, and economic growth while ensuring that we remain competitive in global trade."

It would be recalled that in October 2023, the PVAC was established by President Tinubu, with Dr. Abdul Mukhtar appointed as its national coordinator.



The initiative aims to increase local pharmaceutical production to at least 70% of Nigeria's consumption by 2030.

It also targets expanding the life sciences manufacturing workforce from approximately 20,000 to 50,000 full-time employees, setting up at least two commercially viable facilities for producing biologicals, including vaccines and establishing at least five medical manufacturing plants in the country.

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Nigeria's Connected TV ad market may hit \$2.6m in 2025

By **Seun Johnson**

Connected TV ad spending in Nigeria is projected to reach 2.6 million dollars in 2025, driven by an increased adoption of streaming services and advancements in advertising technology.

According to Statista, this market segment will grow at a compound annual growth rate (CAGR) of 4.24% from 2025 - 2028, a reflection of increasing adoption of digital and streaming platforms in the country.

CTV, which includes devices as smart TVs and streaming platforms, has become an integral part of the modern viewing experience in Nigeria.

With more consumers moving from traditional broadcast TV to on-demand streaming services like Netflix, Amazon Prime and YouTube, advertisers are keen on capitalising on the growing digital audience.



Analysts attribute this growth to Nigeria's expanding internet penetration, the affordability of smart TV devices, and the rise of local content on streaming platforms.

Adebisi Peters, Production Lead at the Audio-Visual Unit of Chain Reactions Africa, revealed that the steady growth in internet access and the adoption of affordable data plans will be key to the CTV growth in 2025.

Sharing his views on a chat with

MARKETING EDGE, the brand strategist cited the shift in consumer habits as part of factors that will be responsible for the expansion, noting that Nigerian audiences are increasingly moving away from traditional TV to on-demand and streaming platforms. This according to him, will create opportunities for brands to target highly engaged and specific audiences through CTV ads.

Similarly, Peter envisaged that an increased investment in locally produced contents on streaming platforms will attract more viewers and drive ad revenue growth. He expects brands to connect more with relatable contents this year.

The Statista report, however, shows that the growth of the market will offer brands innovative ways to engage with their audiences, provided they adapt to the digital ecosystem's demands.

... Entertainment industry over \$14.8bn

By **Seun Johnson**

The Nigerian entertainment industry is projected to set a staggering record by surpassing \$14.8 billion in revenue by 2025.

Latest Statista report indicates that the record breaking growth will be fuelled by film, music, fashion, and digital innovation as the sector continues to solidify Nigeria's status as a global cultural powerhouse.

According to industry experts, the convergence of factors as the digital revolution, rising global demand for African content and innovative partnerships between creators and tech giants will significantly drive the sector's growth.

In 2024, reports show that streaming platforms like Netflix, Amazon Prime, and Boomplay contributed significantly to the industry, their contributions including increased demand for Nigerian content, higher production standards, new revenue streams, and growth in Subscription Video on Demand (SVoD) market.

Similarly, superstar artists like Rema, Burna Boy, Tems and Davido have emerged as major contributors to the Nigerian entertainment industry.

In the past year, Burna Boy became the first African artist to sell out a stadium show in the United States. He has received ten Grammy nominations, the most for any Nigerian artist. His song 'Higher' was nominated for Best African Music Performance in 2025.

Also in 2024, Davido earned \$70 million from his album Timeless. He was nominated for Best African Music Performance in 2025 for his feature on Chris Brown's track, "Sensational".

Rema's sophomore album, HEIS was nominated for Best Global Music Album in 2025. His song "Calm Down" with Selena Gomez emerged as one of the most-streamed Nigerian songs ever.

In the same vein, Tems' song, "Free Mind" became a fan's favourite worldwide. She also featured on Wizkid's song



"Essence", which is one of Nigeria's most loved songs.

Government support is also expected to play a critical role in the growth through initiatives like the Creative Industry Financing Initiatives (CIFI). The initiative is primarily set up to provide funding and infrastructure for filmmakers, musicians, and other creatives.

Experts, however, believe that the growth will not only reflect economic success by 2025, but the dominance of Nigeria in the entertainment sector and the rise of African culture as a force to be reckoned with on the global stage.

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2025 Outlook: Nigeria's PR industry poised for growth

By **Abimbola Mohammed**

As the world welcomes 2025, Nigerian public relations professionals are sharing insights on trends that may shape the industry in this year, highlighting factors that will drive growth, revenue and innovation in the sector and Africa as a whole.

According to them, the year will usher groundbreaking changes that will reshape the way brands communicate, engage, and build trust with their audiences, in fact, Statista, attested to its claim that the global public relations (PR) industry is likely to surpass \$129 billion in revenue generation by the end of 2025, uping upward to \$144 billion by 2028.

Speaking with **MARKETING EDGE** in an interview, Samuel Ayetutu, Vice Chairman, Nigeria Institute of Public Relations (NIPR), Lagos State Chapter, believes that the PR Outlook for 2025 will be shaped by the increase in Artificial Intelligence taking centre stage in the way information is being packaged and disseminated by practitioners.

He added that storytelling will take a more digital dimension both at the corporate and individual level.

On likely negative impact of AI tools use, the vice chairman said: "There's possibility of a surge in the misuse of social media platforms, talking about fake news

and other activities of people, who want to take advantage of the social media to peddle misinformation, deceive people and cause confusion. What this means is that the general public is expected to be on their guard more than before so they don't fall victims."

"The way the economy is also call for a more creative strategic approach to stay above competitors, especially for commercial entities. I expect that more of public relations services will be required by the private sector to do well in business, which will translate to more relevance for public relations practitioners."

Nene Bejide, Founder/CEO, Blanche Aigle Communication, is optimistic about the future of PR in Africa.

"The public relations landscape in Africa has shown promise of dramatic evolution, shaped by technological advancements, changing consumer behaviours, and unique regional dynamics. While global trends influence the industry, Africa's distinct social, economic, and cultural context is creating its own PR trajectory," she said.

Bejide identified several trends that will shape the PR industry in 2025, including the rise of micro-influencers, social listening as a PR pillar, greater emphasis on local storytelling, short-form video

content, crisis management in the age of misinformation, the evolution of employee advocacy, hybrid events, clearer metrics for measuring PR impact and adapting to thrive.

"Nigeria's PR industry is rapidly evolving due to technological, cultural and consumer changes, requiring professionals to adapt to new trends. To thrive in 2025, PR professionals must balance innovation with authenticity, embracing authentic storytelling, technology, sustainable messaging and clear impact measurement," she advised.

One key area of focus is the country's reputation and perception. As Nigeria continues to make strides in various sectors, professionals believe that the country's image will play a significant role in driving growth in the PR sector. With Nigerians in the diaspora and foreigners increasingly viewing the country as a desirable destination for tourism and business, there is a growing need for effective PR strategies, showcasing Nigeria's strengths and opportunities.

Obina Inogbo, Principal PR Executive at Worktainment LTD, emphasised the importance of projecting a positive image of Nigeria to attract foreign investment and tourism. "The trooping of foreigners and Nigerians in diaspora to Nigeria in December 2024 showed that the international perception of Nigeria is that it's a fun place. More Nigerian-based organisations will want to capitalise on this perception of fun by hiring PR professionals and agencies to enhance their reputations in this direction," he said.

Lagos State in particular, has been gaining recognition as a hub for tourism and entertainment. Recently named one of the fastest-growing cities in the world, Lagos is poised to become a major player in the global tourism industry, presenting a unique opportunity for PR professionals to promote the city's vibrant culture, rich history, and exciting attractions to a wider audience.

Ultimately, the future of PR in Nigeria looks bright, with a growing demand for skilled professionals, who can help shape the country's narrative and promote its interests on the global stage. As the industry continues to grow and evolves, one thing is clear: effective PR will play a critical role in driving Nigeria's success this year and years to come.





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Trends to shape Public Relations space this year

By Abimbola Mohammed



Artificial Intelligence (AI) and Data intelligence PR strategy, authenticity and transparency, localised PR strategies, micro niche platforms (short video content), crisis management 2.0 and sustainability, according to PR, will shape the public relations space this year.

PR NewsWire in its 2024 Report states that more than a quarter (26 percent) of communicators said they were already using generative AI to create and craft press release contents. Additionally, nearly half (42 percent) said they were open to using the technology in the future, just as about a third (32 percent) of PR pros said they don't use Gen AI in press releases at all and have no plan of doing so in the future.

The changing trends in Public relations like any other industry are being influenced

by employee expectations, technology, consumer preferences and Public Relations professionals must adapt to the new trends to stay in business.

According to a report shared by Agility PR Solutions, year 2025 will witness integration of AI, deepening more across all facets of the PR industry. The AI tool is already helping to generate press releases, proofreading and editing.

Artificial Intelligence (AI) and Data intelligence AI-powered tools will streamline processes, enhance efficiency, and provide valuable insights to inform strategic decision-making

Authenticity and transparentness: Authenticity is a key metric for a brand's success and key industry trend. Consumers will be inclined towards brands that are real and transparent with storytelling and communications.

Localized PR strategies: Localized PR involves more than translating a press release as it requires understanding of local customs, values, and social nuances. Brands that embrace this trend will collaborate with regional influencers, tailor messaging to address local concerns and leverage on data analytics to track regional engagement.

Micro niche platforms: PR teams will increasingly focus on cultivating relationships with these independent content creators, while teams that once aim for coverage in national newspapers, will now focus on securing mentions in specialised newsletters or features on niche YouTube channels.

Crisis management 2.0: In an age defined by rapid information dissemination and social media virality, effective crisis management will be paramount for organisational resilience.

Sustainability PR: Professionals must learn to tell stories that show their brands care about the environment with honest, clear messages.

To position their brand success, public relations professionals must blend technological savvy, cultural awareness, and human creativity—qualities that have always defined the best of PR.

Nigerian Box Office hits Q4 N2.8bn revenue

By Seun Johnson

The Nigerian box office closed 2024 on a high note, delivering an unprecedented N2.8 billion naira in revenue in December.

According to an update on its verified X handle, the Box Office revealed that over 537,000 tickets were sold during the festive season, marking the highest attendance since December 2019.

The surge in movie fans was said to have propelled the industry to a record-breaking N2.8 billion in revenue, making December 2024 the most lucrative single-month in Nigerian cinema history.

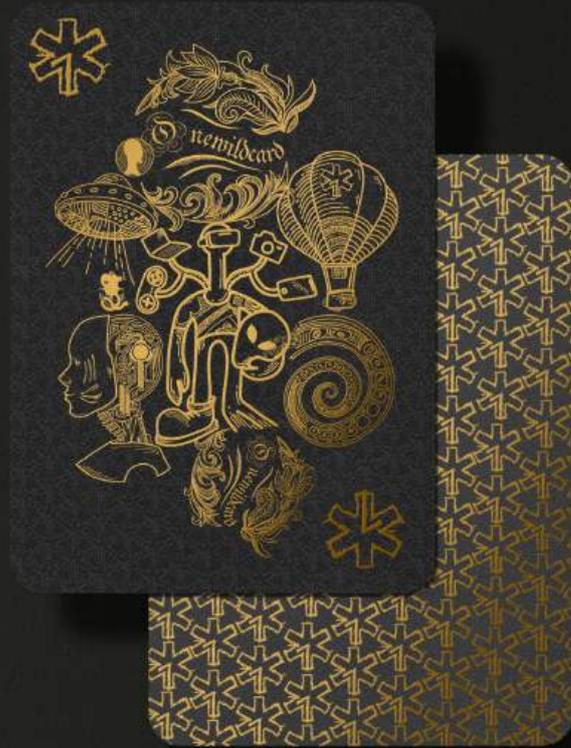
The impressive figure is also believed to have reflected the growing appeal of cinema culture in Nigeria and the strength of the holiday film lineup, which featured a mix of blockbuster Nollywood releases and international hits.

Among the top movies that drove revenue were Kunle Afolayan's historical epic *Akanbi* and the action-packed *Shadows of Lagos*, alongside Hollywood sensations like *Avatar: The Reckoning*.

"The December box office has always been remarkable for us, but this year's results exceeded all expectations. It is a

testament to the audience's appetite for diverse and high-quality content," it stated on the X handle.





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How Nigerian brands navigated challenges in 2024

By Felicia Nwosu

The Nigerian business landscape was in 2024 a dynamic and challenging terrain, with economic headwinds, including inflation, currency fluctuations, and rising operational costs, testing the resilience of many businesses.

Yet, amidst these challenges, a select group of Nigerian brands demonstrated remarkable adaptability and growth.

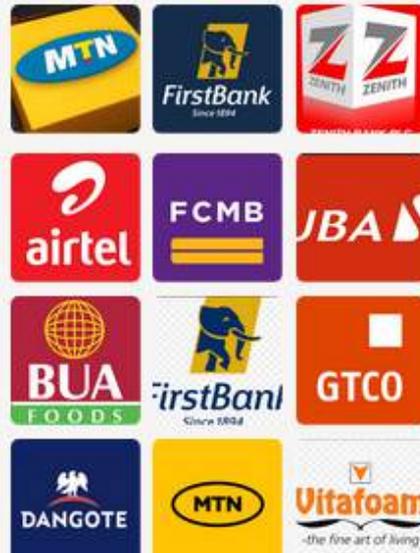
Access Bank, a leading financial institution experienced a remarkable year, with its brand value, surging by 73% to \$471 million, according to Brand Finance.

This significant growth can be attributed to strategic expansion into African markets, innovative digital banking services, and a strong commitment to sustainability, with key initiatives including the expansion of its mobile banking platform, the introduction of innovative financial products, and a focus on customer-centric services, going to play.

GTCO: unarguably one of the strongest brands in Nigeria had maintained its position with a brand value of NGN186.8 billion and a BSI score of 87.6 out of 100. The bank continued to innovate with its digital banking offerings, expanding its customer base throughout the year, with its disruptive moves including the launch of new digital banking features, the expansion of its agency banking network, and a focus on financial inclusion.

Zenith Bank also known for its innovative products and services, demonstrated strong financial performance in 2024. The bank's brand value increased steadily, reflecting its consistent growth and customer satisfaction, expanding its digital banking platform, and introducing new loan products, focusing on customer service excellence.

First Bank, Nigeria's oldest and most respected bank, maintained its position among the top 10 most valuable brands. The bank's enduring legacy, extensive network, and commitment to customer service continue to drive its success, introducing notable steps as the expansion of its agency banking network,



the introduction of new digital banking features, and a focus on SMEs support.

UBA (United Bank for Africa) reported strong third-quarter 2024 result, with profit before tax (PBT), rising 20% year-on-year to N603 billion, net interest income surging by 149% to N1.10 trillion, driven by strong loan growth and improved net interest margins, customer deposits similarly grew significantly, with the bank continuously investing in technology to enhance customer experience and optimise operational efficiency.

FCMB Group (FCMB) Plc reported a strong performance in the third quarter of 2024, with profit before tax, reaching N91.8 billion. Key drivers of this growth included robust net interest income, strong fee, commission income, and controlled operating expenses, as it focuses continuously on its core business areas while navigating the challenging macroeconomic environment.

MTN Nigeria, the nation's telecom giant, solidified its position as the most valuable brand in Nigeria with a brand value of \$5.1 billion, demonstrating its leadership in innovative initiatives as the launch of its 5G network, the expansion of its digital services, and a strong focus on customer experience.

Some of its strategic bold steps

included the expansion of its 4G/5G network coverage, the launch of new data plans, and the introduction of innovative digital services as mobile money and fintech solutions.

Airtel Nigeria continued to gain ground, recording significant growth in its brand value, with its strategic focus on expanding its data business, improving network quality, and investing in digital transformation fuelling its success.

Its initiatives included the expansion of its 4G network coverage, the launch of new data plans and digital services, and a strong focus on customer service.

BUA Foods Plc a leading food and FMCG company recorded impressive profit growth, driven by its strategic focus, ranging from its operations expansion, efficiency improvement, and innovation investment.

Equally expansion of production capacity, introduction of new product lines, and strong focus on quality and customer satisfaction remain some of its notable hallmarks.

Taking **Coca-Cola Nigeria**, for instance that maintained its dominance in the beverage market, leveraging on its strong brand recognition, extensive distribution network, and innovative product offerings, with its key initiatives including the launch of new product variants, expansion of its distribution network, and a focus on sustainability initiatives being pre-eminently prevalent.

Dangote Industries Limited also as Nigeria's most valuable brand, demonstrated the power of diversification and innovation.

The company's investments in cement, sugar, and other key sectors fueled its significant growth, having to its credit key initiatives including expansion of its cement production capacity, diversification of its product portfolio, and a focus on regional expansion.

Vitafoam Nigeria Plc as an instance, despite its challenges as record inflation, naira devaluation, and tight financial conditions

Cont'd on pg 22 ►►

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Brands on Dry January campaigns

By Abimbola Mohammed



As the holiday season comes to a close, many consumers are embracing a new trend, Dry January, a month-long commitment to abstain from alcohol. But this year, some brands are going ahead of the game, launching their own Dry December campaigns. Heineken, Walker Crisps, and other major brands are joining consumers on their journey, offering support, incentives, and alternative products to help them stay on track.

So, why are brands jumping on the Dry January trend? Research shows that the movement has gained significant traction in recent years, with over four million people in the UK alone participating in 2022. This shift in consumer behaviour presents a unique opportunity for brands to connect with their audience, demonstrate their commitment to wellness and drive sales through alternative products.

According to a survey by YouGov, 62% of Dry January participants cite health and wellness as their primary motivation, while 42% aim to save money. Brands are responding by launching low- and no-alcohol product lines, partnering with wellness influencers, and creating engaging contents to support consumers on their journey.

Here are some brands that launched

#dryjanuary campaign, ranging from alcohol to snack brands.

Walkers Crisps jumped on the Dry January trend, with its 'Better For You' range, becoming the official partner of the 2025 challenge.

The partnership is backed by a tongue-in-cheek campaign, celebrating the fact all Walkers' snacks are 0.0% alcohol. The brands making up the Better for You range include Walkers Baked, SunBites, Pop Works and Snack A Jacks.

The campaign creative mimics many of the tropes consumers have become accustomed to in ads promoting alcohol-free beer. The lead campaign video features actor Danny Dyer, perhaps best known for his role as The Queen Vic landlord Mick Carter in *Eastenders*. The ad sees Dyer return as a landlord, serving pubgoers pints of crisps, rather than beer.

Heineken is shaking up the non-alcoholic beer market with its bold new campaign, "No Excuses Needed." The campaign directly challenges the prevailing stereotypes surrounding 0.0% beer, moving away from the traditional focus on health or designated drivers.

Fortune Platform reported that the brand, emphasises that enjoying a 0.0% beer is a personal choice, free from judgment. Whether it's a conscious decision for health reasons, a preference

for moderation or simply a desire to savour the taste without the alcohol, the campaign champions individual freedom.

Alcohol Change UK launches 'Boss It' campaign for the Dry January challenge.

Humorous campaign from 23rd encourages people to reset their relationship with alcohol in January and beyond

23rd launched a new marketing campaign for Alcohol Change UK, encouraging individuals to BOSS the Dry January challenge with the Try Dry app and embrace a month without alcohol.

Developed by creative agency 23rd, the bold campaign features a humorous cast of characters, the creative approach not only highlights the benefits of an alcohol-free month but also injects humour, honesty and relatability into the experience.

Alcohol Retailer (Kind Of) Supports Dry January In New Campaign, ABC Fine Wine and Spirits is launching a campaign that embraces Dry January while simultaneously sharing its extensive selection of wines, spirits, premixed cocktails and beers found within 127 stores across the state.

In the campaign's anchor spot, from Los Angeles ad agency, Bacon & Eggs, the alcohol retailer cheekily announces its enthusiastic support for Dry January, then, proceeds to describe its tantalising array of velvety cabernets, perfectly frosted IPAs, and smooth whiskeys, while insisting that viewers "definitely shouldn't" indulge in these libations during the month.

According to Kia Zomorodi, founder and Chief Creative Officer of Bacon & Eggs, "most alcohol retailers either push non-alcoholic alternatives or go quiet during Dry January. We wanted to flip the script and create something that would resonate with those participating in Dry January and those who aren't. The campaigns reverse psychology approach, lets ABC to own the conversation while showcasing its impressive selection in an entertaining way."

As the Dry December campaigns gain momentum, it's clear that brands are eager to tap into the growing demand for healthier, more mindful drinking habits.



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WFA in key marketing trends forecasts for 2025

By Felicia Nwosu



Experts from the World Federation of Advertisers (WFA) have identified several critical trends that are likely to shape the marketing landscape in 2025. According to WFA, retail media is set for significant growth, marked by an increase in the number of providers and a wider range of advertising opportunities.

As brands gear up for 2025, the WFA emphasises that staying ahead of these trends will be vital for navigating a complex and rapidly evolving marketing environment, noting that with enhanced industry standards and greater market awareness, the sector is expected to reach a new level of sophistication. Advertisers will increasingly need to focus on first-party data due to tightening privacy regulations, which will facilitate more effective investment strategies in retail media. Managing frequencies across various platforms will also be essential to ensure that retail media supports broader marketing objectives rather than disrupts them.

Amid rising public scrutiny of corporate sustainability commitments, WFA experts stress the importance for brands to integrate sustainable practices into their core strategies. In a positive turn, they are optimistic that Achieving alignment with a 1.5-degree pathway poses a substantial challenge for many organisations, where marketers will need to advocate for internal cultural shifts, demonstrating that sustainability should be viewed as a value-added proposition rather than a financial burden.

They, therefore, suggested that a balanced approach that merges immediate financial performance with long-term sustainability goals will be crucial for addressing the diverse needs of stakeholders. The landscape for food and alcohol marketing, according to them, is also undergoing rapid changes, with anticipated increases in regulatory scrutiny in 2025. Global movements aimed at limiting food advertising, especially in

Latin America, Southeast Asia and Europe, indicate a shift towards stricter guidelines.

The forthcoming UN High-Level Meeting will play a significant role in determining whether self-regulation continues to hold, or if statutory measures are required. Major food and beverage brands will need to proactively showcase their commitment to public health goals and provide compelling arguments for self-regulation.

In the technology realm, while generative AI is frequently referenced as a transformative force, its complete impact is just beginning to surface. Many organisations are revisiting their transformation strategies to effectively incorporate this technology. Concurrently, there is a growing emphasis on the importance of corporate culture. Recent

surveys have shown that a strong marketing culture is closely linked to improved revenue performance. Marketers, who focus on cultivating organisational culture, are likely to reap benefits for both their teams and overall business success.

Furthermore, foundational marketing principles, such as brand development, have regained prominence among organisations in recent years. This revival can be attributed to the rapid evolution of AI tools, flooding the market. Experts warn that the industry risks falling into uniformity due to widespread use of similar AI solutions.

To combat potential commoditisation from emerging e-commerce platforms, brands will need to leverage on unique marketing capabilities and concentrate on their distinctiveness within an increasingly simplified technological landscape.

Global digital commerce surging to \$34 tn by 2029

By Seun Johnson



With the global digital commerce market currently valued at \$23 trillion, recent projections indicate a strong leap to \$34 trillion by 2029, a remarkable 65% surge in the sector's growth.

This projection, according to Juniper Research, is expected to be driven by Latin America and Asia Pacific, two regions that are seeing increasing access to e-commerce as infrastructure develops, supported by the growing availability of local payment methods.

The new study includes data splits for digital commerce spend within digital money transfer, digital and physical goods purchases, digital ticketing purchases, banking, NFC payments and QR code payments.

The research also stated that success in emerging markets is vital to global

growth for international digital commerce platforms, as e-commerce in developed countries is increasingly saturated.

In particular, the report identified that the rate of growth in value will be 241% higher in Latin America than in North America between 2024 and 2029, representing a major opportunity.

To capitalise on this, the study urges digitalisation commerce platforms to support more local payment methods, such as local digital wallets and account-to-account (A2A) payments, rather than solely relying on card payments.

This, according to the report, will enable platforms to tap into emerging markets' growth specifically, as this is heavily tied to enabling access to large populations, who lack access to cards.

Author of the Research, Nick Maynard, said: "Cards have powered the emergence and establishment of the digital commerce sector in key developed markets, but international merchants must look beyond cards to capitalise on this next phase of growth."

"As even developed markets look to implement A2A payments within e-commerce, embracing local payment methods must be a clear priority in all markets".



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How global ad spend surpassed projected revenue in 2024

By Abimbola Mohammed



The World Advertising Research Centre (WARC) released its 2024 report on projected advertising spend, with the revenue growing more than the expected projection. WARC noted that the increase in forecast for global expenditure in 2024 surpassed \$1 trillion for the first time.

Ad spend is projected to grow by 10.7% this year, reaching \$1.08 trillion. Over the past decade, ad spend has more than doubled, growing at 2.8 times the rate of global economic output since 2014, with an ever-expanding array of media channels now available to marketers.

According to WARC, the growing variety of media options creates new opportunities for marketers to enhance effectiveness and drive growth.

Global ad investment has more than doubled over the last decade and has grown 2.8x faster than global economic output since 2014. Growth is also anticipated this year (+7.6%) and in 2026 (+7.0%).

The report finds that brands are

increasingly pivoting away from traditional platforms like Google search towards emerging social and retail channels, where younger consumers are actively seeking brand discovery

James McDonald, Director of Data, Intelligence and Forecasting, WARC, noted in the report that: "Our latest forecast anticipates \$104bn in incremental advertising spend worldwide this year, the largest rise in history if the post-pandemic recovery year of 2021 were discounted."

"Whether this boom will sustain remains unclear, however, as 2025 presents a sliding doors moment due to heightened regulatory pressures on Google and TikTok, together a quarter of the ad market outside of China, that alongside an increasingly challenging geopolitical climate, may spell uncertain times ahead for businesses that rely on advertising trade, he explained.

The growth

Projected 10.7% rise in global spend this year, equivalent to an additional \$104bn in advertiser investment, the second-highest

absolute rise on record.

One in five dollars (22.1%) spent on ads outside of China is paid to Google; DOJ ruling now threatens \$32.9bn of potential growth over the next two years.

Advertisers are due to spend \$299bn this holiday season, with online platforms as Amazon (\$16.9bn in holiday season ad revenue) set to be the biggest beneficiaries.

The why

The rising influence of artificial intelligence adds, another layer of complexity, enabling more personalised marketing strategies through data-driven insights. Retail media is becoming a crucial component of this evolution, expanding rapidly as advertisers aim to connect with consumers at various stages of their purchasing journey. To thrive, brands are encouraged to adapt their strategies to navigate the challenges, posed by algorithm-driven platforms and leverage on the omnipresent nature of commerce, increasingly 'everywhere'.

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KIDS FM: The Family Fun Radio Disruptor No One Saw Coming

How a Nigerian radio station is breaking new ground in family entertainment and inspiring young minds.

The Vision Behind Kids FM

In a world dominated by screens and streaming, one radio station is proving that the power of sound can still bring families together. Kids FM, Nigeria's first Kids/Family-centric radio station, is not just entertaining children, it's inspiring a generation, empowering parents, and redefining what it means to be a media brand in the digital age.

MARKETING EDGE sat down with the visionary team behind Kids FM, Serge Noujaim, CEO; Femi Obong-Daniels, General Manager; and Prince Daniel Aboki, Programs Director, to uncover the secrets of their success, the impact of their initiatives, and their ambitious plans for

the future.

Serge Noujaim, CEO of Kids FM, shared the inspiration behind the station: *"The idea hit me during what I like to call 'The Great Backseat Rebellion.' I was on a long road trip with my kids, and within 30 minutes, the car was a war zone, whining, arguing, and general chaos. I thought, 'There has to be something that can keep them entertained and maybe even teach them a thing or two.' That's when the concept of Kids FM was born. It's my secret weapon now—when the kids get restless, I just tune in, and suddenly, everyone's singing along or glued to an amazing story. It's a lifesaver for parents!"*

A Family-Centric Approach to Media
Kids FM has carved out a unique niche in the





Our vision is simple: to be the number one family-centric radio brand in Africa.



SERGE NOUJAIM

crowded media landscape by staying true to its family-first approach.

Serge Noujaim explained: *“We’re not here just to entertain; we’re here to spark curiosity and create memories. From educational shows to parent-friendly advice, we’re crafting a brand that resonates across generations. And let’s not forget our digital platforms, we’re ensuring families can tune in anywhere, anytime via our Kids FM App. Plus, who doesn’t want a break from endless reruns of cartoons?”*

Prince Daniel Aboki, Programs Director, added: *“Our shows are like a box of crayons; bright, colorful, and full of possibilities! Whether it’s an educational segment that makes math sound exciting or a music hour that turns the living room into a dance floor, we’re curating moments that bring families together. The goal is to make learning and fun inseparable.”*

Beyond the Airwaves: Events and Community Engagement

Kids FM isn’t just about what’s on the airwaves; it’s about creating memorable experiences for families.

Femi Obong-Daniels, General Manager, shared: *“We’re a movement! From our pop-up Family Ice Cream truck tour to our YouTube channel, ‘Jojo Kids FM TV,’ we’re creating a 360-degree family*



experience. It’s about bringing smiles to faces and making family time cooler than ever. Plus, where else can you find kids and parents dancing to the same playlist?”

Flagship Events:

- Kids FM Festival: An annual Children’s Day celebration that brings families together for a day of fun, creativity, and learning.
- Kids FM Praise Jam: Already a household name, Praise Jam continues to unite families each December with music, entertainment, and festive activities. Now under Kids FM, it promises an even richer experience for all.

Community Engagement:

- Kids FM Club: A vibrant community where families can connect, participate in activities, and enjoy exclusive content.
- Jojo Kids FM TV: A YouTube channel offering a treasure trove of fun, educational videos for children.





Our shows are like a box of crayons—bright, colorful, and full of possibilities!



PRINCE DANIEL ABOKI

The Future of Kids FM

Kids FM stands on the brink of a transformative phase, with plans to expand operations to Abuja and Port Harcourt well underway.

Serge Noujaim shared his vision: *“In five years, I see Kids FM as the leading name in family-centric content and experiences across Africa. With expansions already underway in Abuja and Port Harcourt, our journey is just beginning. One day, we might even bring Kids FM to every home, every playground, and every family gathering across the continent. After all, the best dreams don’t have limits and, neither do we!”*

Femi Obong-Daniels added: *“In five years, Kids FM will be the gold standard for family media. We’ll be the Spotify of bedtime stories and the Netflix of kids’ radio. Innovation is in our DNA, so expect bigger events, cooler content, and maybe even a Kids FM theme park. Hey, if Walt Disney could do it, so can we!”*

Marketing Lessons

Kids FM’s success offers valuable insights for marketers and media professionals:

1. Know Your Audience: Kids FM’s deep understanding of families’ needs and pain points has been key to its success.
2. Create Memorable Experiences: Beyond content, Kids FM builds emotional connections through events and community engagement.
3. Leverage Multiple Platforms: From radio to digital, Kids FM ensures its brand is accessible everywhere.
4. Stay True to Your Mission: Even during challenges, Kids FM’s commitment to its vision has driven its growth.

Q&A: Digging Deeper into the Kids FM Success

MARKETING EDGE: How do you balance entertainment and education in your programming?

Prince Daniel Aboki: We believe learning should be fun. Our shows are designed to entertain while subtly embedding key lessons. Whether it’s a science experiment disguised as a fun challenge or a history lesson wrapped in an adventure story, we make sure every moment is engaging.

MARKETING EDGE: Digital platforms are a big part of media today. How is Kids FM integrating digital with radio?

Femi Obong-Daniels: Radio is just one piece of the puzzle. Our content is repurposed for YouTube, Instagram, and our mobile app to ensure that families can



We’re not just a radio station; we’re a movement.



FEMI OBONG-DANIELS

engage with us anytime, anywhere. Plus, our social media challenges and interactive content keep the audience involved beyond traditional listening.

MARKETING EDGE: What challenges have you faced in building Kids FM, and how have you overcome them?

Serge Noujaim: Building something new always comes with challenges—whether it’s getting advertisers to see the value in kids’ media or ensuring content stays fresh and relevant. But we’ve built an engaged community, and that’s our biggest strength. The response from families has been overwhelming, and that keeps us pushing forward.

Closing Thoughts

Kids FM is more than a radio station, it’s a movement that’s inspiring families, empowering young minds, and setting a new standard for media in Africa. As they expand to Abuja, Port Harcourt, and beyond, one thing is certain: the best is yet to come.

Tune in to Kids FM and discover how innovation, engagement, and heart can transform the media landscape.



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Detty December: How Nigerian Breweries connects with consumers' social cultural nuances

By **Ralph Tathagata**



In an atmosphere of triumphant celebration of music, fashion shows, festivals, performances, carnivals, concerts, endless parties and sleepless nights, smart and strategic brands can position themselves or reinforce their leadership roles in the minds of consumers, especially the youths.

According to the United Nations Population Fund, about two-thirds of Nigeria's population is under 25 years of age, which makes it one of the world's youngest countries.

In Nigeria and some other African countries like Ghana and South Africa, December has always been a month that witnesses the traditional holidays influx of diaspora returnees. However, this annual homecoming began to take a heightened turn in 2018 when Ghana launched an aggressive "Year of Return" campaign actively encouraging people to visit their ancestral homelands. In no time, the name Detty December became a buzzword in the global social space.

Put simply, Detty December could be defined as a magical period between December and early January when diaspora communities and tourists flock

to Nigeria, Ghana and South Africa for unforgettable experiences. The moment has also metamorphosed into economic boom where brands and businesses leverage on sufficiently. Nightclubs in Lagos alone were reported to have made N4.32 billion (\$2.7 million) during the 2024 Detty December period.

Like all things Nigeria vs Ghana, the Nigerian version of the campaign kicked off in 2019, and the largest nation of the black race began to lead with its vast diaspora population, who see Christmas annual homecoming as a chance to reconnect with their, heritage, traditions and families while immersing themselves in the vibes the festivities have to offer.

During the recent 2024 Detty December, Lagos, Nigeria's largest city, Abuja, the Federal Capital Territory and Calabar, known for its Christmas Carnival, became the hottest destinations on the African continent, with nightclubs, beaches, hotels, short-term apartment rentals, resorts and event centres becoming the busiest spots on planet earth.

A report by MO Africa Company Limited, an independent research advisory firm, revealed that between 19 November

and 26 December, 2024, Lagos' Murtala Muhammed International Airport (MMIA) handled around 550,000 inbound passengers, with nearly 90% of Nigerians, living abroad, flying in primarily for leisure and tourism.

According to Kayode Omosebi, CEO, MO Africa Company Limited, his team surveyed hotels, airports, short-let agents, and nightclubs to compile the data.

To unite consumers across demographics, inspire pride in their African heritage, connect the teeming diaspora with their roots and celebrate the vibrant creativity of Detty December, the Nigerian Breweries Plc, a sterling leader in the nation's alcoholic and non-alcoholic beverage sector, launched a campaign tagged, "Detty December with Nigerian Breweries: The Ultimate Festive Companion".

Designed to build a deep emotional connection with consumers, the thematic campaign was executed through snackable content, cultural relevance, and real-time engagement. The company leveraged on the cultural significance of December in Nigeria, registered its brands into consumers' emotional and celebratory moments.

While offering an abundance of performances headlined by some of the biggest Afrobeats stars, the Nigerian Breweries tapped into pop culture and social events like Flytime, Warri Again, EWL, Rema Concert, Lungu Boy, BBL, Joeboy Concert, Odumodu Homecoming, Festival of Light, FUZE Festival, KCEE Fivestar Concert, Indie Concert, JAV Christmas, Christmas Village, Surulere Carnival, Not another day Party, Element House Finale, and Meet and Greet.

The corporate industry leader engaged its teeming and loyal consumers across the country in immersive brand activations across major December events, starting with the Rema concert as a flagship event in Lagos, followed by the aforementioned A list of events that featured local and international artists in Abuja, Port Harcourt and Ibadan, ranged from Heineken, Desperados, Amstel Malta,

Maltina, Goldberg to Tiger & Legend Twist, all of brands from its stable that feted consumers with unforgettable experiences, making huge sales due to the high purchasing power of the IJGBs (“I Just Got Backs”) and their friends, who arrived in batches from the first week in December.

For most Nigerian diasporas, their friends and tourist counterparts, the journey of Detty December is worth its while. The favourable currency conversion for these visitors from countries as the US, UK, Australia and Canada makes luxury experiences and indulgences more accessible and affordable.

Apart from leveraging on the festivities to boost sales, these moments of joy, music, and togetherness confirmed the Nigerian Breweries and its iconic brands as natural parts of the country’s festive lifestyle while highlighting their cultural and societal impact.

For five years in a row, Detty December has continued to provide once-in-a-lifetime experiences, drawing massive crowds eager to immerse themselves on African culture. On its own part, Nigerian Breweries and its array of influential brands boasting a large consumer loyalty and serving as best offerings, celebrating the richness of Nigerian music, culture and creativity, has become an intrinsic part of these experiences.

Beyond brand activations, Detty December gains prominence yearly, so does the Nigerian Breweries and its brands’ influence.

Detty December, a festive period between December and early January when tourists and diasporans visit Nigeria for holidays, family reunion, fun, food, music and sunshine has transformed the cultural, social, economic and entertainment landscape of the country. Nigerian Breweries on its part has transcended the realms of brand activations by transforming the business and cultural environments while connecting deeply with consumers in their local communities in ways that honour their roots.

As Detty December continues to turn the country into a more sought-after vacation and tourist destination, Nigerian Breweries, through its innovative campaign and creative brand strategy, is turning every magical moment of the festive season into a celebration of the nation’s cultural richness. The company also utilises the moment to unite consumers from all walks of life in a celebration of African excellence while putting Nigeria and its cultural magnificent in the spotlight.



Samsung Electronics: Pioneering multimodal era with personalised mobile experience

Samsung Electronics Co. Ltd. has announced the Galaxy S25 Ultra, Galaxy S25+ and Galaxy S25, setting a new standard as true AI companions with the most natural and context-aware mobile experiences ever created.

Introducing multimodal AI agents,

the Galaxy S25 series is the first step in Samsung’s vision to change the way users interact with their phone and their world.

A first-of-its-kind customised Snapdragon 8, Elite Mobile Platform for Galaxy chipset delivers greater on-device processing power for Galaxy AI and superior camera range and controls with

Galaxy's next-gen ProVisual Engine.

With One UI 7, the Galaxy S25 series is a true AI companion that understands the context of your needs and preferences and provides personalised AI experiences with privacy assured at every turn.

It is the starting point of a shared vision with Google to imagine Android with AI at the core, bringing together developers and partners from around the world.

AI agents with multimodal capabilities enable Galaxy S25 to interpret text, speech, images and videos for interactions that feel natural. Upgrades to Google's Circle to Search make searching your phone numbers, email and URLs on your screen, letting you call, email or visit a website with a single tap.

With Galaxy S25 series, you can also perform actionable searches with context-aware suggestions for next steps.

Plus, Galaxy S25 makes it frictionless to switch between apps for quick follow-up actions, like sharing a GIF or saving event details.

Galaxy S25 represents a breakthrough in natural language understanding, making everyday interactions easier. Simply ask and intuitively find a specific photo in Samsung Gallery or adjust the size of display fonts in Settings.

In the era of AI, personalisation goes hand-in-hand with privacy. On Galaxy S25, the Personal Data Engine powers personalised AI features by safely analysing your data on-device to deliver highly tailored experiences that reflect your preferences and usage patterns.

These insights enable tailored experiences such as searching for an old photo in the Gallery, using natural language, or being guided through the day with Now Brief, which proactively offers suggestions accessible via Now Bar on the lock screen.

All personalised data is kept private and secured by Knox Vault. Combined with enhanced on-device processing capabilities, this creates a powerful, protected AI experience that is unique to Galaxy.

Galaxy's Most Powerful Performance Ever. The Galaxy S25 series is powered by the Snapdragon 8 Elite for Galaxy.

With unique customisations by Galaxy, this is the most powerful processor ever on Galaxy S series, delivering a performance boost of 40% in NPU, 37% in CPU and 30% in GPU compared to previous generation.

This power fuels, the Galaxy S25 series'

The Galaxy S25 series is the first step in Samsung's vision to change the way users interact with their phone – and with their world.

A first-of-its-kind customised Snapdragon 8 Elite Mobile Platform for Galaxy chipset that delivers greater on-device processing power for Galaxy AI and superior camera range and control with Galaxy's next-gen ProVisual Engine.

With One UI 7, the Galaxy S25 series is a true AI companion that understands the context of your needs and preferences and provides personalised AI experiences with privacy assured at every turn.

ability to process more AI experiences on-device without compromise, including previously cloud-based AI tasks such as Generative Edit.

10-bit HDR recording is now applied by default, offering four times richer colour expression compared to eight-bit.

Galaxy S25 can thus capture details

in any lighting conditions. Plus, low-light videos have never been clearer than with Galaxy S25.

Based on powerful processor, Galaxy S25 analyses movement and time to reduce noise more effectively.

This integration allows detecting both moving and static objects with greater precision, ensuring sharper, cleaner footage in any scenario.

Galaxy S25 also introduces a range of tools once limited to specialised software, making advanced editing accessible for all. Now anyone can be a pro at editing photos and videos.

Audio Eraser simplifies the removal of unwanted noise in videos. By isolating categories of sounds – including voices, music, wind, nature, crowd and noise – you can control what to tone down or eliminate entirely.

Durable Design, Embracing a More Circular Approach. The Galaxy S25 series builds upon Galaxy's 'Essential Design' grounded in 'Simple, Impactful and Emotive' elements.

Galaxy S25 Ultra refines this essence into the slimmest, lightest and most durable Galaxy S series yet, with a rounded edge for a comfortable grip that complements the series' aesthetic identity.

Galaxy S25 Ultra features durable titanium and the new Corning® Gorilla® Armor 2, a first-of-its-kind material that is more durable than glass.

It combines Corning's glass-ceramic with a proprietary anti-reflective surface treatment, helping to ensure advanced drop protection alongside anti-reflection surface treatment and scratch resistance.

Combined with seven generations of OS upgrades and seven years of security updates, the Galaxy S25 series ensures a reliable and optimised performance over a longer lifespan.

For greater peace of mind, Samsung Care+ offers comprehensive coverage for accidental damage, repairs, and replacements, ensuring peace of mind for Galaxy users.

The Galaxy S25 series is available to order. Galaxy S25 Ultra will be available in Titanium Silverblue, Titanium Black, Titanium Whitesilver and Titanium Gray.

Galaxy S25 and Galaxy S25+ will be available in Navy, Silver Shadow, Icyblue and Mint.

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Let's create your brand experience.



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PEAK MILK BRINGS CHRISTMAS CHEER TO NIGERIANS WITH

'Christmas at Its Peak' CAMPAIGN



FrieslandCampina WAMCO Nigeria Plc, makers of Peak Milk, successfully concluded its “Enjoy Christmas at its Peak” 2024 campaign, spreading joy, connection, and generosity to households across the country. The Campaign which ran from December 1st to 14th, exceeded expectations, fostering a sense of community and amplifying the /holiday spirit. With Christmas being a season of love and giving, FrieslandCampina WAMCO Nigeria Plc made the celebrations even more memorable for Nigerians. Moninuola Kassim, Senior Brand Manager at Peak Milk, emphasized the brand’s mission to bring the true magic of Christmas to as many people as possible. “We are proud to have achieved this goal. Through our various initiatives, we were able to create meaningful moments and positively impact families across Nigeria.”

One of the campaign’s biggest highlights was the widely known “#Peak12DaysOfChristmas” social media event, which engaged thousands of participants and rewarded them with exciting prizes. Beyond the digital space, Peak Milk’s community outreach efforts in Lagos, particularly in Ikorodu and Ajah, had a lasting impact. Through its special Breakfast Café activations, the brand brought communities together over wholesome Peak-powered meals, while also distributing essential gifts to residents.

The overwhelming response from these communities underscored the success of the initiative. Omolara Banjoko, Marketing Manager at Peak Milk, in her reflection of the experience state; “Seeing families bond over breakfast and witnessing the pure joy on children’s faces as they received gifts truly embodied the spirit of the

season. These moments reaffirmed our commitment to supporting and nurturing Nigerian communities.”

Another key element of the campaign was celebrating the warmth of Nigerian family traditions. Peak Milk encouraged consumers to share their “Peak Christmas Morning” moments, a user-generated content initiative that resonated deeply with audiences. Families across Nigeria took to digital platforms to showcase their cherished holiday experiences, creating a shared sense of joy and nostalgia.

For decades, Peak Milk has remained a trusted household name in Nigeria, recognized for its commitment to quality, nourishment, and community engagement. As Nigerians continue to seek wholesome nutrition for a healthy and active lifestyle, we are dedicated to enriching lives, fostering connections, and creating moments of happiness—one nutritious meal at a time.

Through the “Christmas at Its Peak” campaign, the brand not only spread holiday cheer but also reinforced its role in bringing families and communities together, proving once again why Peak Milk remains the preferred choice for millions of Nigerians.

About Peak Milk:

Peak Milk, a brand of FrieslandCampina WAMCO Nigeria Plc, has been a trusted household name in Nigeria for decades. Renowned for its commitment to quality and nutrition, Peak Milk is the preferred choice for millions of Nigerians seeking the nourishment needed for a healthy and active lifestyle.



Top Agencies in Nigeria

The Nigerian integrated marketing communication landscape was both challenging and interesting in 2024. Interestingly enough, top agencies emerged with remarkable stories of resilience and innovation.

Looking at the macro and micro trends for agencies, advertisers and marketers to consider as part of the strategic planning for their brand growth journey in 2025, and how they might suit their own objectives from sustainability to livestreaming, from social media to Generative AI, this special edition covers some of the Top Agencies that MARKETING EDGE is projecting for growth this year.

Broadcast TV still dominates reach, yet 50% of people say most of their TV watching is streaming, according to TGI 2024 data. Many people still watch broadcast TV, while consumers in some markets prefer Subscription Video on Demand (SVOD) over Ad-Based Video on Demand (AVOD), and vice versa. Marketers who take these nuances into account will be successful in 2025.

The journey towards total video is a balancing act. While a net 8% of marketers globally are planning to decrease their investment in broadcast TV in 2025, a net 55% are planning to increase their investment in TV streaming, according to Kantar's Media Reactions 2024.

The connected TV ad spending in Nigeria is projected to reach 2.6 million dollars in 2025, driven by an increased adoption of streaming services and advancements in advertising technology. According to Statista, this market segment will grow at a compound annual growth rate (CAGR) of 4.24% from 2025 to 2028. The growth reflects the increasing adoption of digital and streaming platforms in the country.

CTV, which includes devices such as smart TVs and streaming platforms, has become an integral part of the modern viewing experience in Nigeria

Experiential marketing, with its focus on creating immersive and memorable brand encounters, offers a powerful solution to connect with today's discerning consumers. However, success in 2025 will hinge on the ability of marketers to adapt to these evolving needs and leverage innovative strategies.

Nigeria's Podcast advertising revenue is expected to grow up to \$2.12 million this year, according to the Statista projection report of Advertising in Nigeria. Revenue is expected to show an annual growth rate (CAGR 2025-2027) of 8.59%, resulting in a projected market volume of US\$2.50m by 2027. The coverage area of the revenue will include news, entertainment, education, and business.

As media investments face increasing scrutiny, agencies are working hard to carve out new roles that will define them as innovative partners rather than intermediaries. To create high level value for their clients, programmatic OOH is emerging as a channel of opportunity where agencies can leverage proprietary data and new creative capabilities.

To unlock their competitive advantage in 2025, marketers can gain a competitive edge and leadership position by embracing what the programmatic channel has to offer. However, the evolution of the channel already offers advertisers and agencies a unique opportunity to blend creativity, precision and scale.

According to global industry experts, in media, programmatic out-of-home has made that leap from a tactical add-on to a strategic pillar in planning. While data-driven targeting is at the heart of programmatic OOH, the combination of that precision with creative potential will truly set the channel apart in 2025.

The Out-of-Home (OOH) advertising sector witnessed significant developments in 2024. OAAAN, the Out-of-Home Advertising Association of Nigeria, inducted 15 new agencies into its fold and actively advocated for innovation and diversification

within the industry.

The introduction of a bill for a chartered body in OOH media, sponsored by Senator Enyinnaya Abaribe, aimed to establish a regulatory body to oversee and professionalise the sector.

Artificial Intelligence & Data intelligence PR strategy, authenticity and transparency, localised PR strategies, micro niche platforms (short video content), crisis management 2.0 and sustainability, according to PR Wire, will shape the public relations space in 2025. The report states that more than a quarter of communicators said they're already using generative AI to create and craft press release content.

Despite facing serious challenges as the compound annual growth rate (CAGR) for newspaper advertising market is expected to decline by -5.22% between 2024 and 2029, the Nigeria sub-sector of the market is projected to reach a market volume of \$27.94 million by this year. The projection is contained in a recent report by Statista.

The year will also be pivotal for influencers, content creators, and brands alike. A Statista report states that the global influencer market is projected to reach \$24.1 billion by 2025, up from \$13.8 billion in 2022. Meanwhile, a survey by Euromonitor International found that 71% of consumers are more likely to trust recommendations from influencers than from brands themselves.

The global advertising software market, valued at \$3.56 billion in 2023, is forecast to grow to \$10.46 billion by 2029, driven by increasing reliance on advanced tools to manage and optimize marketing campaigns, the global green technology and sustainability market, valued at \$19.07 billion in 2023, is projected to surge at a 22.9% through 2030. This is driven by rising environmental concerns and technological advancements.

With the foregoing reviews of 2024 and projections into 2025, the the IMC industry is poised for growth amid expected challenges.



MARKETING

EDGE

Intelligence report



**TOP
IMC
AGENCIES
IN
NIGERIA**



THE BEAUTY OF
MARKETING, PR
STRATEGIES TAILORED
AT NICHE INTERESTS

- TOKUNBOH GEORGE TAYLOR

The Nigerian marketing communications industry in 2024 demonstrated remarkable resilience and innovation, in navigating through a challenging economic landscape.

Amid inflation, reduced consumer spending and operational pressures, brands and agencies had adapted strategies to sustain visibility and relevance. Marketing and strategic communications played pivotal roles in driving brand awareness, fostering trust, and supporting economic activities across sectors, as brands rethink budget allocations while maximising impact, including localised campaigns that resonated with specific demographics through trusted media channels and micro-influencers in particular. Shifts in consumer behaviour, driven by reduced purchasing power and a demand for transparency, compelled brands to craft more authentic and value-driven narratives.

While television and radio maintained their influence particularly in rural areas, digital platforms with tailored algorithms like Instagram, and TikTok gained prominence. As brands sought to quickly reach their audiences more accurately, short-form video contents and interactive ads became indispensable tools for engaging Nigeria's tech-savvy and younger audience. However, to properly navigate the environment, there was a need for a balance between localised media partnerships and digital engagements to enhance brand connections' visibility. Programmatic advertising further refined audience targeting and optimising media spend despite the economic constraints.

More than ever, PR became a tool for Nigerian companies to address societal issues, navigate crises and reinforce trust. This came to the fore with campaigns like the Hyde Energy's Mechanics Champions League, an eight-week football tournament campaign focused on youth empowerment. The campaign celebrated Lagos mechanics by giving them a platform to showcase their skills and win prizes while at it. Through community-driven approaches later, the brand was positioned as a socially conscious leader not only to highlight Hyde Energy's commitment to inclusion and professional development, but to also demonstrate the power of innovative approaches to drive impactful changes, such initiatives, being known to be shaping the future of industries, providing spaces for diverse voices and fostering positive social transformation. The efforts have underscored PR's evolving role as a bridge between brands and communities at times of uncertainty in particular.

In digital advertising, data-driven campaigns

take centre stage, with brands seeking cost effective ways to understand the market, insights from AI and machine learning fueling strategies and executions. The rise of artificial intelligence, however, also drove the need for authentic connections from brand ambassadors, influencers and spokespersons through digital engagements. Even when products are being sold to them, consumers seek personalised communication. Social commerce became a key revenue driver, underscoring a growing convergence between engagement and commerce, which in turn redefined the digital landscape.

Understanding these trends, the marketing and PR industry celebrated significant milestones with award-winning campaigns like Netflix's campaign *Home is Where it Happens* that won the 2023 Pitcher Award, which reflected its commitment to inclusion and cultural representation. Netflix's continued success in campaigns that elevate underrepresented narratives underscores the power of creativity to drive meaningful change, setting benchmarks in PR, media and entertainment across the African continent to create industry-first innovations and collaborations between agencies and brands, setting benchmarks. Similarly, the Lagos Leather Fair underscored the industry's capacity to drive impact amidst the evolving landscape. The 2024 edition saw groundbreaking achievements, showcasing innovative sustainability strategies that celebrated African craftsmanship. With over 3,500 attendees, it provided a platform for local artisans to engage global audiences while addressing challenges in the leather supply chain, thus affirming the transformative potential of effective marketing and PR strategies when tailored to niche interests as happened here for professionals to witness remarkable and measurable results, affirming the industry's capacity to drive impact even amid adversity.

2024 has been a year of both challenges and breakthroughs for Nigeria's marketing communications industry. The ability to adapt, innovate, and connect has solidified the communication industry as an indispensable part of Nigeria's economic narrative, paving the way for a vibrant and dynamic future. As the year comes to an end, the industry stands as a testament to the power of creativity and strategic resilience in driving exceptional results.



NITRO121

Formerly known as “141 Worldwide,” Nitro 121 was founded in 2005.

A Through the Line (TTL) brand building company, providing brand strategy, creative expertise, digital marketing, multimedia technology and marketing communication solutions to local and international organisations, and possessing a strong team of highly skilled personnel of years of experiences across different industries and markets of variety to make for it a team of responsible and fun-loving professionals, attacking briefs with enthusiasm it now accords its tremendous success representation.

Working that hard, TTL never forget to enjoy loads of fun at work, just as they Connect with each other with clients and brands, linking insights to ideas and brands with consumers.

Highly Performing, allergic to excuses and, focusing always on achieving excellent results, doing things better, faster and smarter, it's unfettered— free creative thinking, unrestrained problem-combating and unusual accustomisation have kept it ever youthful, alive, adapting and free-spirited as it's enterprisingly dogged, unyielding and fearless in pursuing set goals, committed stridently in values to high sense of commitment, accountability, integrity, being honest, trustworthy and steadily enjoying what it does, and delivering with verve, maintaining collaboration and the spirit of oneness in diversity.

Transparency is also at the core of its value propositions as it's ever

NITRO 121, DISTINCTIVE IN BRAND STRATEGY, DIGITAL, MULTIMEDIA TECH, MARKETING COMMUNICATION

demonstrating openness and sincerity in a most transparent manner, keeping to its beloved engagements Brand-building, Brand Authorship, Brand Architecture and Brand Toolkits—sculpting brands and leaving out the essences to inspiring target audiences.

Along with Strategy Development, knowing some brands to be thriving on the rules and restrictions of their markets while some others are veering off course and standing out from the rest of the pack, they navigate any of the categories with a through-the-Line marketing approach that sees it gear-shifting from Above-the-line to Below-the-Line in the quest to effectively reach the target audience, taking to another of its deliverables, Creative Development, which sees it ideate, create, and then develop themes and stories that draw from concepts around them to ensure that they are exactly simple stories that Simple to communicate brands' strategic visions and ensure that at the heart of brand communication is the business of connecting people to goods and services.

It's equally engaging Digital Marketing, knowing the consumer journey from surfing to shopping, and ensuring visibility at every point and providing brands with platforms to interact and engage with target markets, doing everything, employing from digital strategy and content creation to social media management, influencer marketing and web/app development, Media Planning and buying to reach target audiences via the media, knowing exactly where to find them, if you are not to turn out a noisemaker with no audience.

At Nitro 121, therefore, with their extensive experience and network in the

Media space, they know how to exactly drive their messages home to tailored target audiences, making their Audio-visual productions powerful tools for connection, persuasion and interaction, whether through images or sounds as they are making living miracles out of static pictures and coherence out of random sounds, taking the good advantage of its highly skilled and motivated studio experts, working in its state-of-the-art recording studio and bringing stories to life.

It's same for it in Experiential Marketing, 121, being also known as one-to-one, obviously always in the habit of having personal interactions with consumers, knowing that if it is not personal, if it does not resonate with it, it's not a ride it take consumers on, a thinking that forms the foundation of its experiential marketing activities, and permitting it to be creating unique experiences, holding places in consumers' hearts.

How about its Trade, Distribution & Marketing, which requires that you create a demand for a product even before it reaches the consumer, implying understanding the path of the value chain and riding through it with ease as it's with it at 121, which relying on its proper understanding of every point of the value chain, and skilled in it, is ever developing market strategies, aligning with brand strategies, and blessing it with clients of range these past 19year to date, among them GOTv, Bajaj, First Bank, Arla/Dano, British Council, Kiara rice mills, Consolidated Hallmark Holdings, Red Star Express, Philips Morris International and Cadbury, richly reaping and winning for greater business glory.

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onewildcard

A leading force in Creative Marketing, OneWildCard has cemented its reputation as a trailblazer in the marketing industry, emerging as a top agency to be reckoned with in 2025.

Renowned for delivering innovative, strategic and impactful designs and marketing communications solutions, it continues to redefine excellence in the creative space building since its founding strong partnerships with leading brands, among them, Devon Kings, Sundry Foods (Kilimanjaro Restaurants, Pizza Jungle, Nibbles Creamery), MarketSquare, FreshYo, Mamador, Keystone Bank and The Lagos Chamber of Commerce and Industry (LCCI) in collaborations that have produced campaigns that struck

ONEWILDCARD, A CREATIVE MARKETING TRAILBLAZER OF RECORD

chords with audiences to amplify brand visibility and fuel business growths.

“We live at OneWildCard by the mantra, ‘We create things people love’.

“This belief underpins our commitment to delivering exceptional work that captivates, engages and forges deep connections”, Kayode Olowu, the agency’s CEO, said.

A principle that has guided the agency’s steady ascent and shaped its innovative and client-centric approach, building on this philosophy, Adefunke Afolabi, Director, Brand Management and Business Growth, said of the agency’s ethos: “We’re excited about our future possibilities and collaborating with brands that prioritise impactful advertising. Excellence is our standard and we consistently strive to deliver nothing but the best.”

Despite the prevailing economic challenges, the company continues to showcase adaptability, creativity and a forward-thinking mindset, making its

ability to understand clients’ needs, deep and craft transformative campaigns to solidify its standing as a trusted ally of brands across diverse sectors, with its excellence, earning it recognition as one of “Nigeria’s Top 2024 Agencies in Review”, a prestigious accolade, celebrating agencies that have made significant impacts amidst the economic uncertainties, an acknowledgment underscoring its relentless pursuit of innovation and its leadership in marketing communications.

Looking ahead, it expresses profound gratitude to its partners, collaborators and supporters that have contributed to its journey. With an unwavering focus on delivering innovative solutions and fostering meaningful connections, it’s poised to continue setting benchmarks in the marketing industry and on an unrelenting rise, garnering more abilities and capabilities.



BLUEBIRD
SINCE 1995

Ever helping brands to fly, Bluebird Communications’ hands are ever on consumer-centric approach, an obvious indication that it has an understanding of clients’ needs and their fulfilments in all cases.

Having worked with several leading

BLUEBIRD COMMUNICATIONS, WORKING WITH UNDERSTANDING OF CLIENTS’ NEEDS, FULFILMENTS

brands in West Africa and beyond, spearheading projects of all classes, both small and large and delivering communication solutions, converting at all times, it’s now of class, putting its varying services at play all of the time.

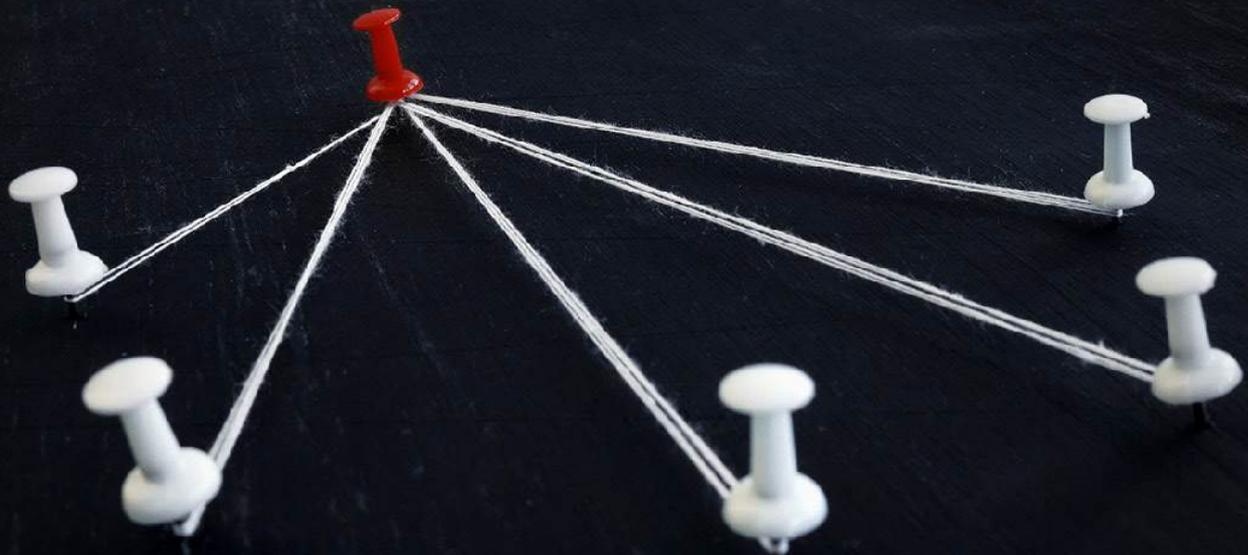
From Strategy & Planning to Crafting insight-driven strategies with real-life applicability, and using

robust proprietary tools enable it to be creating uniquely impactful solutions which it deploys to help organisations to build brands that are business successes, driven, to the Media and PR, it puts to good use, its audience-centric data-driven approach, focusing on creating brilliant seamless experiences from channel to channel



Redefining Storytelling, Elevating Brands Globally.

At RED, we go beyond communication—we craft stories that inspire, connect, and drive change. Through innovative content and cultural intelligence, we bridge gaps, shift narratives, and build meaningful connections that resonate across audiences.



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across all communications touch points, Bluebird Communications is obviously a best-in-class 360-degree marketing communications agency of no mean grade stature.

Unarguably services-oriented and of top-class in marketing communication business, being well known for its creativeness, the agency is in the practice of bringing together emotions,

arts and insights to evolve anticipatory exciting ideas which it deploys to help solve clients' problems and drive measurable results.

Productively, on the other hand, it's in the habit of delivering bold creative concepts, bringing strategies to life across multiple touch points while on its digital, it helps brands grow through design, technology and optimisation,

blessed with such a team of versed and talented, well driven men and women with passion for design and brand improvement all of who have made Bluebird a service-delivery oriented marketing communications renowned for excellence, and having even the sky as not its limit.

VERDANT ZEAL, GLORIOUSLY MAKING A KILL OF MARKETING COMMUNICATIONS SERVICES



A proudly African full-fledged multi-dimensional consultancy and communications group that has been in operation since March 1, 2007, Verdant Zeal Marketing Communications Limited is providing brand strategy, business solutions, strategy consultations and a full range of marketing communications services, with Nigeria as its core country of operation.

As part of its positioning for emerging markets in Africa, it is as well in the Gambia from where it's providing oversight functions for Sierra Leone and Liberia, resourced with some of the best talents in the industry.

As a guiding principle, Verdant Zeal is ever on time, budget and strategy, a practice that has led it through 16 years of productive relationships with the private and public sectors; brands in financial services, FMCGs, oil and gas, the media and the telecom sector, amongst others, becoming more deeply involved in Development Communications, embracing branding consultancy, brand campaigns, conferencing, training &

workshops, event concept, design & management, audio/visual production, delegate management, documentary production, design & print production and digital marketing, from key premium brands, activations, designing & branding to market intelligence.

Very well an established marketing communications agency of significance, Verdant Zeal is in working relationships with many corporate enterprises and brands of note, private, public, amongst them, Development Bank of Nigeria (DBN), a Nigerian new development finance institution of the big dream of becoming the primary institution, lending to MSMEs. Their paths had crossed in 2017, when DBN just obtained its banking licence and needed to build a bank and a brand. Verdant Zeal has since remained its strategic communication consultant, providing it with end to end messaging, branding and stakeholder management.

It's in a similar relationship with Canon that came to it with the mission to put cameras in the hands of Gen Zs, literally born with mobile phones in

their hands. Through a clever campaign idea and curated content, Verdant Zeal made a dent in the minds of targeted audiences. Also having the Nigerian Maritime Administration and Safety Agency (NIMASA) as client that's being currently repositioning for the future, Verdant Zeal has designed a new identity for it and driving the culture change campaign, organising for it road shows and town hall meetings across its Nigeria offices. On its account as well is the Development Commission. In commemoration of the International Women's day recently, it hosted a series of performances, including 'Little Drops', a stage play at the International Conference Centre, Abuja, Port Harcourt, Benin and Calabar, an event that was designed and executed by Verdant Zeal, in addition to that, the yearly three-day City of Port Harcourt magical world of fashion since 2013, better known as the Port Harcourt International Fashion Week usually held at the Vogue, which from concept, design, and market to execution, it has made the runway its canvas for the usual stylish executions that has remained it's.

What's more, Verdant Zeal is on the upward lift, threading on marketing communications and gloriously making a kill of it.



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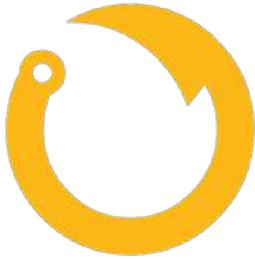


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THE HOOK, AN INSIGHT-DRIVEN CREATIVE POWERHOUSE



Surely not your typical creative agency, but an insight-driven creative powerhouse, The Hook is being led by a dynamic quartet of industry veterans, Adebayo Owosina, Akinwale Muse, Sam Ochonma and Toheeb Dele-Balogun, with its strategic prowess last year, translating into tangible successes, 100% client retention, six pitch wins out of eight and an expanded footprint across six African countries.

From the viral Mama Do Good remake to the industry-defining Airtel Live limitless campaign to prove that true creativity knows no limits whatever solution your brand wants it to be.

The Independent agency has offices in both Lagos and Abuja, and providing services in the Lagos office to brands, serving the mass market, youths, HNI and the corporate segments of the market while the Abuja office has dug into serving brands and tapping from them into penetrating the Northern Nigeria market.

With a team of ethnographers, cultural influencers and creatives with the huge understanding of consumers across the Northern part of Nigeria, Chad, Niger and Northern Cameroon, Moniker, *Creator of Impact*

Ownership, 100% Nigerian company's Strategic Framework, bothering on its iterative process of listen, influence and connect, taking into consideration the context in which people make decisions, preferring brand A to B, who and what influences their decisions, the role of culture, technology and brands in their lives that inspire people towards achieving a

desired outcome.

Equipped with such capabilities as **CREATIVE** – Brand Strategy, Creative Development, Comms Management, Content Production

DIGITAL, varying from Digital Marketing Strategy, Community Management, Content Marketing to Social Media Management

Performance; Marketing, Paid Social that includes Influencers and Creators and Platform Management, Search Engine Marketing and Analytics & Reporting; Experiences – Activation that has to do with Events and Media Management, all, being marshalled and coordinated by its most dynamic

TEAM – 54 employees, being led by Adebayo Owosina, Partner/Chief Creative Officer, very well known to have passion for creative excellence that he has demonstrated in high level communication projects he has led over the years.

He had attended the Texas School of Professional Photography, the International Centre of Photography, New York, and the prestigious Harvard Extension School, where he majored in Creative Thinking, learning how to use innovative solutions in the face of the most complex of challenges, earning awards, international and local to his hat, just as he was made AdWeek Executive Mentee in the year 2020, added to the indelible experience he has gained over the years, working with several agencies, amongst them, Lowe Lintas, X3M Ideas, DDB West Africa and brands like the Nigerian Breweries (Star, Maltina), Circo, Johnnie Walker, MTN, Etisalat, DSTV, Supersport, Diamond Bank, First Bank and Unilever.

There's also Akinwale Muse, Partner/CEO, graduate of the University of Stellenbosch, South Africa. His career, traverses tech, content production and marketing communications in Ghana, South Africa and Nigeria, he is right now leading a multifunctional team of talented individuals to uncover opportunities for clients in the marketplace, develop templates for execution and drive sustainable growth, having amongst others worked on notable projects as the highly impactful

'O TO GE' campaign in Kwara State and Let's Go Farther repositioning campaign for Meristem. He attended an executive training programme at the Cambridge Judge Business School and was on the 2020 cohort of Adweek Executive Mentorship Programme.

The third of them, Sam Ochonma, Partner, and an alumni of the SAE Institute, Cape Town, is an exceptional leader, visionary and an excellent creative with platinum experience in corporate communications across various industries, spending the last decade, working with a number of advertising agencies in South Africa and across Nigeria, after which he made a move to the client side, starting with the oil and gas industry, joining Oando Plc and rising to become the Creative Lead, acquiring great expertise in business leadership. He left there for Enyo Retail and Supply to assume the role of Head, Corporate Communications.

He eventually worked on brands across different sectors, including Finance, Oil and Gas, State Governments and Telecommunications, among others, garnering vast experiences and superlative expressions, attending the Cambridge Judge Business School 2019 Executive Programme.

Toheeb Balogun, Partner/Chief Impact Officer, the fourth of them, is an exploratory thinker and a passionate salesman with a manifold of experience and awards that give credence to his work.

An alumni of the Cambridge Judge Business School and Orange Academy, Toheeb is a well-grounded brand communication expert when it comes to the delivery of strategy and creativity, running a most active career to go up ladders, working with top Nigerian agencies in the past, among them, Noah's ark, Centrespread and DDB Lagos to garner in his portfolio manifold experiences and awards, local and international, working with a sundry of brands, among them, MTN, Airtel, Kwese Sports, Verve, Skye bank, Wema bank, Interswitch, Verve, Moneygram, Peak Milk, The State of Osun and Kwara State Governments.

Generally on The Hook's list of clients today are: Airtel, Oando, Fidelity, Leadway, Meristem, Sterling, the Wema Bank, Hyde Energy, Enyo, Instax; ALX, Lush and Indomie, and it's incredibly doing well, and virtually now on the front row of the industry.

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WHYFINITE: THE FUTURE OF MARTECH UNLEASHED



At the heart of human progress lies one fundamental question: “Why?” This single word drives purpose, fuels innovation and connects people to solutions that shape their experiences. At WhyFinite, we don’t just explore the WHY, we uncover it, clarify it, and transform it into boundless creative and technological possibilities.

WhyFinite bridges the gap between people, brands and technology. In a world, where “tech” has become the buzzword of the century, we’re here to remind everyone that technology is not the end, but the enabler. It amplifies what already exists, whether good or bad. At WhyFinite, we’ve made a deliberate choice to amplify the good, believing that the world thrives on the exchange of ideas, culture, products, and connections. Sellers and buyers will always exist, so will the need for creative, seamless interactions between them. At WhyFinite, we exist to creatively connect sellers to buyers through cutting-edge

technology and people-centred solutions.

Our vision is to become the most preferred Marketing Technology hub by 2030, delivering extraordinary value daily while inspiring humanity through technology. We transform simple ideas and products into beloved brands by crafting clarity in purpose and direction, harnessing the expertise to deliver excellence and building deep, meaningful connections between people, brands and technology.

Our services are structured to meet the ever-evolving demands of brands and consumers. We offer creative and digital solutions, brand management, technology and management services, activation and sponsorship support. These offerings are underpinned by our unique “3C” model: Clarity, Competence, and Connection.

We start by asking the right questions to uncover the real problem, ensuring clarity of purpose. Our team

of experts deliver world-class solutions through unmatched competence. We connect the dots by designing solutions with the end consumer in mind, ensuring seamless executions and lasting value.

WhyFinite has proudly partnered with leading organisations and brands across industries to deliver transformative results. We are the first communications partner for WIMBIZ in 23 years, redefining their approach to engagement and impact. We have also collaborated with Sony, Midea, Lucozade, StanbicBTC, IfeanHealth, Diva Cakes, Crave City, Mixta Africa and many more. These partnerships reflect our commitment to excellence and our ability to elevate brands to new heights.

At WhyFinite, we understand that the journey to greatness begins with a spark of clarity and grows through competence and connection. By putting people at the centre of everything we do, we create transformative solutions that inspire trust, foster loyalty and deliver value.

This is more than marketing technology, this is the WhyFinite way. Together, let’s transform ideas into impact and amplify the good in a technology-driven world.

IDEAS ORIGIN MEDIA, CREATIVE AGENCY OF UNIQUE, INNOVATIVE BRAND SOLUTIONS



Ideas Origin Media is a creative agency providing solutions for people and businesses that need unique strategies and creative innovation that can help

their brands to break through the clutter in their industry.

The agency prides itself in being aware of the gaps in the system and asserting itself as being in business not to unnecessarily challenge the status quo, but to make life better for its partners across board and at all times.

Its services include Brand Strategy and Brand Building, Development of tailor-made businesses and marketing strategies, leveraging on consumer insights and data to grow brands.

Advertising Campaigns, creating strategic approach that effectively communicates brand messages to target audiences through Above-the-Line and Below-the-Line; and Social Media engagement, Elevating clients’ online presence with its expert social media management, crafting compelling content, engaging clients’ audiences and driving results for them.

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

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SHAREBETA LTD: REDEFINING BRAND CONNECTIONS IN THE 21ST CENTURY



Sharebeta

Sharebeta Ltd is a trailblazing, multidisciplinary creative agency that is revolutionizing the way brands connect with their audiences.

As a collective of passionate, innovative, and forward-thinking expert storytellers, the agency is driven by creativity, technology, and data to deliver exceptional results.

It specializes in a wide range of services, including: Creative Advertising; Digital Marketing; BTL Activations; Website Design; UI/UX; Brand Identity Creation; SEM; SEO; Native and Hybrid App Development; and Full Stack Website Design and Development;

Other areas of specialization of Sharebeta Limited are: Animation; Graphic Design; Data-Driven Digital Footprints Monitoring and Trends Management; Content Management; and Social Media Development.

Our Goal

Our mission is to make your brand unforgettable. We're committed to boosting your online presence, getting you noticed, and ensuring that your investment pays off. We don't just play the game; we change it. We're constantly innovating, staying ahead of trends, and turning great ideas into even greater results.

What Sets Us Apart

We're wired to think differently, and our work speaks for itself. We've helped brands grow, stand out, and drive real ROI with strategies that deliver. Our approach is both creative and measurable, ensuring that our clients achieve unforgettable results.

Our Values

Creativity: We believe in thinking outside the box and pushing the boundaries of innovation.

Technology: We're driven by the latest technologies and trends, ensuring that our clients stay ahead of the curve.

Data: We believe in data-driven decision-making, ensuring that our strategies are informed by insights and analytics.

Storytelling: We're passionate about storytelling, and we believe that compelling narratives have the power to inspire and drive results.

It is thus not surprising that Sharebeta is trusted by leading brands. The agency works with some of the biggest brands in Africa, particularly within Nigeria's competitive beverage industry.

Its portfolio includes major brands such as Goldberg, Life Beer, STAR Lager beer, and 33 Export Lager. Additionally, it provides strategic marketing and brand



Martin Uro, CEO and Co-Founder, Sharebeta Ltd.

activation services for select Danone FanMilk Nigeria brands. And, due to confidentiality agreements, the agency also manages several other high-profile brands whose identities remain undisclosed. For sure, its experience in this sector gives its team a deep insight into consumer behavior, market trends, and the power of brand storytelling in Africa.

Leadership and Team

Sharebeta Ltd is led by Martin Uro, its CEO and Co-Founder, alongside an extremely talented young team of creative strategists, digital innovators, and marketing experts. The team always brings fresh, dynamic perspectives that challenge the status quo, delivering cutting-edge solutions tailored for the modern consumer.

Being very confident of itself, Sharebeta always declares, "If you're looking for a creative agency that can help you achieve unforgettable results, get in touch with us today. We're committed to delivering exceptional service, innovative solutions, and measurable results that drive real ROI".

And, it has always delivered on that promise.



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PLAYHOUSE COMMUNICATION, COST-EFFECTIVE DIGITAL DIALOGUE CREATION, MAINTENANCE PLATFORM



A digital agency, Playhouse Communication Ltd is Lagos, Nigeria-based and stridently believes in successful brands, creating communications, taking digital, whether a game, an app, a website, a banner or social media for the sake of it, as offering a most cost-effective platform for creating and maintaining dialogue.

It does not do technology for the sake of it, the core thing of its work, being "The Idea" that inspires and connects brands with their audiences to willingly give their time.

As it goes, brands are invited to their space to go into conversation with them, its work, being anchored on representing brands in a way that directly connects them with their audiences to talk to them and not at them.

An award-winning digital agency, Playhouse Communication has worked with many brands within and outside Nigeria, basically as its goal, doing digital representation by working with data-driven insights.

A forward-thinking agency that likes to play with numbers and satisfy its curiosity, the zest for gleaning information assists its

better understanding of its surroundings, a practice that translates in how well it has been able to help brands to create and sustain brand affinity.

A core Naija-centric agency, it has published the Big Naija Trends Report that has proven to be an insightful analysis of the digital space in Nigeria, and it's embarking now on another adventure, centring on Nigeria's Digital Creative Economy and to launch a campaign to celebrate everything good about the digital economy.

Aimed at making Nigerians to be aware of the tangible benefits of the digital economy in their daily lives, aware that the use of social media in Nigeria now is commonplace without all understanding how important it is to the common man's life, convinced that the campaign will change that, the StoryStoryHub, being tagged the campaign, is of the intention of helping to better understand if Nigerians are aware of the effect of the digital economy in their daily lives and businesses and if yes, to what extent?

Also, whether if the internet rates were to go down today in Nigeria, we will all feel the impact? If we are not, are there steps we can take to make the digital space in Nigeria more accessible, less restricted to everyone's use while increasing its value add?

The StoryStoryHub will be a digital platform specifically designed to showcase

the stories of Nigerians on the internet. For instance, are you a mom, selling thrift on IG and WhatsApp, a small business owner with two employees, selling homemade skin products online, a food blogger or an influencer with a growing following?

If you are a Nigerian, then, the StoryStoryHub is for you. They would appreciate that you share stories about how the internet has impacted your life in an ever-evolving world.

Every story on the StoryStoryHub will be told by social media users, real people they know and can relate to those using the campaign and the hashtag, #KeepTheStoryGoing, to make their voices heard.

To be a part of this campaign, you create a short video, telling how the internet has changed your life for good and why it is important we nurture its use in Nigeria, then, post it on your preferred platform, using the hashtag, #KeepTheStoryGoing and tag @StoryStoryHub.

Generally, Playhouse Communication Ltd is offering a broad range of services, including Digital advertising, Strategy & planning, Creative, Development & programming, Social Media development & management, Research, Media planning & buying. Very well into Innovation as well, it's waxing stronger by every passing day and racing to become a business of international class.



EGGCORN DIGITAL, A CREATIVE DIGITAL MARKETING SOLUTION OF GLOBAL PROMISE

Extending its trenches to Lagos in just 2021, from its London base, it started business then in 2014, Eggcorn Digital is still on building a reputation as a go-to for creative digital marketing cum full-scale marketing solution at the moment.

Whether working with startups or global brands, Eggcorn is focusing on connecting businesses with their audiences in meaningful ways across the world, setting itself apart with its knack for crafting unique, thought-provoking

contents and pairing it with smart strategies to hit campaign goals, an approach that was key to the success of the Hilda Baci Cookathon campaign, which raked over five billion global impressions.

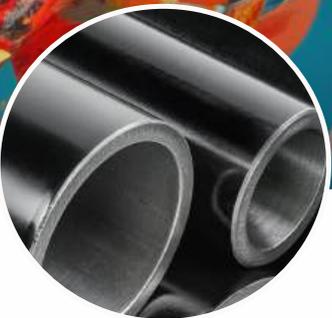
Now operating three key units, a creative digital agency, a podcast network and a talent management division of some of Africa's biggest names, the Eggcorn team believes in building buzz through word-of-mouth, creating contents

that truly resonates, using paid ads to be reaching targeted audiences, just as it is as well focusing on partnerships to drive growth and results, blending, as it is, creativity with strategy to aid brands to thrive.

Eggcorn Digital is rising fast to stardom and it is set to take its creative digital cum full-scale marketing solutions to global height.



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ELLAE CREATIVE, DIGITAL MARKETER OF EXCELLENCE, INSPIRING BRAND CREATIVES


 The logo for Ellae Creative, featuring the word "ellae" in a lowercase, elegant serif font. The letter "e" is notably large and stylized. A small teal dot is positioned at the end of the word, following the final "e".

A dynamic digital marketer and brand agency, strategically positioned in Lagos, Nigeria, storytelling this digital age and blending creative excellence with data-driven insights, crafting compelling brand narratives that are resonating and inspiring actions, Ellae Creative Agency is of repute and internationalism.

At the heart of it is a team of innovative digital strategists and creative visionaries, united by its passion for transforming brand connect with their audiences, thriving at the intersection of art and analytics and consistently delivering campaigns that don't just reach audiences, but move them.

Its collaborative approach combines technical expertise with creative ingenuity to behelping clients at building meaningful connections through strategic digital marketing, immersive brand experiences and innovative digital solutions.

From viral social campaigns to comprehensive digital transformations, it's turning brand stories into digital movements that are capturing imagination and driving results as it deeply remains committed to its philosophy of being truly a perfectionists that has kept going for it beyond the general framework of developing strategies and ideas to where it designs and produces projects with unique goals of creating understandable, intriguing and memorable projects, a commitment of deliverables that are heaping awards and honours on it from far and near, amongst them, International Transform Awards (MEA) (Middle East and Africa), Dubai, UAE, 2016, 2017 and Best visual identity in the professional services sector, Silver and Bronze, International Transform Awards (MEA) in 2018 also.

Its Chief Executive Officer (CEO),

Noella Ekezie, is an innovative marketing strategist, award-winning designer and engineer of a decade of doing the Right Things of her capacity, having trained at the Parsons School of Design and the Harvard Business School, that's immensely reputable at translating business requirements into creative and high impact solutions. She is as well a recipient of Nigeria's 100 Most Inspirational Women of The Guardian Newspapers, United Nations Regional Programme (RP) for Africa.

Services:

Ellae had redefined the United Nations RP for Africa's brand identity, creating a visually compelling and coherent narrative, developed a comprehensive Brand Guideline Manual to ensure consistency across media, Working dynamic editorials and digital assets effectively communicating Programmes' mission as well as engaging on pro motion graphics that are producing and making complex objectives accessible, and significantly enhancing their digital presence and stakeholder engagement.

On a United Nations Regional Programme (RP) for Africa (Events) Services, it had Exhibition booth branding and rendered a total project timeline of two weeks, Ellae providing specialised Exhibition booth branding and rendering services for United Nations Regional Programme (RP) for Africa's diverse events across the continent, showcasing its expertise in the creation of immersive and environment engagements that reflected the Programmes' mission and goals.

Its approach encompassed vibrant and informative display of graphics, interactive digital elements and comprehensive booth layouts,

all components working together to ensure visually appealing and informative experience for event attendees. Ellae's designs captured the essence of the United Nations RP for Africa's initiatives, facilitating meaningful engagements with visitors to make the outcome of its work visually striking and functionally effective exhibition spaces that stand out at various events as designs effectively conveying the United Nations RP for Africa's message, and encouraging impactful interactions with broad audiences.

There was also the PIND Foundation Services - Brand Strategy and Identity Development, Website rebuild of a total project timeline of 12 weeks.

Ellae Creative redefined PIND Foundation's impact narrative with a comprehensive overhaul of their Brand Strategy and Identity Development, aligning with their mission of fostering sustainable development in Nigeria's Niger Delta. It infused the brand with a vibrant and approachable identity that spoke about community growth and empowerment while on the Website Rebuild, it created an intuitive user-friendly platform that reflected PIND Foundation's vision, designing the new website architecture of facilitates of seamless access to resources to highlight PIND's pivotal role in social and economic advancement.

Cloudspace Services

Brand Identity and Design System Development, Web and Mobile User Interface Design of a total project timeline of four Weeks was another.

Ellae masterfully refreshed Cloudspace's brand identity to enhance their professional presence in the software solutions sector with the team, selecting a sophisticated colour palette and precise typography to elevate their brand, and maintain the integrity of the original logo, the refined branding toolkit, documented in a detailed brand manual by Ellae, ensured that Cloudspace communicates with clarity and consistency across all platforms.

Vested Nigeria Services

Brand Strategy, and Identity



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Development, Web and Mobile User Interface Design of a total project timeline of eight Weeks saw Ellae Creative redefining Vested's brand, just as it streamlined a strategy that championed personal and collective wealth building for it. Its identity development for Vested, on the other hand, conveyed trust and collaboration known to be pivotal in wealth management. As if that's not enough, the UI design it delivered for their web and mobile platforms is both intuitive and elegant, facilitating a superior user experience for managing finances with ease and confidence. It's same for the ongoing AgeTech collaborative from AARP Services Social Media Strategy, Management and Digital Design it's handling now.

Ellae Creative Agency is partnering with Age Tech Collaborative from AARP to infuse their social media presence with designs that resonate and engage.

Leveraging on the intersection of technology and aging, it has tailored a suite of digital designs, reflecting the innovative spirit of Age Tech Collaborative, crafting its bespoke social media graphics to capture the attention of AgeTech's diverse audiences, driving engagement and fostering a community around aging well, with technology as each design element is intentional, and aimed at educating, inspiring and inviting interaction from viewers across platforms.

The Biki Nigeria Services

Brand Identity and Design System Development, Web and Mobile User Interface Design of a total project timeline of four Weeks it as well handled was equally a thumbs up for it.

Biki, a new e-commerce platform for wedding planning, is offering a general market place for vendors of all wedding

related services. It crafted a bold, contemporary and flexible brand identity system to accommodate the offerings of the brand and developed a new wordmark logo with a modern colour palette, confident typographic applications and vibrant patterns in the bid to capture Biki as an organisation and what makes her unique, creating thereafter brand guidelines manual to help the Biki team understand how to visually communicate their core proposition to the outside world.

There's also the Monkey sure Limited Services, Brand Identity and Design System, Development, Mascot Development, Web and Mobile User Interface Design of a total Project Timeline of eight weeks also it made a master piece of and then, the United Nations Development Programme (UNDP) Prevention of Violent Extremism, Crisis Bureau Global Policy Network, New York Services Layout and graphic design of knowledge products on Prevention of Violent Extremism (PVE), including reports, case studies, policy and issue briefs, Development of the visual identity and brand guideline manual for UNDP's Prevention of Violent Extremism (PVE) work, all of a total project timeline of eight weeks executed by Noella Ekezie, the CEO herself, as an independent volunteer and not in an agency capacity aggregator platform based in Lagos, Nigeria. Commissioned to develop a brand identity, cohesive visual language and a comprehensive brand guidelines manual, it for the logo incorporated a tick and a 3D monkey mascot to bring the brand essence and name to life in a project that received global acclaim in its quality and delivery to earn Ellae distinctive professional reputé of class, elevating it to the level of the frontliners it's in the sector in the country and beyond today.

BLOOM DIGITAL MEDIA, PASSION FILLED, CREATIVITY COMMITTED MARKETING AGENCY OF HOPE



An Abuja-based advertising and communications agency, Bloom Digital Media Ltd is passion-filled and creativity committed to elevating brands and businesses to new heights.

For Bloom Digital Media, ideas glow in the world like rivers, with every concept, a brushstroke of genius, making innovation the symphony of progress and the realm Bloom Digital Media thrives in.

Priding itself as a Leader in Digital Marketing and Public Relations, probably so, being a Meta Badged Partner with the experience of handling all forms of Digital Campaigns, and

having the fortune of working with Nigeria's leading brands, and engineering ROI focused digital campaigns and activities, it's attracting, connecting, engaging and converting Nigerian consumers online.

It aims to illuminate the world with the power of creativity to forge authentic connections that resonate with the human spirit to spark brand growth in global corners.

True to that, it has remained that steadfast since its inception, becoming a force to reckon with in the Industry and today, servicing over 200 clients locally and internationally and continually proving to be transforming brands and businesses by the power of innovative creativity, relying on the mantra, "We don't just come up with what's cool; we craft the message your customers want to hear, everyone that can be delivered."

Bloom Digital Media is truly on a match on the world and enthusiastically on the way to becoming a global innovative creative success.

In a World Full of Ideas, Yours Can Light the Way

We don't just create, we illuminate possibilities.
While others follow the usual paths, we spark ideas
that stand apart and shine brighter.

 Sharebeta



Where Others See Limits, We See Possibilities

We don't just look through windows.
We unlock a world of creative possibilities, shaping bold
ideas that set brands apart. Let's explore beyond limits.

 Sharebeta



EXP MARKETING NIGERIA: BEYOND AN AGENCY, A MOVEMENT IN EXPERIENTIAL MARKETING



EXP Marketing Nigeria Limited has earned a reputation as one of the most trusted and effective experiential marketing agencies in Nigeria. Operating under the collective expertise of its parent company, which spans 21 agencies across 17 countries, the agency embodies a rich legacy of over a century of marketing mastery across the continent.

Established in 1997, EXP has grown into a force that deeply understands and reflects the cultural diversity and unique dynamics of Nigeria's market. The agency continues to execute high-impact marketing campaigns, creating meaningful connections between brands and their audiences.

As a consumer engagement expert, EXP is uniquely positioned to reach audiences in all of the 36 states of Nigeria and beyond, offering services that span brand activation, sponsorship marketing, event marketing, social marketing and influencer management.

EXP Nigeria's philosophy is grounded in collaboration and innovation. By leveraging its collective genius, the agency consistently crafts tailored solutions that not only meet client needs, but propel brands forward.

The agency is led by Rosemary Akpo, EXP's Managing Director and a seasoned professional whose extensive experience with multinational giants, as Coke and BAT to mention a few has positioned her as a transformative force in experiential marketing. Her leadership, marked by a keen understanding of market dynamics and a relentless pursuit of excellence, is complemented by the creative expertise and vast experience from across from such frontrunners as TBWA, Noah's Ark, FCMB, when then of Angela Ukara-Makinwa, and as EXP's Director of Client Engagement, Strategy & Creative. Angela, equally earned recognition for her contributions to the marketing industry; she also the current Vice President of EXMAN.

Another distinction of EXP Marketing Nigeria is its vast clientele, which include household names like MTN, Unilever, Coca-Cola, Reckitt and Interswitch. In recent years, the agency has delivered campaigns that have garnered national and international attention. Projects as MTN Champs Season 2, Interswitch's Vervelife, The Jack Daniel JATB Concerts and Netflix "Far from Home" premiere, exemplifying the agency's ability to merge creativity with strategic

execution.

These efforts culminated in EXP being named Experiential Agency of the Year at the 2024 Nigerian Marketing Awards, a recognition of its collaboration with MTN on the widely celebrated Champs initiative.

Adding to the year's accolades, Rosemary Akpo and Angela Ukara-Makinwa were honoured among the Top 50 Influential Women in Marketing and Communications.

As part of the EXP Group, EXP Marketing Nigeria continues to set the standard for excellence. Since its inception, with a management team made up of Joy Akinpelu (ACIPM, GPHR), Bonike Ola-Okunowo (ACA), Ngozi Okonji (AMNIM, ANIPR), Matthew Salam (PMP) in addition to Angela Ukara-Makinwa (Fnimn, rpa) and Rosemary Akpo (FIMS, FIMC, arpa) - has been at the heart of the Group's commitment to creating meaningful, impactful brand experiences that go beyond the transactional nature of traditional marketing.

For all the awards and recognition, what truly defines EXP Marketing Nigeria is the passion and commitment behind every campaign. The agency's success lies not only in its ability to execute flawless campaigns but also in its dedication to creating authentic connections between brands and consumers. Whether it's the joy of a successful activation or the satisfaction of knowing that their work has made a real impact, EXP stands apart for its authenticity and its focus on human-centered experiences.

There is no doubt that EXP Marketing Nigeria will continue to shape the marketing industry across Africa and beyond. With visionary leadership, a forward-thinking team and a deep commitment to innovation, EXP is not just driving brand engagement, it is leading a movement that will transform the future of marketing.



The Family Entertainment Channel

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GOtv
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WATERMARK VICTORIA, DELIVERING IMPACTFUL BRAND EXPERIENCES, ENGAGEMENTS

**WATERMARK
& VICTORIA**



A Strategy Consulting firm that emerged into a full service experiential agency, Watermark Victoria Agency that commenced operation in 2016 and has effectively been operating in about 32 states of the federation, is delivering impactful brand experiences and engagements to over 22 local and multinational brands.

Located in Maryland, Lagos, with operations, spanning the country's six geo-political zones, the EXMAN registered brand experienced company, utilising different activation vehicles, marketing tech and experiential assets to drive and deliver impactful marketing and brand experiences, has built its essence on the founding values of its 4c's - Character, Competence, Capacity and Consistency that have created for it the framework, network and chemistry required to design memorable brand experiences and deliver transformative values, combining the 4C's with Co-creativity and Collaboration to be driving its high standards of excellence while working with a diverse set of clients in a most consistent way, delivering the best in class brand experiences and activations.

Adept at managing brand growth, the company, with its innate ability of creating a consumer centric culture of continuous improvement, engages innovation tailored strategies to be expediting revenue increase and consistently growing the market share

and sustainably improving bottom-line profits, keeping to the act of learning models and reviewing data effectiveness campaign and post campaign effectiveness to rigorously plant its footprints in Lagos, Ibadan and Akure, South -west, Enugu, South East, Kano, North West, Port Harcourt, South-South, Asaba, Delta and the FCT, Abuja.

Watermark, an Agency of magnificent capacity and capability, continues to enjoy profound patronage, and having a record of working for over 50 brands in the past, a trend that gives it an average of 382 Activations a year and a sector experience among others, the Aviation sector, FMCGs, Alcoholic Beverages, Health & Pharmaceuticals, Telcos, Food & Drinks, Digital Conferences & Events, and the Greater Lagos Commercial Convention, 2018 – 2024, not forgetting the Lagos annual Coca-Cola Company sales conference in which it's charged with creating an atmosphere that could make the company Staff to come together to discuss ways to adapt to winning thorough curated brand experiences, silent disco breakout sessions and topped off gala night objective of Communicating global Campaigns with stakeholders and creation of memorable experiences that could drive convention results, a task that culminated in it creating engaging atmospheres, fostering camaraderie to inspire great moments.

It was same for it with the PREMIER COOL IMD 2023, in which they hosted the annual International Men's Day for 120 guests that spoke to Men's Mental Health, including M.I Abaga, Etim Effiong, Elozonam, Akproko Doctor and Oscar , the Host, influencers and guests.

With the rich presence in branding and curated assets that engaged the guests on the day of the event, brand visibility was achieved, with the event, registering three major experiences, Men's Mental Health Session, Networking and Games, as well as having Pheelz, Mr Producer, that closed the event, serenading it at the Hard Rock Cafe, Lagos, the location.

There was also for it the unveiling of the official Spiritual Home of the premium luxury brand, a home, representing the Pinnacle of luxury consumer experience. The Agency executed the launch, using the brand's best practice playbook, infusing key brand elements associated with its global Spiritual Home summary best practices, it also had the Macallan Brand Six Pillars, foundation stones that represent the quality and Character of The Macallan. In executing the task, its execution framed light boxes as pictorial represented what the six experiential marketing women were, creating a world in which women feel confident in their own skin, and went around Nigeria to get women to share their Stories on beauty and societal struggles, and to encourage them to make beauty their Way.

Such has been it for Watermark Victoria in all respects, getting jobs as it's executing and brilliantly delivering to utmost satisfaction and receiving commendation and awards across the land year in, year out, among them, the Best customer care Award it got honoured with in 2023 and the Most Outstanding Young Experiential Marketing Agency of the Year it got the same year from MARKETING EDGE. Obviously, it's on the upward rise.



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Q21 SOLUTIONS, AN AMALGAM OF INNOVATIVE EVENTS, CREATIONS



Providing Event Consultation Services with a touch of uniqueness, Q21 Solutions specially packages its services of corporate profiles to be of superb delivery of expressions of corporate identity to their audiences.

Now all being referred to as an immersive brand builder and story teller, its solutions equip corporate bodies with the ability to better inform, entertain, motivate, recognise, sell and train targeted audiences.

The diverse skills and expertise of Q21 Solutions stand it out in a crowd, an ability that has successfully carved a niche for it in the industry as a notable concert organiser, remarkable expert in product launchings, exhibition, training & educational programmes, seminars and award ceremonies organiser, among others.

Obviously now an agency of experience, taking advantage of its vastness in event organisations and programming, entailing Creative Solutions and Results, just as it's regularly on exploring new ideas that are encouraging its threshold crossing for imagination and innovating by blending creativity with the clear objective of freshly communicating provocatively.

Ever inspiring themselves to excitement and recommitment to core values, and the capability of bringing

ideas to life since 2010, Q 21 Solutions is now endowed with the solid reputation of being creative, adaptable and innovative, blessed with the annual staging and delivery of hundreds of meetings, conferences, trade shows, digital and live events, committed ever to delivering the best for its clients in its Virtual/Digital services, ranging from the Hybrid, Conferences, Trade Shows, Reward & Recognition, National Business Meetings, Product Launchings, Webinars, Live Q&A, Live Broadcasts Events, Customer Appreciation, Employee Recognition, Galas & Openings, Product Launchings, Brand Awareness Experiential to Celebrations.

Well known to be exceptionally capable in Trade Shows, Design & Build, Show Service Coordination & Management, Execution Meetings, Sales Conferences, Road Shows, Seminars, Corporate Retreats, Trainings, Meetings, National Business Meetings, In-House, Full-Service Event Management, Strategic Consultation,

Creative & Theme Development, Concept & Agenda Development, Destination & Venue Sourcing, Planning & Production Services, Airline Reservations, Ticketing, Show Production, Entertainment & Speaker Procurement, Multimedia Design & Production, Graphic Design, Speechwriting/Translation, Merchandise Premiums, Online Registration and On-site Management, among others, it is deep in its Portfolio of creating pivotal programmes, focusing on 'people moving people'.

Being in business for over 14 years now, it has quite literally explored the globe and with some of its clients in some cases, remaining ever thoroughly consistent and consistently enjoying the

best of services from it, it has earned and remain earning for it within and beyond most enterprising businesses as the Jameson Distillery on Tour here in 2023, when it thrilled its client, Pernord Ricard, with the outstanding execution of the JDOT event, there's the GE Vernova events it has been handling over the years, the Microsoft Hackathon 2024, being a part of all it has been doing for Microsoft, having for over four years been planning and coordinating various Microsoft events from end to end, relying on its rich expertise in creating unique experiences to execute the Microsoft Hackathon event.

How about the Iwaju Movie Premiere? The launch of the animated series set in a futuristic Lagos, Nigeria, with Q21, creating an indelible experience, tailored to nature and theme of the movie and there was also the Moonshot in which it was tasked with the execution and management of the two-day Tech event called Moonshot, designed by the Big Cabal that featured thought provoking discussions from people within the ecosystem along with an extraordinary line up of speakers.

Aside executing events for clients, Q21 Solutions has created its own signature event, being done annually, with the Alte Culture Festival maiden event, holding in 2022 and executing last year the version 3.0, that created experiences that resonated with the Alte community in terms of Food, Games, Arts & Crafts and Fashion and providing a platform for up-and-coming artists and creatives to showcase their talents on a large stage.

Invariably, Q21 is an amalgam of events and creations and it is on the top scale of professionalism.



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t a n t a c o m . o r g

EXPOSE MARKETING SOLUTIONS, EMERGING INNOVATIVE, CREATIVE EXPERIMENTAL MARKETER OF CHOICE



An Integrated marketing communications company on a mission to change the status quo in the brand experience world through innovation, creativity and consistency, with focus on delivering seamless and quality brand experiences to relevant stakeholders, leveraging on the right expertise, creative and passionate personnel. Expose Marketing Solutions Limited, ever an innovative pace setter, is riding on its vision of building a global marketing solutions agency of African origin.

Being driven by passion, ambition, creativity and excellence, with a mission from the onset to be the best in its trade, which it has become today, providing innovative marketing solutions across offline and digital channels, deploying its ever scintillating professional core values of consistent adherence to ethical practices. Reflecting on all its touches, creativity, preparing better soups, curating resourceful and captivating ideas and morphing them into communicative and actionable reality, excellence “doings wey dey make am carry shoulder,” it’s now a pride of itself and of all around it, surpassing at its level the ordinary as it consistently setting the Pace for perfection.

Being one “that Sabi Beta,” going for gold has become the bedrock and driving force of its team, making it an excellent perfection of its services - PR, Digital and Experiential - to become a preference in choice, now well known to be wholly research-minded, quick at understanding brands’ challenges and

gifted with the ability to analyse competitors and offering clients the best of their product values, supported by data-backed analysis and obtaining practical solutions for top-notch brand experience delivery, creating and offering effective, bespoke solutions to all client concerns.

Also, as consummate value givers of its services, the company is totally dedicated to optimizing consumer results, and for them, success is a guarantee. “Being deeply rooted in a thorough understanding of market dynamics, it consistently ensures the fulfillment of clients’ experiences while staying true to its manifesto—telling stories that outlive it, weaving meaningful connections infused with authenticity and emboldened by audacious creativity. “Generally, Expose creates timeless memories that ensure elevation, implying that when it listens, it does so deeply to understand the client’s position. It then adopts strategies that outshine others as a pacesetter, driven by every spark to break limitations and propel ideas toward new heights.”

This being what it has become, it does not only lift its shoulders high, it cooks and serves the best, with the results speaking for themselves, woven in the abyss of lasting impressions it sounds to all, and asking to be joined on the transformative ride to immerse the desires of them all, stating and restating at all times that in the galaxies of solutions, it’s edging you above others with it, togetherness, being the most ideal at creating a connected story that EXPOSES you to a realm of infinite realities.

For Expose Marketing Solutions, it’s a looming illuminating glorious time and with such an upward shot into emergence, galvanising and becoming a well acknowledged treasure of professional trajectory, receiving glorifying commendations and performance excellence awards, jobs are glowingly

streaming in for it, just as it has perpetually held on to all it has always had, amongst them, the Chivas Palace, where occasionally the Regals welcome the Hustle Gen to their bespoke Chivas Palace, and showcased across Nigeria to celebrate the “I RISE, WE RISE” ethos that are clearly expressed through unmatched experiences that seamlessly blend awe-inspiring moments with pure enjoyment to make the brand community to experience quantum growth in loyalists.

There was as well the Martell House Party that culminated in the Port Harcourt discovery of Pernod Ricard and made the company to audaciously stamp its footprints in the Oil city with an exquisite delivery of the enthralling Martell House party, the Mikano Showroom Launch Party, Rexona and Afcon, Rexona Fanzone Cubana, AXE Soiree, the Blaqbonez Live, the “Breaking the Yoke of Love” Concert, the UEFA Champions League Finals of Heineken, a perfect blend of football bands that cheers and floated more beers at the UEFA champions final simultaneous watch party in three Nigeria locations, the Moniepoint Enugu International Trade Fair, the Leadway Leather Fair, the Leadway Assurance International Day of Happiness, the Big Brother Nigeria MunchIT, the Davido Valentine Dinner MunchIT and the Dangote Africa International Housing Show, among many others that are all lifting Expose Solutions to higher heights and beyond our shores, attracting and bestowing awards and honours on it from far and near, among them, the 2022 Brandcom Outstanding Young Experiential Marketing Agency of the Year award and the MARKETING EDGE honour in 2024 as the Fastest Growing Experiential Agency of the Year.

Expose Solutions is surely on the upward climb.

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RIQUESA AFRICA, REDEFINING THE EXPERIENTIAL MARKETING LANDSCAPE



In the fast-paced world of marketing, experiential strategies have rapidly evolved from buzzwords to essential tools for creating emotional connections between brands and consumers. In the forefront of this movement across the continent is Riquesa Africa. Established eight years ago, this dynamic agency has consistently delivered groundbreaking campaigns for leading brands, leaving an indelible mark on the industry.

One of Riquesa Africa's notable achievements was when they partnered with Dano Milk to break the Guinness World Record for the longest drinks pouring relay in 2018. This event saw over 700 active participants and attracted an audience of over 2,000 witnesses.

Riquesa has also exhibited their execution capacity, partnering with brands like Amstel Malta at the Africa Magic Viewers' Choice Awards (AMVCA) in 2022 and 2023, Tiger Beer, Hypo and other brands.

Riquesa Africa's ability to create impactful campaigns was also evident in the "Express Your Immaculate" campaign, transforming Hypo into a lifestyle brand and earning accolades, including Gold in the New Brand/Revitalisation of the Year 2023 category.

The agency played a pivotal role in empowering, educating and engaging hairstylists for Lush, reaffirming its position as the preferred hair extension brand for Nigerian women. Their strategic approach to the grand re-launch of Nittol detergent, which involved engaging and educating consumers across various states, significantly contributed to the product's successful market reintroduction.

Riquesa has also handled the impressive unveiling of Tiger Beer's brand ambassadors, The Cavemen, Ruger, Liquorose and Noble Igwe. Their innovative approach to brand ambassadorship generated a buzz, creating strong and memorable

consumer connections.

Riquesa Africa's incredible record also includes collaborations with some of the world's Fortune 500 companies, such as Google, Oracle, Amazon, Canon, Kaspersky, Hitachi and Samsung. Their expertise extends to the financial sector, with successful campaigns for institutions like Unity Bank and Alat.

Collaborating with a diverse range of brands as Waw, Lush, Colgate, Heineken, Desperados and Legend Stout, among others. Riquesa Africa has consistently demonstrated its capacity to understand and elevate brand identities through experiential marketing. Their campaigns reflect a deep understanding of target audiences and market dynamics, establishing them as a beacon of innovation and vibrancy.

At the helm of Riquesa Africa are its co-founders, Adim Isiakpona and Ayodeji Razaq, whose combined expertise have driven the agency's remarkable growth. Supporting the vision is Olatunde Oluwatona, the Head of Business, whose strategic oversight ensures the seamless execution of the agency's innovative campaigns. Together, the team embodies the creativity, expertise, and commitment that define Riquesa Africa's success story.

As Riquesa Africa continues to redefine experiential marketing, their commitment to creativity, research-driven strategies and client satisfaction remain steadfast. With an impressive track record and a portfolio brimming with success stories, Riquesa Africa



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GRAZA MEDIA LIMITED, INNOVATIVELY ENHANCING OOH ADVERTISING, CREATIVITY



Established in 2016, with vision to provide quality services that exceed the expectations of its ever-rising clients, cutting across the various sectors of the nation's economy and geography, Graza Media Limited, obviously a fast growing Nigerian out of home advertising agency with headquarters in Abuja, Nigeria's Federal Capital Territory, has grown phenomenally over the years through creativity, inventions and innovations. Its operations are rooted in its core values of: Integrity, Honesty, Excellence, Professionalism Innovation and Creativity.

With a very strong belief in treating every client with utmost respect, the agency integrates honesty, integrity and business ethics into all aspects of its business, unabashedly putting it

before all, "We pride ourselves the best in terms of proactiveness and customer satisfaction. We recognise the grace of God in what we do without ignoring the commitment and professionalism of our valued staff and management. We are committed to stimulating a culture of continuous learning and high standards of performance".

Little wonder that in the last eight years, Graza Media Limited has become a household name in the industry, especially in the Federal capital territory where its headquarters is located.

Piloting the affairs of Graza Media Limited as its MD/CEO is Dr. Akinadewo Zacchaeus Omoyele, FCA, rpa, an Economist, a chartered Accountant, and an astute professional in the industry.

Before founding his own company in 2016, Omoyele was for 10 years, the General Manager of GEMS Communications Limited, a leading outdoor advertising company in Nigeria equally headquartered in the FCT, Abuja.

Altogether, the Graza Media boss has over 24 years of experience in the



finance and advertising industries, that being the guiding light for the establishment, management and continuing advancement of Graza Media Limited to this day.

ELEV8MEDIA ADVERTISING LIMITED PROVIDING EFFECTIVE STRATEGIC MARKETING OOH SOLUTIONS



It is an innovative outdoor advertising company, providing effective marketing and advertising solutions. The agency has been in operation

in the OOH market in Nigeria since 2007, but in February 2016, it rebranded as Elev8media Advertising Ltd with the aim of providing audience and

technology-driven effective solutions in the advertising sector.

With a mission to connect its clients with their audiences in the most direct and engaging way possible through various effective means of advertising at all times, Elev8media Advertising Limited offers strategic OOH solutions, targeting its clients' audiences at all times.

This is best expressed in the agency's pay-off line that states, "We Sell Audience Reach, Not Billboards." Its services include LED OOH billboards; Mobile Billboard Trucks and Transit Tv, just to mention a few.



It's just art... if we say it is

We go all the way when it comes to telling your brand story.
 Let's help

CORPORATE REPUTATION MANAGEMENT

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EXECUTIVE PROFILING & POSITIONING

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EXPERIENTIAL MARKETING

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NEW CRYSTAL COMMUNICATIONS

MAKING INNOVATIVE MARK IN OUTDOOR ADVERTISING



New Crystal Communications is a major outdoor-advertising company incorporated in Nigeria, with offices in the major cities of Nigeria and advertising coverage, reaching all corners of Nigeria

and most West African countries. Initially established as a printing and public relations company in 1994, the company has risen to become one of the most prominent influential outdoor advertising company 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 (OAAAN).

With over 15 years of experience in the outdoor advertising field and cutting-edge technology in its disposal, New Crystal ensures quality and precision in

service delivery that surpasses their client's expectations. The quality of Outdoor advertising and Print Production is based on the company's philosophy of delivering the highest standard in all areas of its services, and thus complying with all known International standards for total quality management.

With the use of spectacular imagery, New Crystal's mark can be seen all over Nigeria, whether on impressive billboard structures around the country or LED (Digital Billboards) signs currently decorating major cities of the country. Strategically located sites are our main stay and they are delivering for our clients.

FOLHAM, COMBINING EXPERTISE WITH COST-EFFECTIVENESS TO GUARANTEE IMPACTFUL EXPOSURES TO BRANDS ACROSS NIGERIA



Folham is a family-owned, OAAAN accredited outdoor advertising company based in Nigeria.

The agency which has been in operation for 44 years, has numerous sites which are strategically located in high-traffic areas throughout the country.

Since inception in 1981, Folham has used its outdoor advertising expertise to help companies of every size reach out to current and potential customers.

Products and Services:

Folham's products and services include but are not limited to:

Outdoor Advertising Billboards – Our outdoor products which are mostly in south-west Nigeria include large-format posters (Unipoles and Iconic structures), Wall drapes, portrait boards and 48-sheets. We also broker deals for bus adverts and lamp-posts.

In Abuja, Folham owns the tallest Stand-alone Digital board in Africa, and other LED

boards.

Media Buying – We know we don't have billboards in all locations around Nigeria but because we are only interested in delivering service to our customers we have gone the extra mile to partner with other Outdoor Advertising agencies so that we can assist clients in finding good locations, getting great prices and also monitor the hoardings to ensure 99.9% uptime.

Branding – We provide all types of branding from automobiles to buildings, furniture, clothing, shops, street furniture, indoor, in mall, etc

Fabrication and Installation – We fabricate and install billboards and signages for both first party and third party clients.

Maintenance – We service and maintain billboard and signage at our sites and those of our clients in order to make sure they are still structurally solid.

Monitoring – We monitor sites in order to make sure that our clients get all exposures needed for their brands.

Printing – We print flexi materials to be posted on billboards

At Folham, we believe that outdoor advertising is the ultimate exposure for your campaigns be it product marketing, entertainment/social gatherings or political reasons.

Our dedicated teams will take you out of the crowd and maximize your exposure with very little cost compared to other advertising media.

All of these explain why the agency's clientele base keeps expanding. Among its key clients are: Dufil Prima; 9 Mobile; Airtel; MTN; Unilever; Nestle (Maggi, Golden Morn); Macallan; FCMB; Globacom; Lotus Bank; Premium Trust Bank; ALAT by Wema; Gloch Stylistic; McDowell's (Diageo Group); Zoho; Zenith Bank; and Bet 9ja.

The Folham team is led by Chief Hamzart Olamuyiwa, frpa, its Chairman; and Olaotan Olamuyiwa, arpa, its Managing Director.

The agency is duly registered with ARCON, the regulatory authority, OAAAN, its sectoral umbrella body; and relevant regulatory authorities across the states and the FCT where it operates.

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SKOT COMMUNICATIONS, CONSISTENTLY DELIVERING MEASURABLE RESULTS

A global strategic communications consultancy firm of a strong Sub-Saharan Africa focus, SKOT Communications is of the belief that every individual and corporate organisation has a unique story to tell, finding the voice, being what makes the difference.

Using its expertise, creativity and innovative ideas, it has not only defined, redefined and amplified its voice, creating real connections of relationships and loyalty, delivering measurable results in consonance with its mission of connecting brands, organisations and people to voices

that best represent and define them to grow authentic relationships and loyalty, it's delivering measurable results and empowering partners to reach their goals and fully attain the best of their potentials.

To SKOT, its voice and point of differentiation lies in the fact that its focus is principally understanding stories and amplifying voices, offering unrivalled breadth of experiences and depth of expertise, being client obsessed and having international agility and scalability, visionarily believing in the power of the human voice to drive change as leveraging on the power

of the authentic voice has made it to be innovating communications, challenging stereotypes, and inspiring its industry to be rethinking its approach as well as empowering individuals and organisations to be speaking up to be heard and induce global positive impacts, reiterating its values from which it derived its corporate name, SKOT, S- Storytellers, K-kreatives. O- Obsessed with Our Clients and T- Trusted Partners, logically defining it as philosophically inspired and motivated to grow into what it has become.

TEKSIGHT EDGE, OF DIGITAL PR, CREATIVE EXPERIENCES, RESULTS-DELIVERY INSPIRING EMOTIONS



A data-driven Integrated PR and Digital Communications Agency, Teksight Edge, whose mantra revolves around "creating experiences that inspire emotions and deliver results

on every level", is an agency established with the motivation to achieve results for all its clients, whether a start-up or a multinational corporation.

Teksight Edge's chronicle began in 2014, deriving from the synchrony of Technology, Insight and Edge, the beginning of its story.

Born with the need to float a digital advertising and PR agency that would strike a balance between perception and reality to exceed all else, it worked and grew, repositioning its status with the height it currently occupies.

The leading agency has gradually expanded its presence to attain notable continental recognition across Africa, extending its tentacles from Lagos to Kenya, Ghana, Rwanda, and with over 60 clients under its belt, it has over the years, creatively strike a balance

between perception, bridge the gap between what is not and what should be, just as it is known to be operating with a perfect strategy and rigid values but dancing with time and positioning itself with an exceptional team that do not use the one-size-fits-all approach, known to be common in the PR space.

With a strong equity today, Teksight Edge is leaping, breaking bounds and subconsciously taking over West Africa's PR space, and further deepening its presence to be reckoned with as a go-to-agency, expanding its service portfolios and moving from public relations to digital marketing, reputation management, event management, design and content creation, among others on the track to excellence and geometric upshot as King of Africa PR.



ABSOLUTE PR, EVER ARCHIEVING CLIENTS, ENTIRE STAKEHOLDERS' ULTIMATE GOALS

Obviously today one of the most understanding, creative, disciplined brand and reputation management firms in the world that's meeting the greatest expectations of stakeholders, Absolute PR Ltd is achieving the ultimate goal of clients and other stakeholders in it all and putting smiles on their faces by Strategic business solutions, employing conventional and unconventional methodologies of all sorts, obviously over the 360 mode of strategies at ensuring the right perception and ultimate establishment in public eye.

With the bond between you and the consumer/public or relevant stakeholders as its seal of work, Absolute PR operates as a unit dedicated to the entire management of a brand, taking branding as a business that must be addressed and managed as such, with the primary objective of meeting the expectations of the brand custodians.

With its total commitment to that, its personnel in the brand unit do not only live the brand, but sleep the brand in the quest to keep a client and the brand's promise, just as in its research & evaluation, its business is built around research from the point of the brief to the point of execution, constantly probing brands and issues as well as the consumers to understand if what it's doing is moving it towards the desired goal.

Investors, being who they are, different kinds of consumers, Absolute PR understands them, just as the nation's capital market and operators, giving it the leverage to tailor its messages around available or created platforms to ensure that the expected bond between the client and the investing public remains mutual.

With an investor sometimes needing more than just the figures to see and accept the opportunities, Absolute PR is constantly innovating to facilitate proper execution of its briefs and even going beyond the tradition to reach the consumer, working always with the dynamics of the marketplace, having a blessing in its good understanding of the Nigerian media scene, and a cultivation of a good rapport with media personnel, from Line editors to Publishers, a relationship that is said to be aiding its content feeding and sourcing from them as a way of getting feedbacks on consumers' disposition to messages.

That aside, beyond the traditional media, it is said to have already cultivated independent strategic platforms that it speaks to and hears from its target publics, being never wanting to fragment the consumer, much aware that fragmentation of the consumer in the market place requires an expertise in engagement that makes it necessary that a message is better

understood to get instant feedback from them on the subject matter as has always been the case with it, appealing to be allowed to be associated with individual and corporate market expectations, being simply the best in the market for you today and tomorrow, with Akonte Ekine, a seasoned public relations and reputation management expert of over two decades of impactful experience in the communications industry, as CEO.

As the founder and lead strategist of Absolute PR, a leading PR consultancy in Nigeria, he is said to have built a solid reputation for delivering innovative and results-driven strategies that elevate brands and organisations. His expertise is also said to span public relations, crisis communication, brand management and stakeholder engagement to make him a trusted advisor to some of the most prominent brands in the country today.

In addition to his role at Absolute PR, Akonte is equally said to be the visionary behind BrandXchange, a platform that connects businesses with insights and tools to enhance their brand equity and consumer engagement. Through BrandXchange, he has created an avenue for businesses to navigate the evolving consumer landscape with precision and authenticity.

As the convener of the Consumers Value Awards, he is said to champion consumer advocacy and market excellence in Nigeria, with awards under his leadership, evolving into a significant platform, recognising brands and businesses that are consistently delivering exceptional value to consumers.

Beyond his professional endeavours, Akonte is widely regarded for his commitment to shaping ethical and sustainable business practices. His thought leadership and insights into reputation management have reportedly earned him accolades and recognition in industry circles. A passionate communicator and strategist, Akonte is said to remain one of the pivotal figures today, advancing the public relations profession in Nigeria and beyond.



RED MEDIA AFRICA, EVER RED WITH CONTENTS, CONSULTANCY, CULTURE INTELLIGENCE

An integrated content production company of consultancy expertise backed by real and cultural insights, Red Media Africa commenced operation in 2005 as a convergence of journalism, human development and public Relations(PR).

With a PR and an Empowerment Marketing Unit under the parent brand, Red, it's focused on using inspiration, empowerment and action to be helping brand organisations to be communicating with their audiences at enhancing their bottomlines and industry leads.

Steadfastly keeping to six operational frontals - Media Relations, Product Strategy and Development, Crisis Communication, Brand Event Management, Brand Identity and then, Media Buying and placement, it has in the last 16 years cultivated strong relationships with some top personalities that are giving it direct access to platforms and communities to earn it good and vibrant past and current clients, among them, the British Council, Pepsodent, hp, Amstel, Access Bank, Microsoft, Facebook, Unilever, GTBANK, Bet, Nickelodeon, Mitsubishi, Nigeria Breweries, Suzuki, 33Lager, Union Bank, MTN, Heineken, Wema Bank, Airtel, Life Breweries, Intel, and Maltina.

It has equally been involved in many case studies as its handling of the communication/management of the Mark Zuckerberg's visit to Nigeria that saw it did 136 print mentions, ranging from articles and opinions in major National newspapers, 67 articles (news, interviews and back page stories), 67 front page stories as well, 67photo stories also and 40 million impressions in the social media in cumulative coverages, obviously now the best PR and Customer Experience agency in Nigeria, helping to develop lowest-risk winning strategies to boost sales, human resource, business productivity, technology adoption and market share

to drive Access Bank's vision to improve on Nigerian Education for which it facilitated a high level Charity Polo Tournament in the UK as part of a series of tournaments held across Nigeria and South Africa, with the bank raising \$1.3million from the tournament aimed at building and equipping over 100 classroom blocks in locally developed areas of the country.

It was also as well with its handling of the MTV base inside Life with Africa that focused on the personal and professional lives of celebrities, with it tasked with creating anticipation for the premiere and achieving mass awareness around the featured talent and eliciting organic episodic walkability, social commentary and positioning the show as one of the top docu-series in Nigeria.

Among the lot of its case studies, promotional, and product campaigns was also the launch of the 33cl sleek can soft drink, a Fayrouz unveiled campaign, titled, "your Difference" to acknowledge consumers that thirsted for excitement and the need to set the winning difference that made them exceptional on introducing their brand influencers and became an event graced by eminent personalities of celebrities and socialites, just as it was of the Knorr Eativists unveiled/Media Parley. The event unveiled at their headquarters had seen them unveil 14 Eativists, with Red Media Africa, developing a PR strategy for it to communicate Knorr's Eat for Good message of encouraging people to change their world by changing what's on their plate and introducing the Eativists to their target audiences through relevant news, food and entertainment media platforms they interact with via interviews, social media channels, blogs and news channels, among others.

The campaign on the whole achieved international reach of 456.7million and an impression sentiment score of 97.2% to make it.

Another of its memorable Campaigns was its

Heineken Credential Campaign that won it the Sabre Award, one of the World's highest PR awards programme, recognising superior achievement in branding and reputation for The Food and Beverage sector, the Lipton Ramadan "Do Good" campaign, the Access Bank Avengers Endgame VIP Event, the Mitsubishi L200 Launch, CloseUp #Give Love a Love Surveillance Campaign, Access Bank Sustainability Awareness Week, LifeBuoy Relaunch and the Lipton "Reasons To Smile" Campaign as well.

It would be recalled that in 2016, Red Media Africa emerged the winner of the Gold SABRE Awards for Public Relations Campaigns.

The agency led the West Africa category for its sterling work on Facebook CEO, with its governance consulting affiliate, being recognised with a Certificate of Excellence for leading the communication campaign of Nana Akufo-Addo in Ghana's 2016 presidential elections.

At the award, Red Media Africa emerged the (then) only Nigerian PR & Communication company among the shortlist of winners at the globally recognised Awards. The SABRE Awards, which attracts close to 5,000 entries globally yearly, provided the premier showcase for the best that public relations has to offer.

Adebola Williams, co-founder, Red Media Africa, speaking on the award, said: "We are deeply humbled by this recognition as it further validates our work and focus on using the media to inspire and empower Africa. We believe there is no potent force in the world like that of an inspired individual, that being the crux of our communication, and going forward, we will double down on our efforts to inspire the continent."

The SABRE Award showcases the best work produced by public relations

firms to demonstrate that PR can develop brand-building ideas, creative content, and strategic reputation management programmes that impact the bottomline.

Red Media Africa's mission, which has always been to reach and influence the largest number of African youths at any time, has been a major factor that has helped it over the years to

attract top brands to its portfolio, but says what's ever making it Red are its contents, consultancy and culture Intelligence without, however, leaving out it's Inclusivity & Diversity, having understood the nuances of diversity across industries' geographies, all attributes with which it says it's helping organisations to be crafting better diversities and inclusion strategies,

stressing that its inclusivity, diversity communication and consulting are helping clients across industries to be implementing programmes or to be improving on existing ones that are creating value through improving inclusivity and the diversity culture, the actual ever propelling ethoes of Red Media higher and higher.

MEDIACRAFT ASSOCIATES, AN INTEGRATED PR, BRAND COMMUNICATION CONSULTANCY FIRM OF SCALE



A Full-service Public Relations and Integrated Brand Communications consultancy firm, Mediacraft Associates, a Nigeria Affiliate of FleishmanHillard SA, is a fully Nigerian-owned limited liability company.

Commencing operation here in Nigeria in September 2003, it's about the largest PR firm in Nigeria today by size with a staff strength of over 40 full-time employees by January this year.

A registered member of the Public Relations Consultants Association of Nigeria (PRCAN), the umbrella body of operating PR firms in Nigeria, it believes in its work to deploy the Right Mix of communication channels and tools to ensure seamless engagement with critical audiences, easing engagement to create ideas and evolve solutions for effective brand connections with stakeholders as it Provides and adopts integrated communication approach,

promoting and monitoring brand conversations across traditional and digital channels.

Known to be well versed in PR Research & Counselling, Brand & Marketing PR, Digital Marketing & Communications, PR Crisis Management, Media Relations, Reputation Management, Corporate Social Responsibility, Public Affairs Communications and Thought Leadership Core Competences, it tells clients' stories, ever working in accordance with the precedents of its Founder/CEO, John E. Ehiguese, a professional of a 30-year cross-function career, spanning Management Consultancy, Sales and Marketing, Advertising, Broadcasting and Public Relations, just as he had a two-year Account Directorship at C&F Porter Novelli, coordinating PR support for MTN Nigeria roll-out between September 2001 and December 2002.

With him as CEO, Mediacraft Associates, he has supervised cutting-edge PR support for high-profile clients as Nigerian Breweries Plc, Stanbic IBTC, Diamond Bank Plc, Mastercard, Western Union, Interswitch Group and Olam

Group.

Holding a Masters degree in Business Administration (MBA) from the Lagos Business School of the Pan Atlantic University, Lagos, in addition to being an

Alumni, IESE Business School, University of Navarra, Barcelona, Spain and the University of Central Lancashire (UCLAN), Preston, United Kingdom, Ehiguese is the immediate Past President of the Public Relations Consultants Association of Nigeria (PRCAN), Fellow, African Public Relations Association (APRA), Member, Nigerian Institute of Public Relations (MNIPR), Member, Public Relations Consultants Association (PRCA), United Kingdom, Member, Jury, 2015 PRCA (UK) Awards, and Member, Board of Management (BoM), International Communications Consultants Organisation (ICCO).

Mediacraft is in the foray, doing business, delivering results and now virtually in the front of PR practice in Nigeria with a rare combination of analytic and creative capabilities of a team of excellence.

INTEGRATED INDIGO, PROFESSIONALLY SOARING AWAY TO GREATER HEIGHTS



Established in 2013 by a group of 'fresh thinkers' to provide creative insights and spot-on ideas as a communication solutions Company to help clients achieve set marketing/corporate goals, Integrated Indigo, a full service Marketing Communications consultancy firm, has a priceless annex of the corporate marketing affairs department of its clients, partnering with them in planning and implementing personalised strategic communication framework to archive set targets.

Equally having a multicultural passionate experienced team of over 20 staff members with a cumulative experience of over 150 years across different sectors, its operating vision is in the 'A' league of the new Africa generation of professional Marketing Communication Agencies, just as its mission to constantly add value innovatively to Clients with its integrated marketing communication (BTL) solutions, leveraging on its core value of integrity results-driven partnership, professionalism and global best practices, its essence, being 'Excellence is not a destination,' but a journey as it's constantly on the road to better its yesterday.

A member of the Ark Group by affiliation, Integrated Indigo is primarily into Creative Strategy, PR & Events, Digital Marketing, Production & Content Development, Northern Focused Agency, Non-Governmental Organisations, and the Business Portfolio - Clientele Corporate Organisations, greatly establishing itself and articulately taking a touch on brands, offering them PR Strategy/Advisory, Media Relations & Gatekeeping, Stakeholders Engagement /Crisis Management, Creative/ Multimedia Services, Event & Project Management, Government Relations/Public Affairs, Content Development/ Digital PR, Online Reputation Management, PR Research/ Insights, CSR Framework Planning & Communications, Internal Communications Support, Management Profiling & Positioning and Media Tracking/Monitoring and Analysis, with such a man of valour and professionalism with vast experience, cutting across Public Relations, Advertising, Events and Experiential Marketing as Mr. Bolaji Abimbola as MD/CEO.

A man that has worked with MC Seeks Associates, an Advertising Agency as a Copywriter/Client Service Executive, Consumer Goods and Services Ltd, MediaCraft Associates

as Senior Executive/Business Development Manager before joining BD Consult Limited as Media Relations Manager to rise to the position of Head, Media Relations and Strategy, Bolaji is an alumni of the prestigious Lagos Business School, International School of Management and Strathmore Business School, Kenya as well a graduate of the Polytechnic Ibadan, where he graduated in 2005 as the Best Graduating Student in Mass Communication with a 4.38 CGPA, he is a fellow of the Institute of Brand Management of Nigeria (IBMN), Institute of Management Consultants (IMC), member, Nigerian Institute of Public Relations (NIPR), APCON and NIM, he is also a fellow of the African Public Relations Association, APRA and Secretary General, Public Relations Consultants of Nigeria (PRCAN), he has won several awards, including the NIPR Presidential Award, 2019 and the NIPR, 2021 PR Practitioner of the Year award.

Ambibola has worked on many leading corporate and product brands, including ExxonMobil, Indomie Instant Noodles, Lafarge, Panasonic, BlackBerry, Samsung, Mastercard Foundation, Nigerian Bottling Company, Nigerian Breweries, Huawei, Indrive, Arla, Famfa Oil, Unilever, Lekki Port, Lagos Free Zone, Lekki Gardens to name but a few.

Bolaji is listed on the PR POWER LIST of Top 50 PR practitioners in Nigeria in 2024, making the same list of the maiden edition in 2022.

Indigo integrated is of class, yearly garnering stardom and attracting awards of fame from far and near, among them the 2024 BusinessDay NBLA Award of the Best Integrated Marketing Communications Firm, 2024 Brandcom Award PR Agency of the Year, 2023 EMEA African Excellence Award, 2023 Sabre Africa Award, 2023 Sabre Certificate of Excellence, 2023 LAPRIGA Award of Best in Technology Public Relations, 2023 Spokesperson's Communication Award of Agency of the Year, 2022 Brandcom Award of Most Outstanding Agency in Corporate PR, 2022 Sabre Award of Certificate of Excellence, West Africa Category, Mastercard Foundation Covid-19 Public Awareness Campaign, 2022 Excel Africa Excellence in Public Relations Leadership Agency of the Year, 2022 West Africa Brands Excellence Award, 2022 West Africa's Most Innovative Digital PR Solution Provider of the Year, 2021 NIPR (LAPRIGA) Agency of the Year, 2019 MARKETING EDGE Outstanding PR Agency of the Year,

2019 NIPR PR Excellence Award, 2019 West Africa's Best in Class PR and Communication Services Company of the Year, 2017 MARKETING EDGE Outstanding PR Agency of the Year, 2016 MARKETING EDGE Young PR Agency of the Year, 2016 BJAN Best Activation Campaign, and the Voice Nigeria, putting Indigo on the train of the acclaim and professional excellence.



PRECISE PLATFORM, DELIVERING EFFECTIVE REGIONAL COMMUNICATIONS SOLUTIONS, IMPACTFUL CAMPAIGNS ACROSS WEST AFRICA

Established in 2018, Precise Platform is a strategic communications and reputation management company dedicated to providing exceptional service offerings, including Corporate Communications, Consumer Communications, Lobbying and Government Relations, Financial PR, investor Relations, Issues Management, Crisis Communications, Media Monitoring, Trend Spotting and analysis, Digital Communication and Brand Promotions.

At the heart of Precise Platform's mission is changing perceptions, creating the right reputation and actualising business success for its clients.

The agency helps clients to formulate, articulate and to push boundaries of possibilities in the marketplace by leveraging on its expertise in strategic communications.

The agency is led by Bolaji Okusaga, a seasoned professional in the communications industry. A former Vice President of the Corporate Affairs Managers of Banks (ACAMB) and an Associate of the Nigerian Institute of Public Relations (NIPR), as well as a member of the Bankers' Committee, Public Enlightenment Campaigns for MSMEs, Rhoda Olajide, the agency's Chief Operating Officer, brings over five years of managerial experience and oversees the day-to-day operations, maintains relationships with key clients, develops and implements the agency's long-term strategies and goals. Her professional background demonstrates a strong blend of technical expertise and strategic thinking.

The senior leadership is supported by a diverse team of professionals with extensive experience as Business Analysts, Account Planners, Content



Bolaji Okusaga, MD

Curators, Media Specialists, Digital and Creative Design Specialists.

Precise Platform is of diverse client base across various industries, including notable brands as Coca-Cola Nigeria, British American Tobacco West, Central Africa, BATN Foundation, Seplat Energy, OCP Africa, Henkel, Amazon Energy, West African Ventures, AOS Orwell, Nestoil Limited, Unilever and i-Fitness.

With a deep understanding of the Nigerian and West African markets, the agency leverages on its extensive network of media contacts in countries such as Nigeria, Ghana, Sierra Leone, Liberia, Gambia, Cameroon, Benin and South Africa to deliver effective regional communications solutions and impactful campaigns.

In 2022, Precise Platform launched a Precise Point, a real-time brand perception management, and a research and intelligence platform, an initiative that was designed to enhance market insights and analytics capabilities to help businesses map routes to market and customer insights more

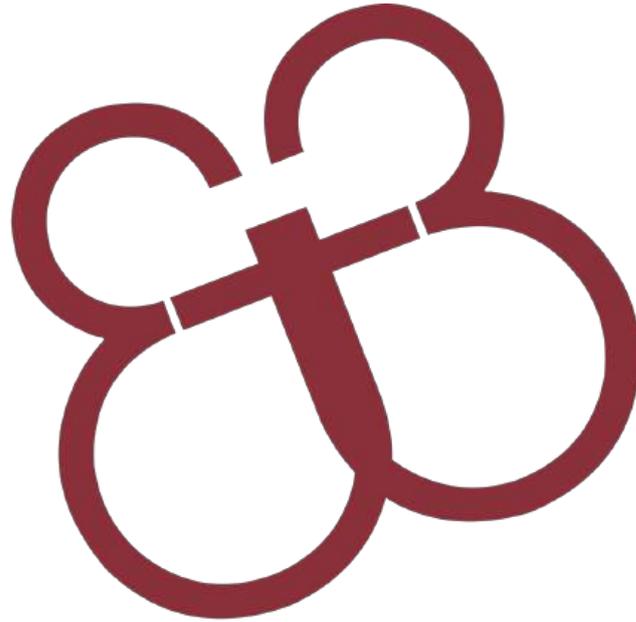


Rhoda Olajide, COO

effectively. Precise Point aims to evolve into a full-blown company, offering structured market and policy reports of international standard.

In 2024, the company further expanded its innovative initiatives with the launch of Teon Engine, a cutting-edge technological hub, operating as a subsidiary. It also introduced PrecisePoint Podcast, a dynamic platform dedicated to in-depth discussions on economic and socio-political issues.

Precise Platform operates with a philosophy centring on curiosity, creativity and confidence, emphasising innovation and continuous inclination to stay ahead in the evolving marketing communications landscape. As a recognised innovative agency in the West African region, Precise Platform helps brands to achieve their strategic communication objectives through tailored and effective strategies, delivering creative solutions that meet the dynamic needs of its clients.



Brooks + Blake

BROOKS AND BLAKES (B + B), RESULT-ORIENTED STRATEGIC PERCEPTION, MARKETING COMMUNICATIONS CONSULTING FIRM

Brooks and Blakes (B + B), operating across West and Central Africa, is in the business of Informing, Inciting and engaging clients and stakeholders.

A strategic perception and marketing communications consulting firm, it is obviously a thriving organisation, being driven by exceptional and transformational results across the African markets. Very well result-oriented, measurable, sustainable and much of shareholders engagements, it is of an enthusiastic ambition, aspiring to be the best in consistently providing strategic communication solutions and experiences of measurable impact on clients' businesses, just as it has high value for partnership, integrity, innovation (focus) and continuous

improvement, deeply engaging strategic corporate PR(financial PR), Brand PR, Government Relations, issues of mitigation and management, perception audit, digital media management, media relations and inventory management.

Being led by a team of dedicated professionals of combined wealth of experience in banking and finance, public sector, business journalism, corporate communication, investor relations, telecommunications and brands PR, the company is obviously working with an exceptional team of communication strategists, data analysts, media influencers and opinion shapers that are of the task of gathering intelligence, distilling, interpreting and

using information for the purpose of achieving desired objectives of clients' interests. Fortunate for it, it possesses very invigorating understanding of the business landscape, its operational environment and its ever ability to anticipate challenges and engage with stakeholders at all levels, relative to clients requirements as it continues to deliver qualitative and measurable results, being supported with a robust and functional framework, supporting their consistent delivery with shared passion, convinced that its ever unshaken confidence and performance consistency is ever the result of its core abiding principles of hardwork, the best of professionalism in all its works, and then, its commitment to partnering with clients for effective engagements and results delivery.

B+B, an annual awards -attracting monumental business of scale in value areas, remains committed to issues of management and mitigation, full scale IMC Service Solution and its ever Africa business outreach mindedness to give the low down of it as an ever one of in-depth professionalism and internationalism of class.

TANTACOM

A company that blends creativity with strategy, offering 360-degree marketing communications solutions



Tantacom: Redefining Brand Experiences Across Africa
Tantacom is a Lagos-based, full-service marketing communications and project management agency specializing in creating immersive and impactful brand experiences. We offer a comprehensive range of services tailored to meet the unique objectives of each client, organized under six core areas of expertise:

Marketing and Communications:

Strategic planning and execution of campaigns, including Media Buying, PR, Out-of-Home (OOH) Advertising, and Experiential Marketing, to amplify brand visibility and engagement.

Digital Marketing:

Social media strategy, content creation, performance marketing, analytics, and other digital solutions designed to connect with audiences in a fast-evolving digital landscape.

Creative Design & Content Production:

From branding and visual design to multimedia content production, our team crafts engaging and cohesive assets that align with every client's vision.

360° Turnkey Events:

Concept creation, planning, and execution of immersive events, including experiential activations,

corporate gatherings, and product launches, designed to create lasting impressions.

Brand Strategy & Consulting:

Strategic guidance for brands to define their identity, refine audience engagement, and align with business goals, supported by in-depth market insights and a customer-centric approach.

Project Management:

Seamless planning, coordination,

and execution of projects, ensuring timelines, budgets, and objectives are met with precision and efficiency.

Operating across Nigeria, Sub-Saharan Africa, and beyond, Tantacom blends creativity with strategy to craft solutions that deliver measurable results. Guided by the values of excellence, innovation, and integrity, our mission is to empower brands to connect, engage, and inspire audiences. As our founders say, "We are committed to delivering strategic solutions that foster meaningful connections, drive growth, and elevate brands in the marketplace."

Our passion for excellence drives every detail, while our commitment to transparency and collaboration ensures strong, productive partnerships with clients and stakeholders. Over the years, Tantacom has built a reputation for exceeding expectations, delivering results-driven solutions, and setting a benchmark for brand storytelling and experiential marketing.

Whether through high-energy events, engaging digital campaigns, or impactful



Jennifer Odufuwa, Co-CEO



Olufunke Adu, Co-CEO

strategic consulting, Tantacom remains dedicated to helping brands unlock their full potential and leave lasting impressions in a competitive marketplace.

Leading the charge at Tantacom as its Co-Chief Executive Officers are Jennifer Odufuwa and Olufunke Adu, both of who exemplify the power of visionary leadership and teamwork in building thriving, future-forward enterprises.

On her part, Jennifer Odufuwa is a trailblazing entrepreneur, project manager, experiential project expert and creative marketing strategist with almost two decades of experience, delivering transformative, people-focused solutions.

Jennifer blends innovation, strategic execution and immersive storytelling to drive impactful initiatives across marketing, communications, cultural events and government programme.

Her dynamic leadership is evident in groundbreaking experiential platforms celebrating cultural diversity, promoting sustainability, and fostering economic growth. She was instrumental in designing and executing immersive experiences that spotlighted local industries, empowered small businesses, and drove socio-economic impacts.

Beyond her work in experiential campaigns, Jennifer has successfully managed and executed numerous large-scale initiatives, collaborating with federal and state government agencies, corporate organisations, and local communities to tackle societal challenges. As a seasoned project manager, she excels in strategy development, stakeholder engagement and seamless executions, ensuring that each initiative delivers tangible results and register long-term impacts. Her expertise has empowered uncountable populations, supported small businesses and cultivated sustainable economic opportunities. Equally a master at leveraging on storytelling and innovative engagement to create experiences that foster community connection and meaningful change, entrepreneurial amazon's reach extends to her role as CEO of The Bloom Companies and Founder of Thrive Beyond. She is as well the Managing Director of TerraTech Synergy, a facility management company, providing high-level operational and maintenance solutions.

Tantacom Group's Co-CEO, Olufunke Adu, is an inspiring leader, seasoned



We are committed to delivering strategic solutions that drive brand growth, foster meaningful connections and leave a lasting impact on consumers. With creativity, expertise and passion, we partner with our clients to unlock the full potential of their brands and elevate their presence in the market place”.

project manager, and creative visionary whose life and career are defined by her unwavering faith, compassion, and dedication to excellence.

As Co-CEO of the Group, she is at the forefront of delivering innovative solutions that merge strategic vision with human-centered design, propelling the company into the spotlight as a leader in marketing, communications, and event management in Lagos, Nigeria.

With over a decade of experience, Olufunke has earned a reputation for her exceptional ability to transform complex ideas into seamless, impactful projects. Her career began in the event management industry, where she spent eight transformative years mastering the art of creating unforgettable experiences. Her passion for planning and strategy naturally transitioned her into project management, a field where her innovative thinking, attention to detail, and ability to motivate teams have consistently driven success.

At Tantacom Group, Olufunke's leadership is underscored by her commitment to excellence, creativity, and empowerment. She has spearheaded several high-impact projects and initiatives that have set new standards in marketing and communications.

Her leadership style is defined by empathy, collaboration, and a genuine desire to see others succeed. Her natural ability to mentor and encourage has made her a guiding light for her team, fostering an environment of growth, innovation, and purpose. For her, leadership is not just about delivering results, it is about uplifting individuals, building trust, and inspiring those around her to reach their highest potential.

Beyond her professional accomplishments, Olufunke is a devoted wife, nurturing mother, and advocate for purpose-driven living. She embodies grace, strength, and resilience in every role she plays, balancing career and family with intentionality and faith. Her unwavering belief in God serves as the foundation for her life and career, guiding her decisions and inspiring her relentless pursuit of excellence.

Whether she is managing large-scale projects, curating memorable events, or mentoring the next generation of leaders, Olufunke Adu brings heart, creativity, and purpose to every endeavor. Her work reflects her core values: faith, empowerment, and service. A true visionary, she continues to leave an indelible mark on the lives she touches and the organizations she leads, making her a standout figure within the marketing and communications industry.

Without doubts, the partnership between Olufunke Adu and Jennifer Odufuwa is a testament to the power of shared vision and friendship. With a business relationship spanning over 10 years and a friendship of more than 18 years, the duo exemplifies synergy and resilience in leadership. Together, they have grown Tantacom Group into a formidable force in the marketing and communications industry, delivering transformational campaigns and experiences for clients across sectors.

LiquidSpark

An intersection of traditional and digital advertising

Conveying consistent messages about a brand's identity, values and offerings across all touch points by advertising is a specific tactic within the broader strategy of brand communication. In this interview with **MARKETING EDGE**, Akachi Ngwu, the CEO of Consumer Scores International Limited, speaks on how LiquidSpark, a new undertaking, is facilitating creative and lucrative engagements with consumers and customers. Excerpts.

Can you give us an insight on the rationale behind this innovation called LiquidSpark Advertising and how it works

In order to deepen the communication and advertising ecosystem, talking about the kind of offering we are taking to the market to grow it and give clients and advertisers more advertising opportunities outside the regular advertising format that we presently have is the essence of this concept I will call the subliminal advertising format, situated on using dry cleaners as a platform for clients to upscale and elevate their brand communication strategies and objectives. It is on the whole called LiquidSpark Advertising, with the essence is that when you take your clothes for dry-cleaning, it's assumed that they undergo water engineering, treatment and come back better than they were before. We obviously saw it as a kind of getting a brand fit with what we are trying to offer the market, using the dry-cleaning platform to communicate advertising messages to potential target markets.

The essence being that when you usually take your garments to dry cleaners, they come back folded with inserted blank cardboard papers. The essence is not to allow those folded garments to get rumpled in the process of delivering them to customers.

We saw the blank cardboard papers as opportunities to create immersive advertising materials, deepen the advertising market opportunity for clients and also woo consumers. Doing that, we created and extended a re-targeting framework through the use of QR code on those advertising materials on cardboard papers.

Through the QR codes, target audiences can also get back to the advertisers on their websites or on any of their designated customers targeting online media and vice-versa

How does LiquidSpark combine traditional method of advertising with one-on-one contact with the target audiences?

When you say traditional advertising, normally people look at television, radio, print and out-of-home. What we're trying to do with this concept is beyond just putting materials on the cardboard, we have gone ahead to have a QR code. When a customer scans the QR code, it takes the customer to your online medium.



Akachi Ngwu, CEO of Consumer Scores International Limited

Either your website, Instagram, Facebook or whatever online medium you want to direct that customer to. That is what it does. It will also help to re-target customers, just as it also helps you to induce a brand recall on a potential customer when he or she hears your campaign on radio, sees it on TV or sees the outdoor or in the press, in a kind of brand sensitization.

What it also does is beyond placing an advert on the two sides. You can place an advert on one side, use another side for puzzles. For seasoning brands, they can use one for their brand campaign and the other side for delicious recipes across various Nigerian cuisines. They can also use it for puzzles for kids. That's what it does.

So, we are presenting the client an opportunity of advertising that connects directly with the target audience. Beyond the regular advertising, you can use one side to play around on how you want to engage the consumers or the customers.

Beyond the owners of the garment, where the advertising materials are inserted in their dry-cleaned folded garments, other members of their household and visitors can also have an opportunity to see and feel the advertising campaign.

Thirdly, because we are in the age of technology, we considered the role of QR code in this subliminal advertising format as very strategic through creating a synchronisation between traditional and technology-driven advertising medium.

Who are the brain behind this innovation?

You know what I call it? I call it simplified advertising created for your brand. Simplified in the sense that it's an ordinary cardboard paper turned into an advertising material that will enable the advertiser to penetrate deeper into engaging with the customer needs.

What it means is that we have segmented this for the clients, who are looking for the A, B, C1, and C2 customer categories because these customer segments are the primary users of dry-cleaning services. This advertising medium has provided brand owners and advertisers direct access to consumer segments that hitherto were difficult to reach.

Now, advertisers and brand owners no longer need to expend their marketing budget on mass advertising but on a more focused and targeted medium for their campaign messages.

Who are the owners? This is conceived and developed by Consumer Scores International Limited to assist in deepening and elevating what's available at the moment. Beyond what you know, your TV, radio, print, digital and social media, there's also other opportunities for you that are both traditional and technology-driven through the use of QR code as part of advertising campaign messages.

Apart from the QR code and some of the things you have mentioned so far, what other features does it offer advertisers that other advertising models do not offer?

Beyond the QR code, the advertiser can maximise the two sides. It's not mandatory that you use both for your brand campaign. As I said earlier, you can use one part for brand campaign, and use the other side for puzzles, games and recipes.

The essence is to have engagements with the audience. The engagement might even be with the direct user of the product as members of the household or those who come in contact with the card while visiting. It is also important to state that the advertising materials come in colour prints, dicots and laminated.

Who are the primary target audience for LiquidSpark and how does it cater for their specific needs?

I will look at it from various angles. Beyond the primary target, there is also the angle of owners of dry-cleaning companies. They are the carriers of this advertising medium and very strategic to its evolution. I'm going to use their platforms to get it across to the market.

So, drycleaners are part of the primary target because without them, this thing can't get to the market. For the brands that are fit for this, I will say almost all brands, particularly automobiles, real estates, telecom, seasoning and all Fast-Moving Consumer Goods (FMCG) brands.

What really informed your decision to come up with the name, LiquidSpark?

Coming up with the name wasn't easy. It took several

brainstorming sessions and insights. It took several juggling, testing around with different types of people. At the end of the day, we zeroed in on LiquidSpark Advertising.

It's about the targets. We have a platform, which is for dry cleaning and laundry. When they bring their garments to the dry-cleaning companies, it becomes better than they were, delivered clean and sparkling. The cleanness comes from the water engineering and treatment they have passed through.

That is how the name LiquidSpark was coined to project what we are trying to pass across to the market. It is also important to inform us that the colour, typefaces and other brand name elements were carefully selected to reflect our service delivery ethos.

Is there a legal protection for LiquidSpark?

It has been a long journey that started in 2021. It was a tough journey and we are not unmindful of the issue of legal protection. We have done our best to ensure that such legal issues are handled, progressed and processed even before coming to the market. We have successfully copyrighted this advertising innovation, as well as gotten a trademark registration for the brand name. The next angle we are looking at now is the commercial success of LiquidSpark Advertising. Beyond the legal protection and all around the brand, what matters now is the commercial success.

What are some of the challenges you have encountered in taking this innovation off the ground and how have you managed to weather the storm?

Big challenges. One challenge is engaging with the dry-cleaning companies. Secondly, getting a professional printer. I have been in discussion with dry-cleaning companies for more than three years. Fortunately, it was last year we signed-in one at Omole Phase One, Sedabuk Dry-cleaning and laundry services. Thirdly, getting a professional printer was a very key issue for us.

We needed a printer that when the final job comes out, the clients will be happy. Because even before we take this thing to the dry cleaner for insertion in dry-cleaned folded garments, the client must give approval to certify that the material he gave us is what he's seen on the cardboard paper.

There is also the commercial challenge, but we are trusting that since we have surmounted the dry cleaning and printing aspects, the commercial aspect is expected to fall in line. We are believing as clients are making their plan for Q1 2025 and the rest of the year, they will consider LiquidSpark Advertising as part of their communication and advertising campaign plan.

How do you measure the success of LiquidSpark campaign, to be more explicit, what metrics do you use to track ROI?

It's a tough one but not impossible. Like I said earlier, with the QR code, the brand owner and advertiser has already positioned the target audience for re-targeting. It then follows that if the target audience scans it that can be measured on the client side. Another way to measure it is counting the garments that a particular dry cleaning company processes over a period of time. So, what we are trying to do also is, at the point of insertion in the garments, they're going to have pictures that would be evident that at least, this thing was inserted. Usage will also be measured through, who has scanned. That is, when somebody scans, you either get response with your phone number, social media handle or email address.

Zenith Bank raises N350bn to meet new recapitalisation requirement



Zenith Bank Plc has raised the sum of N350.1 billion from equity investors ahead of the deadline to meet new recapitalisation requirement by the Central Bank of Nigeria (CBN). According to the bank, its share capital

would now rise to N614.65bn, which is N114.65bn above the regulatory minimum requirement.

The exercise, the bank noted, attracted both local and foreign investors and achieved the feat principally by way of digital offer, using technology

as the main window for investors to access the market.

It added that the Nigerian Exchange's e-Offer platform provided the crucial digital pathway for investors during the exercise.

"Proceeds from the hybrid offer will be strategically deployed to solidify the company's position as the leading financial institution. Additionally, the funds will support expansion into other markets in Africa and Europe, investment in technology, and other group-wide growth initiatives," it said, explaining that it raised the cash from a mix of recent public offer and rights issue, which respectively had 2.8 billion and 5.2 billion ordinary shares put up for sale.

The rights issue was 100.2 per cent subscribed, and the public offer, 160.5 per cent subscribed.

Ultimately, 4.4 billion shares were allotted in accordance with the terms of the offer and the central bank's capital verification exercise.

Commercial banks in Nigeria are racing to create new capital buffers to expand their capital bases to the new thresholds set by the CBN, according to their licence categories before a March 2026 cut-off time.

Zenith and other banks with international banking authorisation are expected to ramp up minimum capital to at least half a trillion naira that will help position them to support President Bola Tinubu's aspiration for a gross domestic product (GDP) of half a trillion dollars by 2030.

Securities and Exchange Commission, the CBN and other regulators have approved the Zenith Bank capital raise.

AfDB evolves new initiative, combats 11 African countries' hazardous chemicals

The African Development Bank Group (AfDB) has approved an initiative to address the challenge of hazardous chemicals in 11 Least Developed Countries (LDCs) in Africa. The participating nations include Angola, Ethiopia, the Gambia, Guinea, Liberia, Mauritania, Senegal, Sierra Leone, Togo, Uganda and Zambia.

The project titled "Scaling-up Investment and Technology Transfer to Facilitate Capacity Strengthening and Technical Assistance for the Implementation of Stockholm and Minamata Conventions in African LDCs

– Phase 2" (AFLDC-2), aims to improve chemicals and waste management across the countries.

According to the AfDB, the initiative would tackle dangerous chemicals as Persistent Organic Pollutants (POPs) and mercury.

Describing the project as transformative, Gareth Phillips, AfDB Manager for Climate and Environment Finance, said, "The AFLDC-2 project marks a pivotal milestone in Africa's efforts to tackle the challenges of hazardous chemicals and waste. We are proud to set this precedent, and we are optimistic it will pave the

way for many more similar initiatives."

The AfDB explained that the project would adopt a multistakeholder approach to address challenges such as the lack of regulatory frameworks, inadequate waste management infrastructure and insufficient enforcement capacities in the countries.

The chemicals involved, including pesticides, Polychlorinated Biphenyls (PCBs) and mercury from products like batteries and dental fillings pose serious health and environmental risks.

Governments worldwide have increasingly recognised



these dangers, leading to stronger regulations through international agreements like the Rotterdam, Stockholm, Minamata, and Basel Conventions.

The project is expected to deliver significant public health and environmental benefits, helping participating countries to fulfill their obligations under the Stockholm and Minamata Conventions.

Available zero-fee transfers in Europe as LemFi expands

By Oluwatosin Ajayi



A new chapter has unfolded for digital remittance as one of the fastest-growing fintech platforms makes its debut in Europe. Immigrants in Italy, France, and Spain can now send money home effortlessly, thanks to a zero-fee transfer service that prioritises convenience and inclusion.

Already operating in Canada, the UK and the US, the platform now serves over one million users in 22 countries. By collaborating with authorised financial institutions, the service ensures compliance with international regulations while safeguarding the needs of its customers.

The European expansion

is powered by Modulr Finance B.V., an integrated payment provider licensed in the Netherlands and authorised throughout the European Economic Area (EEA). This partnership enables the platform to provide seamless remittance services to a broader audience, meeting the growing demand for cross-border transactions.

The timing couldn't be better. A World Bank report, which stated that remittances were to low- and middle-income countries (LMICs), estimated that remittance could be up to \$685 billion in 2024.

Meanwhile, Europe's digital remittance market is projected to hit \$111.8 billion by 2025, according to Statista. With a steady annual growth rate of 2.58%, the market is expected to reach \$123.8 billion by 2029.

By expanding into Europe, this service is well-positioned to benefit from this upward trend.

Founded in 2020 by Ridwan Olalere and Rian Cochran, former colleagues at OPay, the company has rapidly grown into a trusted name in the remittance space.

Initially launched as Lemonade Finance, the platform rebranded in 2023 to reflect its broader vision of empowering immigrants with multi-currency financial tools. Its offerings, which included zero-fee transfers and currency conversion, have made it a lifeline for users navigating financial systems abroad.

This latest move into Europe marks a significant milestone in the company's journey towards global financial inclusion.

Beyond enabling cost-effective transfers, it underscores a deeper commitment to supporting immigrant communities and expanding access to financial tools worldwide. With plans for further growth and innovation, the platform is solidifying its place as a key player in the

Elon Musk's X platform in legal battle with major advertisers

By Abimbola Mohammed

Elon Musk's social media platform, X, has intensified its legal fight against major advertisers, adding several global brands to the lawsuit alleging an unlawful advertising boycott.

The amended complaint filed in a Texas court is naming Nestlé, Lego, Abbott Laboratories, Colgate-Palmolive, Pinterest, Tyson Foods and Shell as defendants in addition to the World Federation of Advertisers (WFA) and other previously

named parties, the WFA and its now defunct Global Alliance for Responsible Media (GARM) initiative, pressured members to withdraw advertising from X due to concerns about Musk's content moderation approach. X claims that this coordinated action resulted in significant financial losses and damaged its competitiveness in the digital advertising market.

The lawsuit alleges that at least 18 GARM members ceased advertising on X

between November and December 2022 in an attempt to coerce the platform into adhering to GARM's brand safety standards, arguing that the standards were selectively enforced and that the boycott was anti-competitive.

GARM was established in 2019 to provide voluntary brand safety guidelines for advertisers, media owners and agencies. However, in response to X's lawsuit, GARM discontinued operations in 2024, citing the financial



burden of defending itself.

The WFA has denied any wrongdoing, stating that it adheres to competition law and plans to contest the lawsuit. The case is ongoing, with X seeking damages and injunctive relief against the defendants.



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LISTEN LIVE

Coca-Cola system commissions packaging collection hub in Lagos

The Coca-Cola System in Nigeria, comprising Coca-Cola Nigeria Limited and its authorised bottler, Nigerian Bottling Company (NBC), has commissioned a state-of-the-art Packaging Collection hub located in Apapa, Lagos.

The facility, a landmark initiative in Nigeria's plastics recycling infrastructure, has the capacity to process up to 13,000 metric tonnes (MT) of plastic bottles annually.

In addition to supporting the Coca-Cola System's sustainability initiatives, the hub aims to serve as a comprehensive solution for plastic waste management, seeking to facilitate PET collection, processing of materials into clean PET bales, and enablement of PET production through third-party partnerships to help contribute to cleaner communities and drive collective action to help reduce packaging waste. The vision is to scale the model once its success is demonstrated.

Speaking during the commissioning, the Governor of Lagos State, Babajide Sanwo-Olu, who was represented by the Special Adviser on Circular Economy, Mrs Titilayo Oshodi, explained that the new facility is a symbol of progress and a tangible demonstration of the kind of Corporate Social Responsibility that was needed in Lagos.

According to Sanwo-Olu, the Nigerian Bottling Company (NBC) has demonstrated its commitment to doing business beyond profit and playing a broader role in society through the project.

"This hub will serve as a critical centre for collecting, sorting, and recycling PET plastics, which will significantly reduce plastic pollution in our environment," he said.

In her remarks, the Honourable Minister of Trade and Investment, Dr Jumoke Oduwole, described the launch of the Coca-Cola System's Packaging Collection Hub as a significant step forward in our collective commitment to sustainability, economic growth and environmental responsibility in Nigeria.

Oduwole commended the Coca-Cola System for its vision and investment in the project, stating that the commitment to Nigeria's economy, environmental sustainability and community development aligns with the administration of Bola Ahmed Tinubu's broader vision for a prosperous and self-sustaining nation.

Zoran Bogdanovic, Chief Executive Officer of Coca-Cola HBC, known locally as Nigerian Bottling Company, also at the occasion highlighted the company's strategic vision:

"This facility represents a significant milestone in our journey of reducing waste by collecting and recycling our packaging in Nigeria. By investing in the hub, we are supporting local communities and creating jobs, as well as demonstrating our commitment to building a more sustainable future in a country that is integral to the success of our business. We are proud to partner with the Nigerian Government in addressing the critical challenge of waste management while fostering economic growth."

The Coca-Cola Company's Africa Operating Unit President, Luisa Ortega, explained that "For nearly 75 years, the Coca-Cola System has been honoured to be part of communities in Nigeria. Through collaboration with local and global partners, the Coca-Cola System will continue to expand its design innovations, explore new collection models or improve existing ones, invest in local infrastructure like this hub and engage with communities to help create a better shared future."

Also speaking, the Honourable Minister of State, Industry, Senator John Enoh, described the System's commissioning of



a Packaging Collection Hub as a bold step that would redefine Nigeria's industrial landscape with manufacturing, meeting sustainability and industry producing output and impact.

"Establishing this hub by the Coca-Cola System, comprising Coca-Cola Nigeria Limited and its bottling partner, Nigerian Bottling Company, marks an important moment in our national industrial journey. It demonstrates what happens when industries rise beyond profit and embrace responsibility to the environment for job creation to the larger ecosystem that fuels their success," Enoh said.

The newly established Packaging Collection Hub reinforces the Coca-Cola System's legacy of investment in Nigeria and supports its long-term objectives of expanding the network of recycling centres and producing food-grade recycled PET, thereby reducing dependence on imported virgin materials.

The Coca-Cola System's investment underscores its global goal to help reduce packaging waste and emissions through using 35% -40% recycled material in primary packaging (plastic, glass and aluminium), including increasing recycled plastic use to 30% - 35% globally. It helps to ensure the collection of 70% - 75% of the equivalent number of bottles and cans introduced into the market by 2035.

Over the past decade, the Coca-Cola System has contributed over \$1.5 billion to Nigeria's economic value chain, empowering communities, driving economic growth, and advancing sustainability. Recently, the System announced plans to more than double its investment rate over the next five years, committing \$1 billion to further these efforts.

Publicis Groupe appoints former Omnicom executive, Calabrese as commercial officer

By **Abimbola Mohammed**



Publicis Groupe has announced the appointment of Geoff Calabrese as its new Chief Commercial Officer. Calabrese joins the company from Omnicom Media Group, where he spent 15 years, most recently serving as CEO, North America Investment.

During his tenure at Omnicom Media Group, Calabrese oversaw the investment and activation of over \$20 billion across various

media channels. He also led several business units, including Optimum Sports and Outdoor Media Group.

Calabrese's appointment comes on the heels of Omnicom Media Group's recent announcement that Katie Klein would succeed him as Chief Investment Officer for North America.

In his new role at Publicis Groupe, Calabrese will oversee client commercial engagements across new and existing partnerships. His responsibilities will include exploring new business models, agency compensation, performance incentives and media value guarantees.

Calabrese is set to start in the spring and will report to Dave Penski, CEO Connected Media and Lou Rossi, Chief Financial Officer, Connected Media.

The appointment follows Omnicom's announcement in December that it would acquire rival holding company, Interpublic Group. The deal is expected to close in the second half of 2025.

Ledrop Group appoints Emeh, senior brand manager, Glenfiddich, Luc Belaire

By **Abimbola Mohammed**

Ledrop Group, manufacturer of Glenfiddich, William Grant & Sons and Luc Belaire, have appointed John Emeh as Senior Brand Manager for the two iconic brands.

Emeh, a seasoned brand marketing specialist and strategic growth leader, will oversee the management of Glenfiddich and Luc Belaire in the Nigerian market and beyond.

His role will involve redefining premium experiences and



driving innovation in brand storytelling.

From redefining premium experiences to driving innovation in brand storytelling, Emeh expressed his eagerness to deliver strategic impact and unforgettable moments for consumers.

Making this known on his LinkedIn page, Emeh wrote: "I'm thrilled to share that I've joined Ledrop Group as the

Senior Brand Manager for Glenfiddich and Luc Belaire. This new chapter represents an incredible opportunity to lead the charge in building two iconic global brands in the Nigerian market and beyond."

The new senior brand manager comes with over a decade of experience in driving market expansion and enhancing brand equity across diverse industries. He has spearheaded data-driven campaigns and executed multi-channel marketing strategies, delivering measurable results, including 30% revenue growth and 40% improvement in customer retention for leading FMCG brands like Premier Cool, Cussons Baby and Diageo. Emeh has also contributed tailored GTM strategies for Fintech brands like LEMFI, Palmcredit, Shara Finance, Interswitch, Aetiv Media, Bankly, Cliqki, Edutech and MoneyPal.

In his previous role, Emeh worked as Head of Brand Strategy and Growth at Brandeye Media, a media planning and buying agency. He also worked as Head of Growth at GDM Group. Prior to that, he was the Marketing and Sales Manager, Veepee Group of Companies

LIONS Scholarship 2025 appoints Ntsubane, jury president

The LIONS Scholarship 2025 has appointed Andisa Ntsubane jury president. Ntsubane, the Managing Executive, Brand Marketing and Communications, Vodacom Group, Africa, is a seasoned marketing professional of global repute.

Mr. Ntsubane is a Chartered Marketer and Certified Customer Experience Professional with over 20 years experience, working across multiple industries from FMCG, Telecommunications, Banking, Information Communication and Technology, Sustainability, Insurance to Financial Services.

Andisa is also an Independent Non-Executive Director of Cricket South Africa (CSA). National Governing body for the sport of Cricket in South Africa.

An Afro-optimist with



extensive experience working across the continent, Andisa, has co-authored a Brand Management textbook entitled, “Managing brands across multiple geographies”.

Selected to be one of a 100 Global CMO’s onto the Institute for Real Growth (IRG) 100 Programme, Andisa was voted by his peers as the 2021 IRG Champion.

According to the LIONS Academies, applications are open to people born on or after 20 June 1994. The minimum age for applying is 18 years old, and proof of age will be required. Applicants are also need to have a minimum of two years’ work experience in a role to be eligible. The LIONS Academies are presented in English.

Applications for 2025 opened on 3, October, 2024 and closed on 5, December, 2024. Applicants would have been notified on 22, January 2025.

The LIONS Scholarship 2025 offers 10 fully funded scholarships to underrepresented talent within the creative industry.

Every year, the organisers receive hundreds of applications for the LIONS Scholarship, and judge every application through a two-stage process. After the initial application, they use a jury of over 40 creatives to create a shortlist. The jurors are creative directors, art directors, creative partners and copywriters from around the world, so, they know exactly what creative excellence is and who has the potential to reach it.

The LIONS Scholarship, is designed to support the next generation of talents, placing emphasis on diversity of location, gender, race, class, preference and perspective. With five places available in the Brand Marketing Academy and five in the Creative Academy, a total of 10 people aged 30 or under from 10 countries will be accepted for the Scholarship.

Kimberly-Clark’s creative, media business up for review

By **Abimbola Mohammed**



Kimberly-Clark Corp. has concluded its global creative and media review, dividing the duties among four major advertising holding companies: Interpublic Group (IPG), WPP, Publicis and Omnicom Group (OMG).

Following a comprehensive RFP process, IPG will handle creative duties for Kimberly-Clark’s feminine care and family care brands, which include Kleenex, Scott, Cottonelle, and others.

WPP, on the other hand, will oversee creative responsibilities for the company’s baby and child care, as well as adult care brands, such as Huggies, Poise and Andrex.

In terms of media duties, Publicis will continue to serve as the media partner for Kimberly-Clark’s U.S. business and has expanded its role to include Canada, providing comprehensive media services for North America.

Meanwhile, Omnicom Group has consolidated media responsibilities for all markets outside of North America,

excluding South Korea.

According to a statement, Kimberly-Clark expressed enthusiasm about collaborating with its new agency partners, stating, “We are excited and eager to get to work with our partners ahead.”

Debbie Larry-Izamoje emerges youngest CEO, Brila Media Group

By **Seun Johnson**



Debbie Larry-Izamoje, the 30-year old daughter of a veteran Sport Journalist, Larry Izamoje, has been appointed the Chief Executive Officer of Brila Media Group, the parent company of the foremost sport radio station in Africa, Brila Fm.

Confirming the appointment recently through her LinkedIn page, the digital communication expert described her new role as more

than just a title, but something truly special that signifies a new era, fresh chapter, chance to build, innovate and take the brand to a new height.

At 30 years of age, Debbie’s appointment marks a trailblazing moment for women and young professionals in media leadership. Her rise to the top position of the media group signals a paradigm shift towards more inclusive and diverse leadership in a traditionally male-dominated industry, particularly in sports journalism.

Until her recent promotion, Debbie served as the Chief Operating Officer of the organisation, a role she used to transform Brila FM into Brila Media by significantly expanding its digital presence and building a robust digital community.

While reacting to her elevation as CEO, Debbie noted that the 22 years old brand just got younger, bolder and more dynamic. According to her, more than ever, the Media group will be focusing on connecting with the next generation of sports lovers in ways that feel fresh, exciting and authentic.

“With exciting partnerships on the horizon, bold plans are in motion, and a renewed vision for what’s possible, this next phase promises to be one of growth and transformation. And through it all, one thing remains constant, we wouldn’t be here without you.

“From the bottom of my heart, thank you for standing with Brila Media and believing in the vision. The future is here, and I can’t wait to build it with all of you,” she wrote.

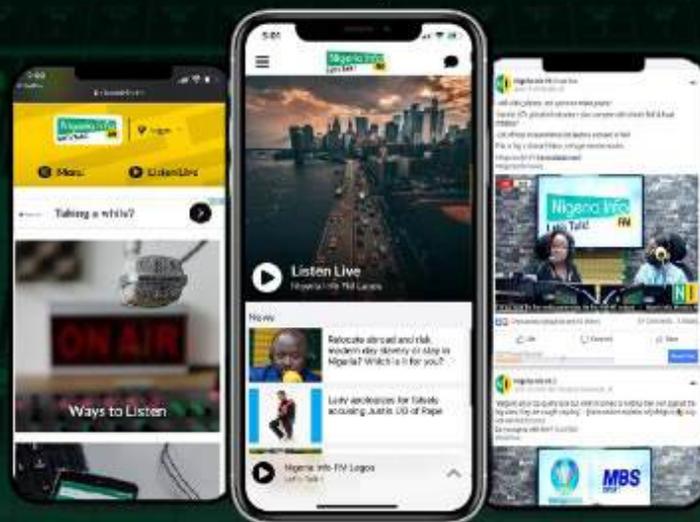
The appointment comes as a testament to her massive contributions to the sports media landscape in Nigeria, having previously been recognised for her impactful leadership and contributions to the field on multiple occasions.

It also reflects the trend of embracing youthful leadership in media organizations and the growing recognition of the value that young, dynamic leaders bring to the table.

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Honda, Nissan exploring merger to combat EV competition

By Felicia Nwosu



In a move that could reshape the global automotive landscape, Japanese auto giants, Honda and Nissan, are reportedly exploring a merger. The companies are considering forming a

holding company that would encompass both automakers, as well as Mitsubishi Motors in an effort to better compete in the fiercely competitive electric vehicle (EV) market.

The Nikkei in its report

stated that the companies are on the verge of signing a memorandum of understanding. While the specific details of the merger and the stake each company will hold in the new entity are yet to be determined, this strategic move underscores the increasing pressure faced by traditional automakers in the face of rapid EV adoption.

Tesla and Chinese automaker, BYD, have significantly disrupted the market with their aggressive expansion and competitive pricing, forcing established players like Honda and Nissan to seek innovative solutions to remain competitive. This

merger, if finalised, would allow the three Japanese automakers to pool their resources, accelerate EV development and leverage on their combined strengths to combat the growing dominance of Tesla and other EV players.

The news sent shockwaves through the financial markets, with shares of both Nissan and Honda, experiencing significant gains, following the report. This potential merger has the potential to reshape the global automotive industry, creating a formidable force capable of challenging the current leaders in the EV market.

Oando partners Lagos to deploy 5,000 electric public transport buses

Wale Tinubu, the Group Chief Executive Officer of Oando Plc, said that the oil firm is partnering with the Lagos State Government to deploy 5,000 electric buses for public transportation in the state.

Explaining this in an interview with CNBC Africa, on the sidelines of the just concluded World Economic Forum in Davos, Switzerland, Tinubu said the decision to invest in electric vehicles, particularly for public transportation, is informed by the company's commitment to adopting cleaner energy solutions as part of its 'just' energy transition drive.

"The arguments for decarbonisation are as important as the arguments

for a just transition, and that transition has to recognise the fact that Africa has 45% of the people, who have no access to electricity or energy products, so our first step really must be to use what we need, which means that we need to use our gas as part of the energy mix to service the needs of our continent and that we need to do so as a transitional fuel whilst we work with an energy mix," he said.

The Oando boss noted that the company, being a major player in Nigeria's oil and gas industry is deploying EVs as a "carbon capture technique" to contribute to the global decarbonisation campaign.

"For every modicum of carbon we put into the economy, into the world and the environment, we are also



taking that out by ensuring that we have carbon capture techniques as well as ensuring that our clean energy offering is part of our products and services is high so we're focusing a lot on e-vehicles," he explained.

He added, "We are using gas as a transitional fuel to create electricity to generate the power to power buses, transport is 10% of global emissions, so, if we tackle public transport, we would

be able to reduce emissions by 5% almost immediately and the first step we're doing now is also working on a public system of being able to transit the bus system in Nigeria from diesel or petrol to electric vehicles, starting with a project, which we're working on with the Lagos state government, as a pilot case, where we expect to see up to 5,000 buses, e-buses, being deployed in our streets."

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